

# Project - INSIGHTS

- WoW Change
  - Revenue increased by **28.8%**
  - Total Txns amount and Count increased by **35% and 3.39%**
  - Customer Count increased by
- Overall YTD
  - Overall Revenue is 57M
  - Total Interest is 8M
  - Total Txn amount is 8M
  - Male customer are contributing more in revenue 31M and female 26M
  - Blue and Silver card are contributing to 93% of overall txn
  - TX, NY and CA is contributing 68%
  - Overall activation rate is 57.5%
  - Overall Delinquent rate is 6.06%