

Project Insights-

WOW CHANGE (WEEK ON WEEK)

- * REVENUE INCREASED BY 28.8%,
- * CUSTOMER COUNT INCREASED BY XX%

OVERVIEW YTD:

- * OVERALL REVENUE IS 57M
- * TOTAL INTEREST IS 8M

TOTAL TRANSACTION AMOUNT IS 45M

MALE CUSTOMERS ARE CONTRIBUTING MORE IN REVENUE
RE IN REVENUE 31M, FEMALE 26M

BLUE & SILVER CREDIT CARD ARE CONTRIBUTING TO 93% OF OVERALL TRANSACTIONS
TX, NY & CA IS CONTRIBUTING TO 68%

OVERALL ACTIVATION RATE IS 57.5%

OVERALL DELINQUENT RATE IS 6.0696