

Credit Card Usage & Performance Analysis Dashboard



Presented By- Binoy Patra

Credit Card Transaction Report

Q4

Q2

Q3

Q1

Total Revenue

57M

Total Interest

7.98M

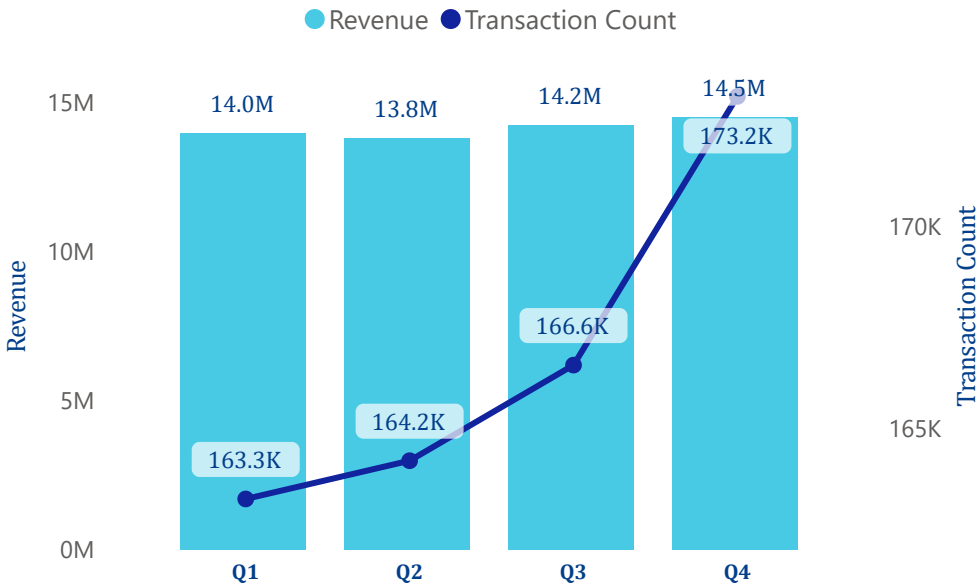
Total Transaction

667K

Transaction Amount

46M

Qtr Revenue & Transaction Count



Card_Category	Revenue	Transaction Amount	Interest Earned
Blue	47188612	37840749	66,14,172.62
Gold	2533682	2091362	3,84,755.16
Platinum	1135608	953314	1,61,629.05
Silver	5659109	4647596	8,21,922.98
Total	56517011	45533021	79,82,479.81

Blue

Platinum

Gold

Silver

F

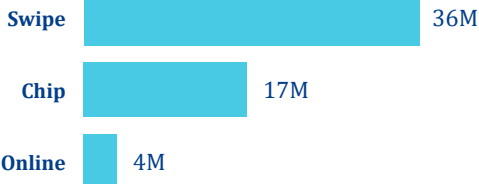
M

Low

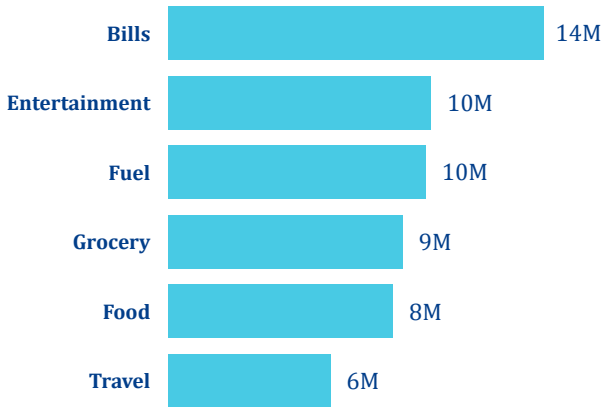
Med

High

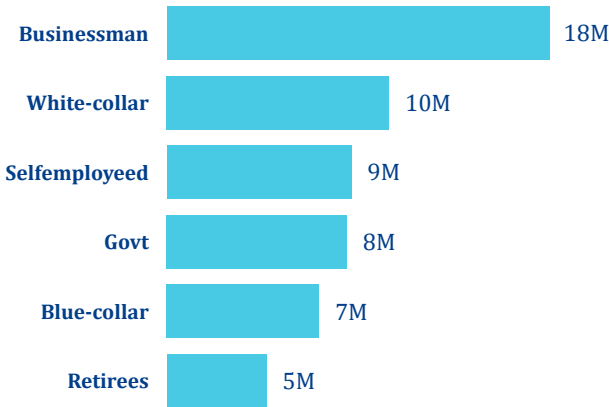
Revenue by Use Chip



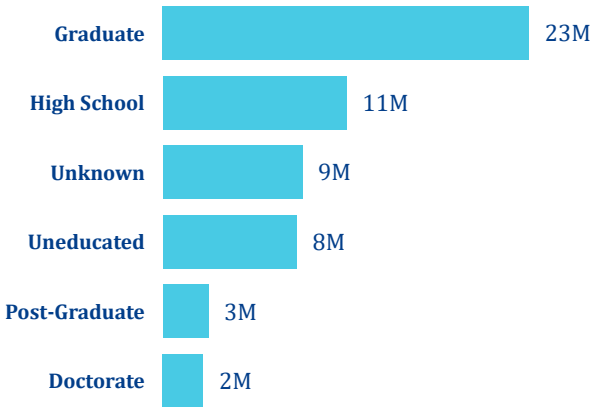
Revenue by Expenditure Type



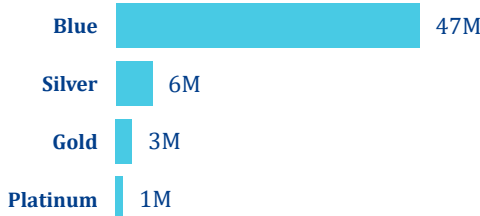
Revenue by Customer Job



Revenue by Education



Revenue by Card Category



Credit Card Customer Report

Q4

Q2

Q3

Q1

Total Revenue

57M

Total Interest

7.98M

Total Income

588M

Satisfaction Score

3.19

Week Start Date

All

F

M

Blue

Platinum

Gold

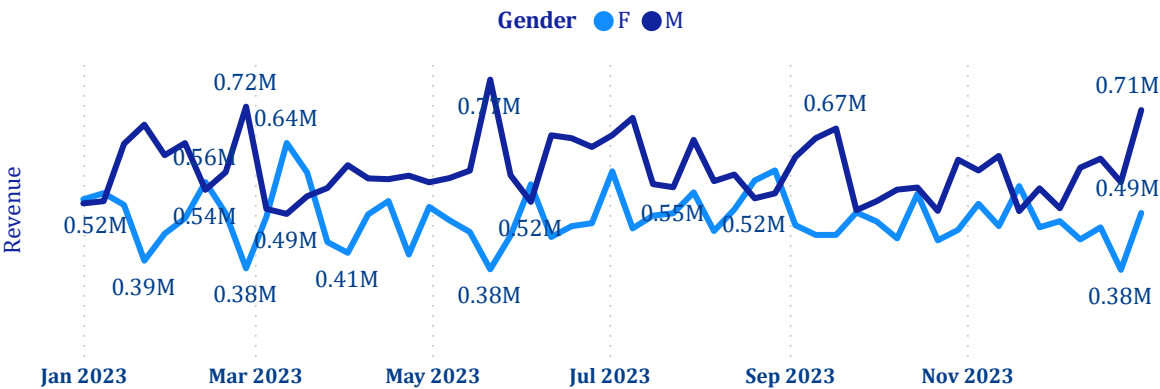
Silver

Low

Med

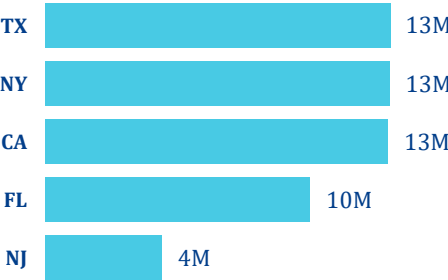
High

Revenue vs Gender

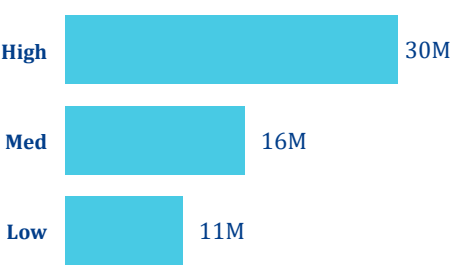


Customer_Job	Income	Revenue	Transaction Amount	Total Transaction	Count
Businessman	190350431	17697472	14538883	156978	1935
White-collar	105618475	10283124	8359688	113455	1564
Selfemployee	77659931	8542826	6640301	127429	2628
Govt	90834727	8335534	6701573	106680	1554
Blue-collar	73516911	7040606	5602930	97122	1606
Retirees	49619308	4617448	3689646	65570	1006
Total	587599783	56517011	45533021	667234	10293

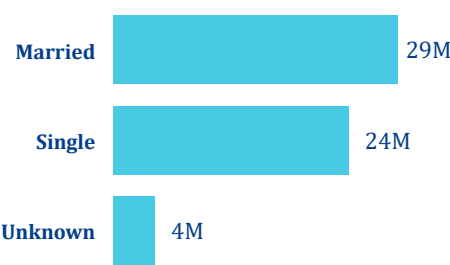
Top 5 States



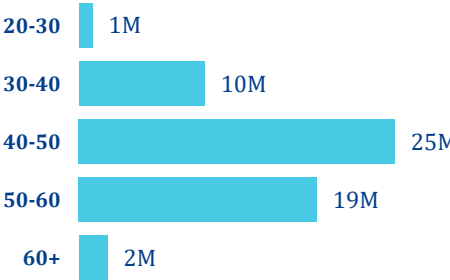
Revenue by Salary Group



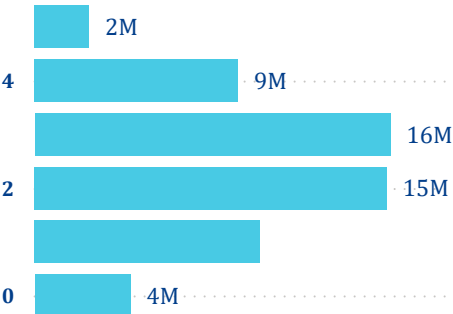
Marital Status



Age Group



Dependency Count



Week Over Week Change Report

Week Over Week

SL. No	Week Number	WoW_Customer_Cnt	WoW_Tranaction_Cnt	WoW_Transaction_Amt	WoW_Revenue	WoW_Interest
2	Week-2	0.01	0.01	0.01	1.7%	0.05
3	Week-3	0.00	0.03	0.09	9.0%	0.11
4	Week-4	0.00	-0.02	-0.06	-6.6%	-0.14
5	Week-5	0.00	0.01	-0.02	-0.7%	0.09
6	Week-6	0.00	0.01	0.06	5.4%	0.03
7	Week-7	0.00	-0.02	-0.01	-1.9%	-0.07
8	Week-8	0.00	-0.01	-0.03	-2.6%	-0.02
9	Week-9	0.00	0.04	0.02	2.0%	0.03
10	Week-10	0.00	-0.07	-0.10	-9.7%	-0.10
11	Week-11	0.00	0.07	0.15	14.5%	0.12
12	Week-12	0.00	-0.02	-0.03	-2.2%	0.01
13	Week-13	0.00	-0.04	-0.11	-11.6%	-0.16
14	Week-14	0.00	0.02	0.02	2.6%	0.06
15	Week-15	0.00	0.02	0.05	5.2%	0.07
16	Week-16	0.00	0.00	0.02	2.5%	0.06
17	Week-17	0.00	-0.04	-0.10	-9.6%	-0.14
18	Week-18	0.00	0.00	0.10	8.7%	0.06
19	Week-19	0.00	0.00	-0.03	-1.8%	0.08
Total		0.13	0.03	0.35	28.8%	0.01

Delinquent Status and Rate

Delinquent Status	Blue-collar	Businessman	Govt	Retirees	Selfemployeed	White-collar	Delinquent Rate
0	14.75%	17.81%	14.00%	9.16%	23.87%	14.35%	93.94%
1	0.85%	0.99%	1.10%	0.61%	1.66%	0.85%	6.06%
Total	15.60%	18.80%	15.10%	9.77%	25.53%	15.19%	100.00%

Card Category Analysis

Card_Category	Customer	Average Credit Limit	Interest Earned
Blue	91.17%	7,291.73	82.86%
Gold	1.88%	21,792.67	4.82%
Platinum	0.65%	16,455.13	2.02%
Silver	6.31%	23,454.97	10.30%
Total	100.00%	8,642.41	100.00%

Expense Type vs Revenue

Exp_Type	Transaction	Transaction Amaount	Revenue
Bills	178025	11166448	14001372
Entertainment	127587	7821312	9781402
Fuel	117605	7705253	9587104
Grocery	104526	7032033	8734991
Food	89751	6808437	8375137
Travel	49740	4999538	6037005
Total	667234	45533021	56517011

Activation Status vs Rate

Activation Status	Activation Rate
☐ 0	42.54%
Blue	39.04%
Gold	0.84%
Platinum	0.27%
Silver	2.40%
☐ 1	57.46%
Blue	52.13%
Gold	1.04%
Platinum	0.38%
Silver	3.91%
Total	100.00%