Credit Card Customer Report

28 States	**10.29K** Total Customer	**46.27** Average Age	**291.61** Average Annual Fees	**3.19** CSS

Gender

All ∨

Card Category

All ∨

Marital Status

All ∨

Top 5 States by Customer

- CA — 2.5K
- TX — 2.4K
- NY — 2.3K
- FL — 1.7K
- NJ — 0.7K

Customer by Age Group

- 20-30 — 0.2K
- 30-40 — 1.9K
- 40-50 — 4.6K
- 50-60 — 3.0K
- 60+ — 0.5K
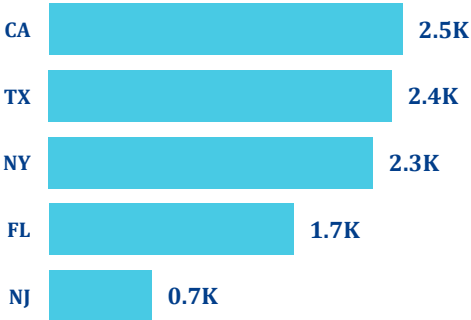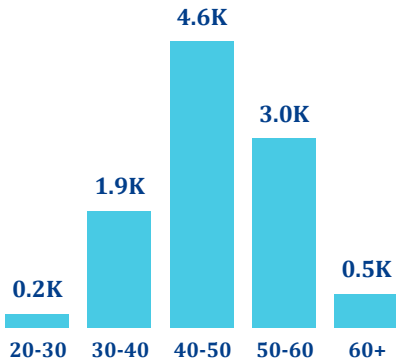
Customer by Salary Group

- Low — 4.1K
- Med — 3.2K
- High — 3.0K
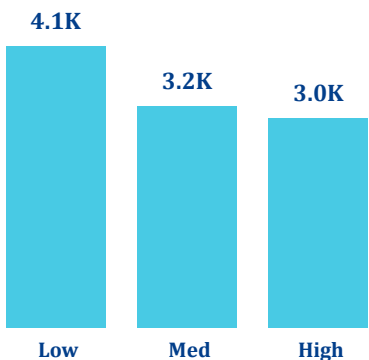
Gender Distribution

- M 41.83%
- F 58.17%
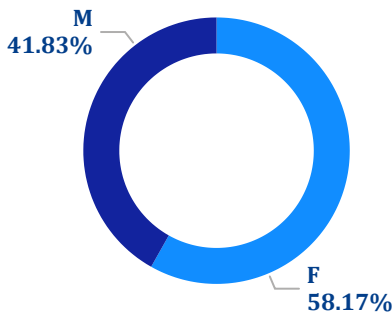
Customer by Education Level

- Graduate — 4.2K
- High School — 2.0K
- Unknown — 1.5K
- Uneducated — 1.5K
- Post-Graduate — 0.5K
- Doctorate — 0.5K
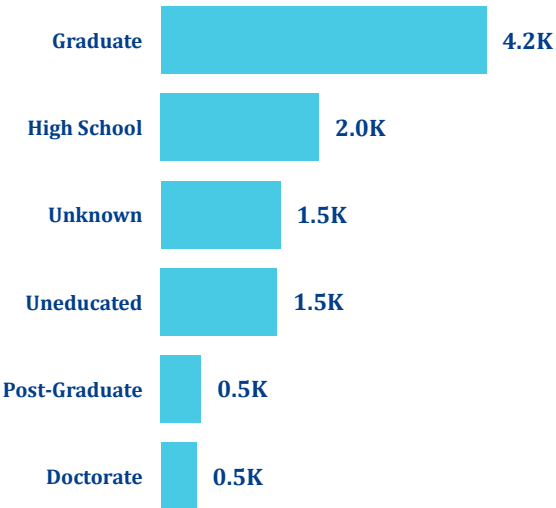
Customer by House Owner Status

no	yes
5.49K	4.80K
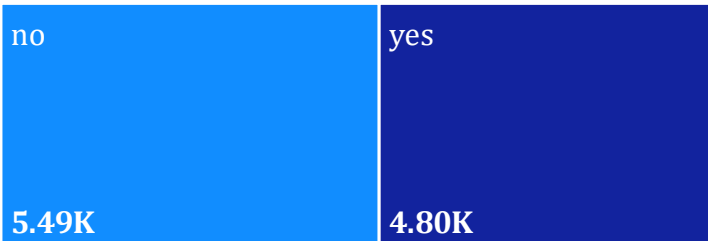
Customer by Car Owner Status

no	yes
6.16K	4.14K

Customer by Personal Loan Status

- yes 12.73%
- no 87.27%

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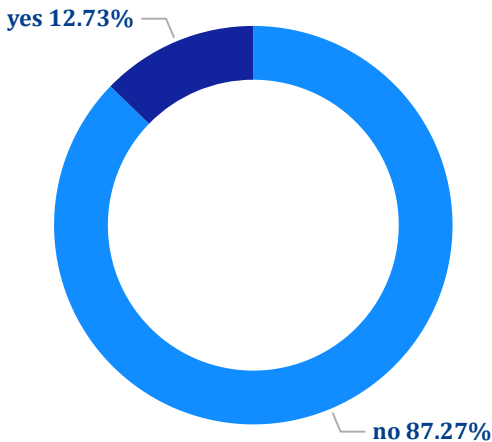
Credit Card Transaction Report

667K — T. Transaction

46M — T. Trans Amount

991K — T. Acqusition Cost

7.98M — T. Interest Earned

57M — T. Revenue

Filters

Week Start Date
All

Gender
All

Card Category
All

Marital Status
All

Customer Job
All

Binoy Patra

Top 5 States by Revenue
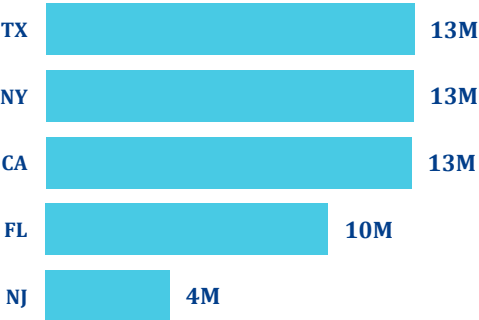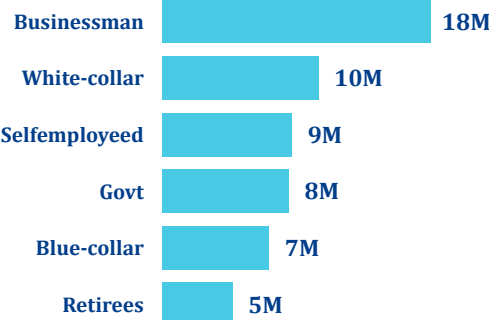
State	Revenue
TX	13M
NY	13M
CA	13M
FL	10M
NJ	4M

Revenue by Education Level

Level	Revenue
Businessman	18M
White-collar	10M
Selfemployeed	9M
Govt	8M
Blue-collar	7M
Retirees	5M

Revenue by Salary Group

Group	Revenue
High	30M
Med	16M
Low	11M

Revenue by Education Level

Category	Revenue
Bills	14M
Entertainment	10M
Fuel	10M
Grocery	9M
Food	8M
Travel	6M

Revenue by Education Level

| Level	Revenue
Graduate	23M
High School	11M
Unknown	9M
Uneducated	8M
Post-Graduate	3M
Doctorate	2M
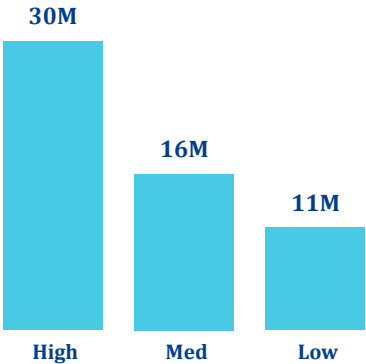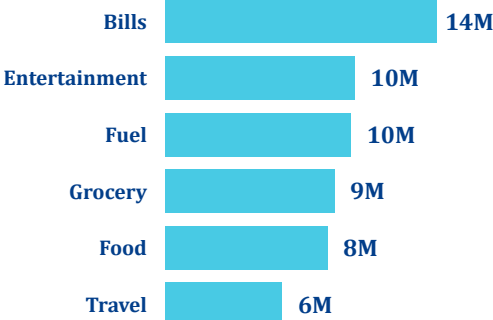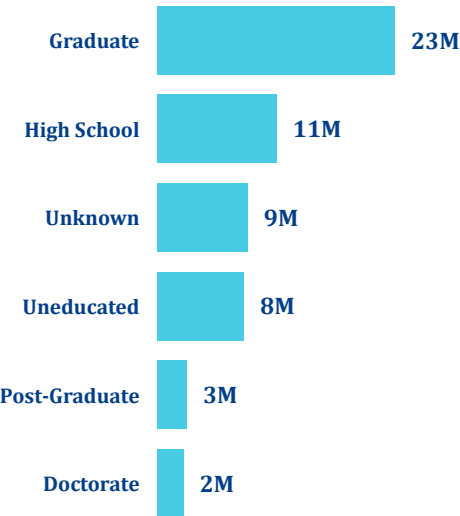
Qtr Revenue & Transaction Count

● Revenue ● Transaction Count

Quarter	Revenue	Transaction Count
Q1	14.0M	163.3K
Q2	13.8M	164.2K
Q3	14.2M	166.6K
Q4	14.5M	173.2K

Revenue by Use Chip

Type	Revenue
Swipe	36M
Chip	17M
Online	4M
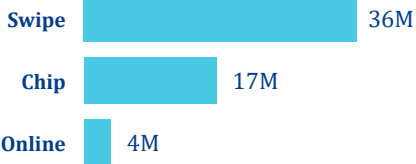
Revenue by Card Category

Category	Revenue
Blue	47M
Silver	6M
Gold	3M
Platinum	1M
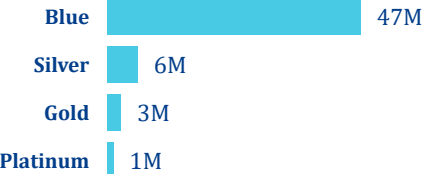
Credit Card Performance Report

4 Card Category	**8.64K** Average Credit Limit	**991K** T. Acqusition Cost	**7.98M** T. Interest Earned	**12M** T. Revolving Amount

Filters

Week Start Date
All ▾

Gender
All ▾

Card Category
All ▾

Customer Job
All ▾

Credit Limit vs Total Transaction Amount by Card Category

● Sum of Credit_Limit   ● Sum of Total_Trans_Amt

	Blue	Silver	Gold	Platinum
Sum of Credit_Limit	68M	15M	4M	1M
Sum of Total_Trans_Amt	38M	5M	2M	1M
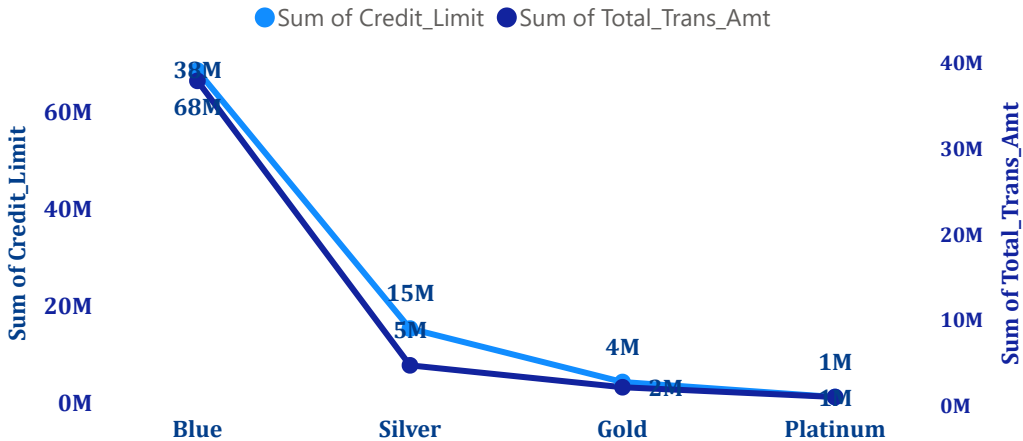
Delinquent Status and Rate

Delinquent Status	Delinquent Rate
⊞ 0	93.94%
⊞ 1	6.06%
Total	**100.00%**

1 6.06%
0 93.94%
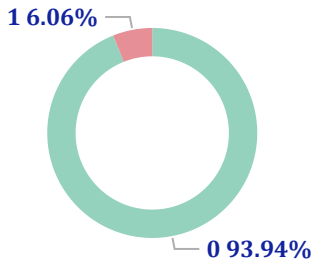
Activation Status vs Rate

Activation Status	Activation Rate
⊞ 0	42.54%
⊞ 1	57.46%
Total	**100.00%**

0 42.54%
1 57.46%
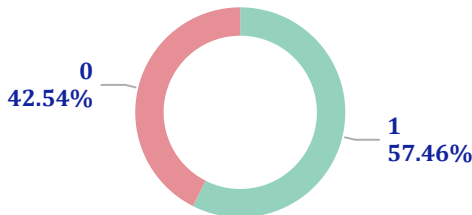
Week Over Week Performance

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
Total		**0.13**	**0.03**	**0.35**	**28.8%**	**0.01**

Average Utilization Ratio

Silver 12.76%
Gold 19.17%
Platinum 23.24%
Blue 44.83%
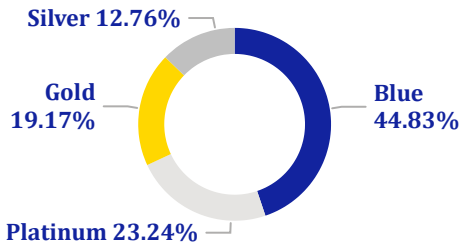
Average Satisfaction Ratio

Platinum 22.29%
Silver 26.44%
Gold 25%
Blue 26.26%