

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

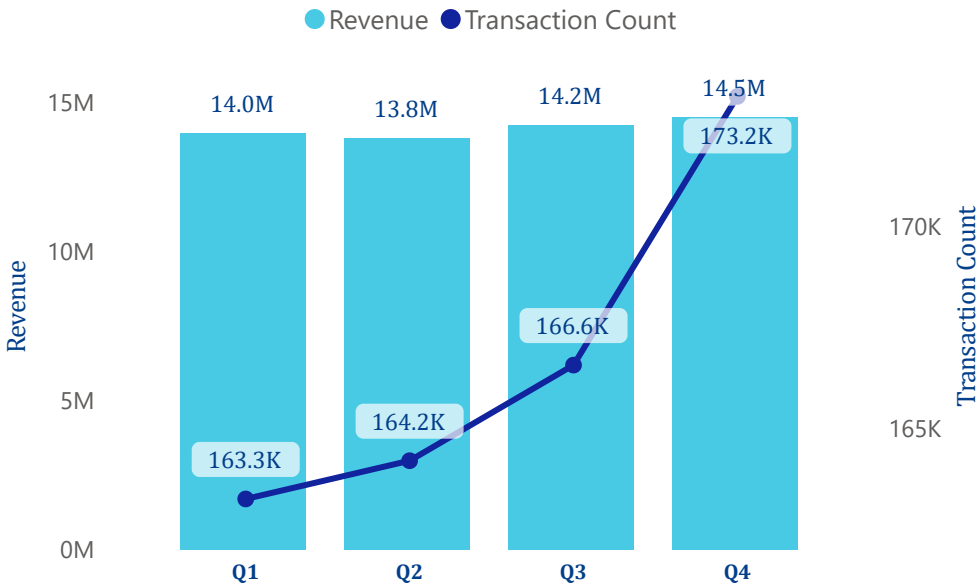
Total Transaction

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

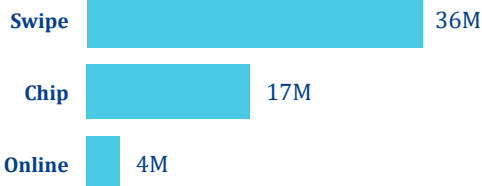
M

Low

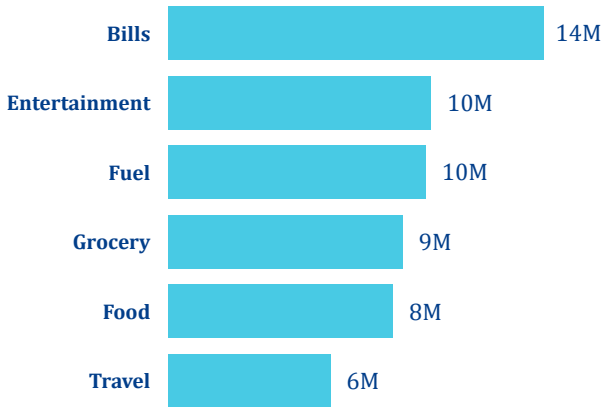
Med

High

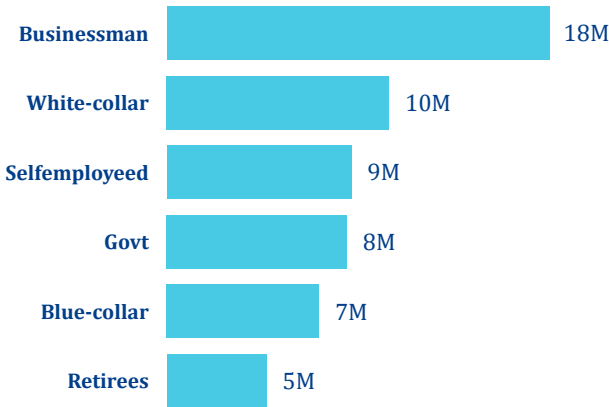
Revenue by Use Chip



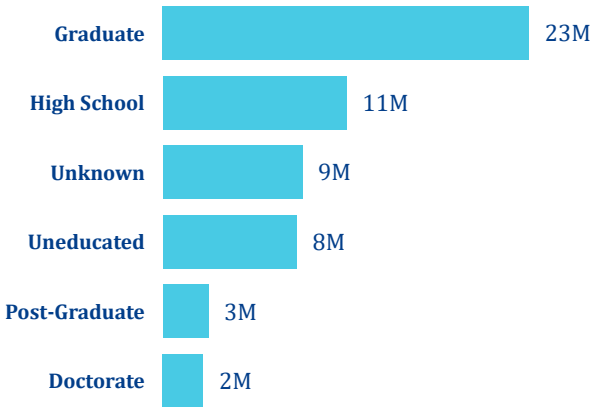
Revenue by Expenditure Type



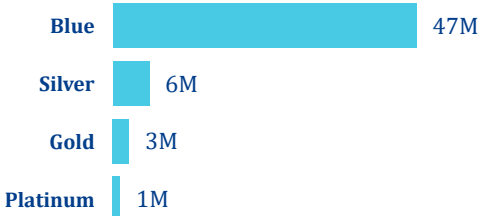
Revenue by Customer Job



Revenue by Education



Revenue by Card Category



Credit Card Customer Report

Total State

28

Total Customer

10.29K

Total Income

588M

Satisfaction Score

3.19

Total Acq Cost

991K

Avg Annual Fees

291.61

Q4

Q2

Q3

Q1

Week Start Date

All

F

M

Blue

Platinum

Gold

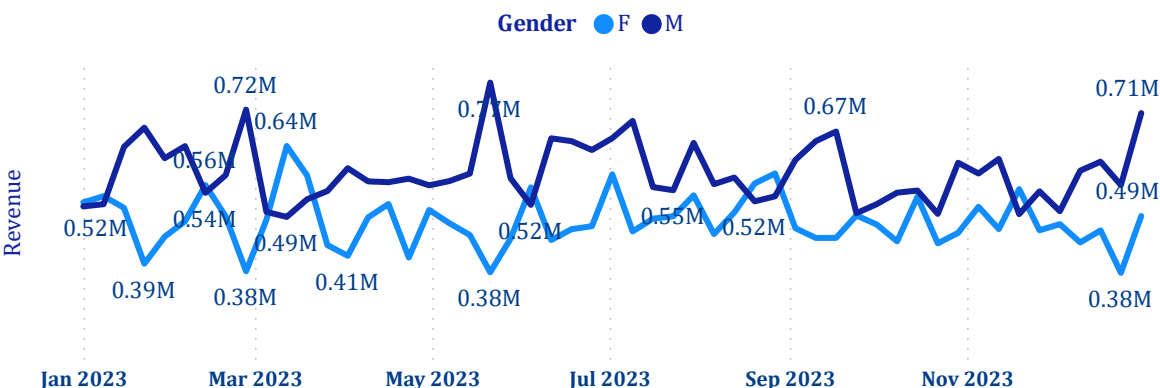
Silver

Low

Med

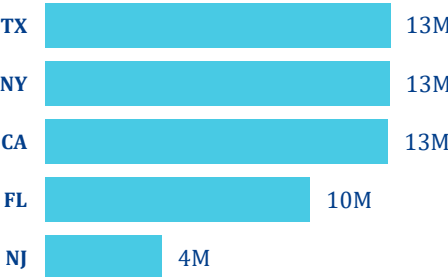
High

Revenue vs Gender

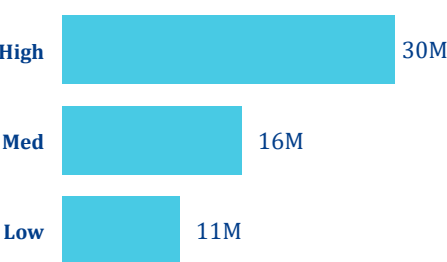


Customer_Job	Count	Income	Total Transaction	Transaction Amount	Revenue
Businessman	1935	190350431	156978	14538883	17697472
White-collar	1564	105618475	113455	8359688	10283124
Selfemployee	2628	77659931	127429	6640301	8542826
Govt	1554	90834727	106680	6701573	8335534
Blue-collar	1606	73516911	97122	5602930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

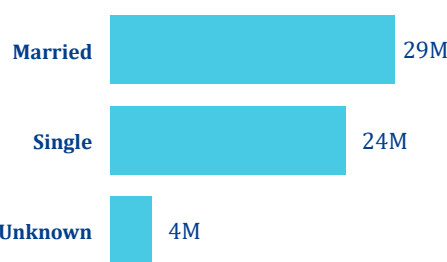
Top 5 States



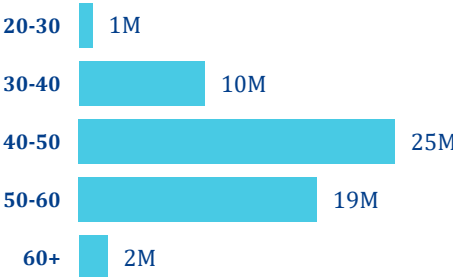
Salary Group



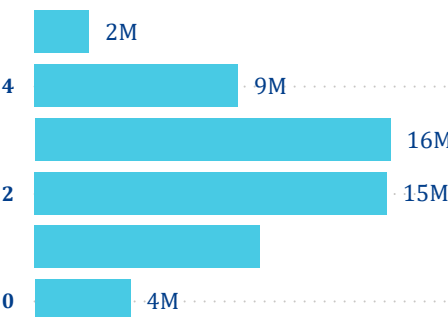
Marital Status



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%