Credit Card Customer Report

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

Top 5 States by Customer

State	Customers
CA	2.5K
TX	2.4K
NY	2.3K
FL	1.7K
NJ	0.7K

Customer by Age Group

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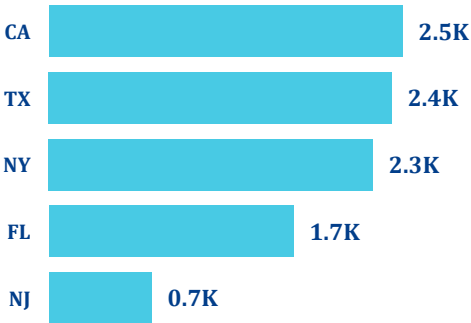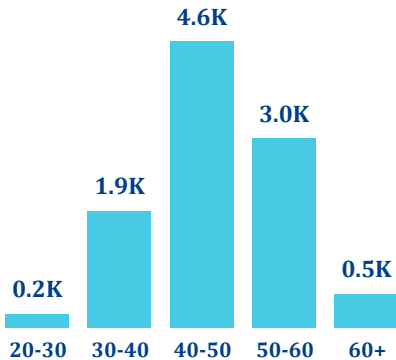
Customer by Salary Group

Salary Group	Customers
Low	4.1K
Med	3.2K
High	3.0K

Gender Distribution

M 42%

F 58%

Card Category

All

Gender

All

Marital Status

All

Customer by Job Type

Job Type	Customers
Selfemployeed	2.6K
Businessman	1.9K
Blue-collar	1.6K
White-collar	1.6K
Govt	1.6K
Retirees	1.0K
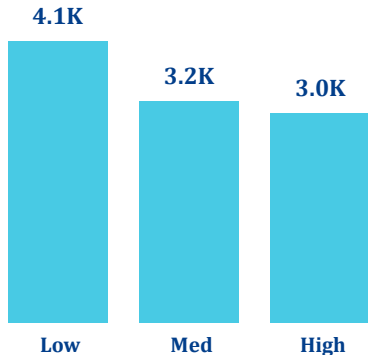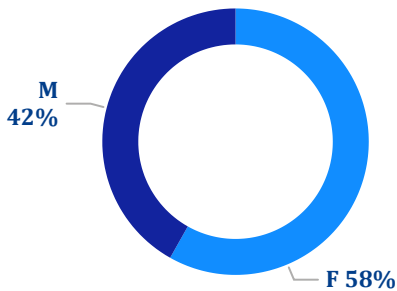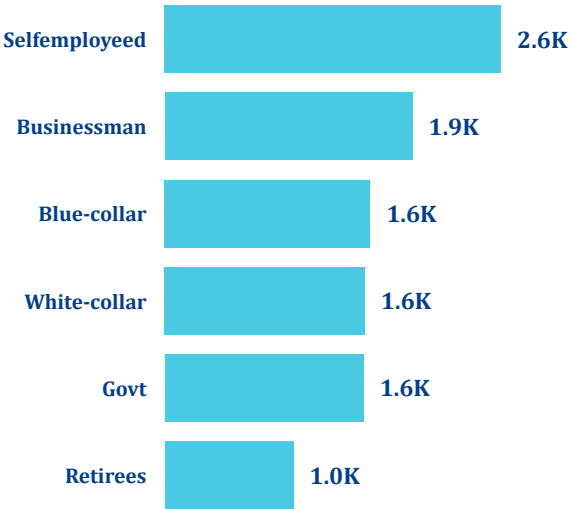
Customer by House Owner Status

no	yes
5.49K	4.80K
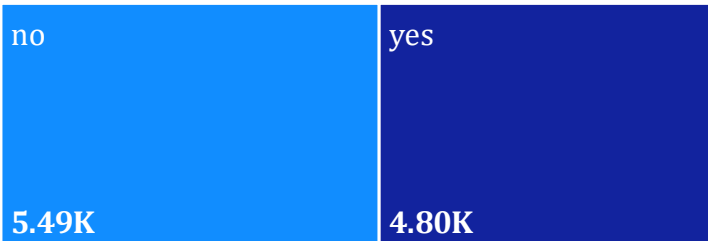
Customer by Car Owner Status

no	yes
6.16K	4.14K
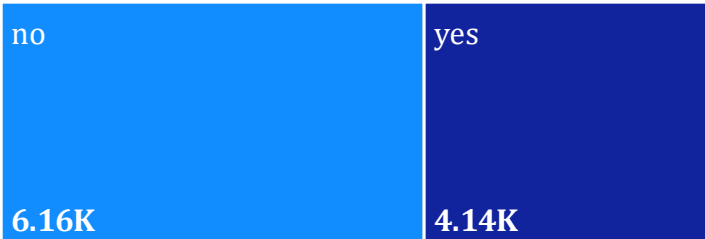
Customer by Personal Loan Status

yes 13%

no 87%

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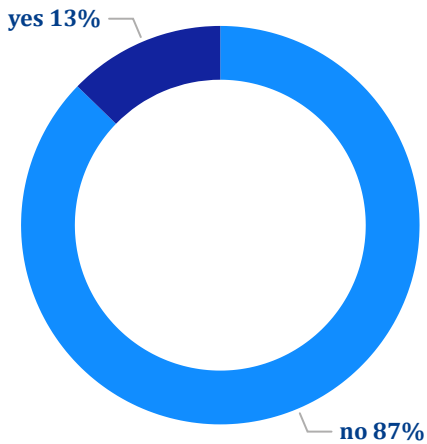
Credit Card Transaction Report

667K T. Transaction

46M T. Trans Amount

991K T. Acqusition Cost

7.98M T. Interest Earned

57M T. Revenue

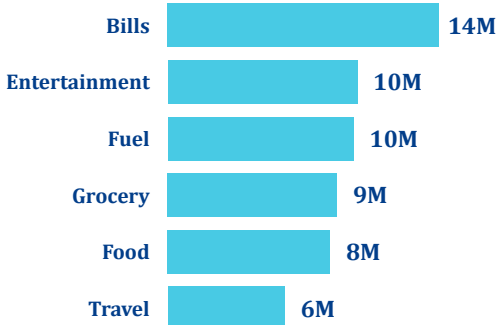## Top 5 States by Revenue

State	Revenue
TX	13M
NY	13M
CA	13M
FL	10M
NJ	4M

Revenue by Job Type

Job Type	Revenue
Businessman	18M
White-collar	10M
Selfemployeed	9M
Govt	8M
Blue-collar	7M
Retirees	5M
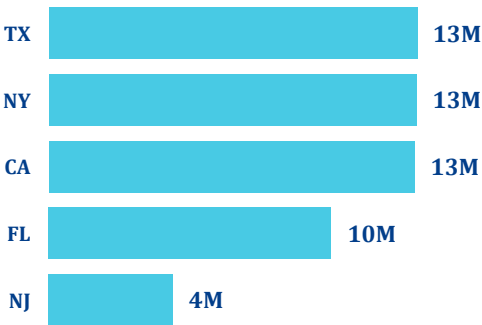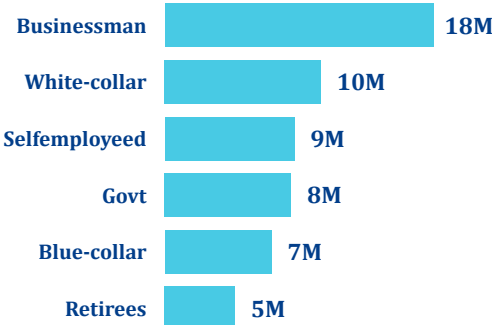
Revenue by Salary Group

Salary Group	Revenue
High	30M
Med	16M
Low	11M
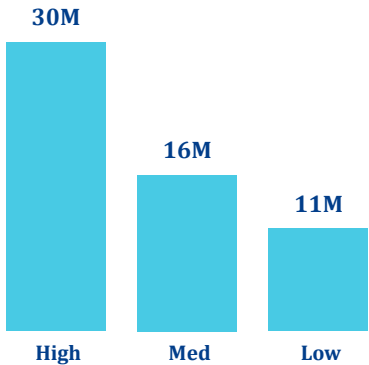
Revenue by Expenditure Type

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

Week Start Date: All

Card Category: All

Gender: All

Revenue by Age Group

Age Group	Revenue
40-50	25M
50-60	19M
30-40	10M
60+	2M
20-30	1M
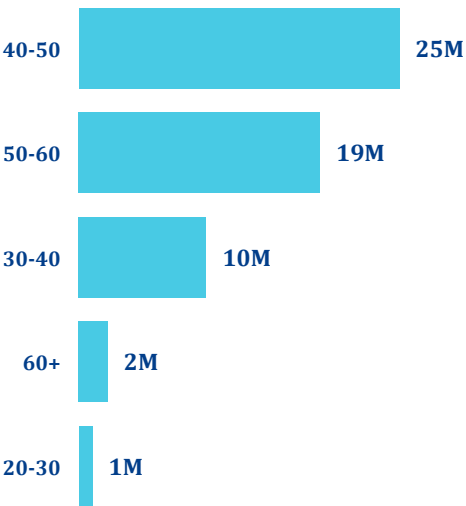
Qtr Revenue & Transaction Count

- 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

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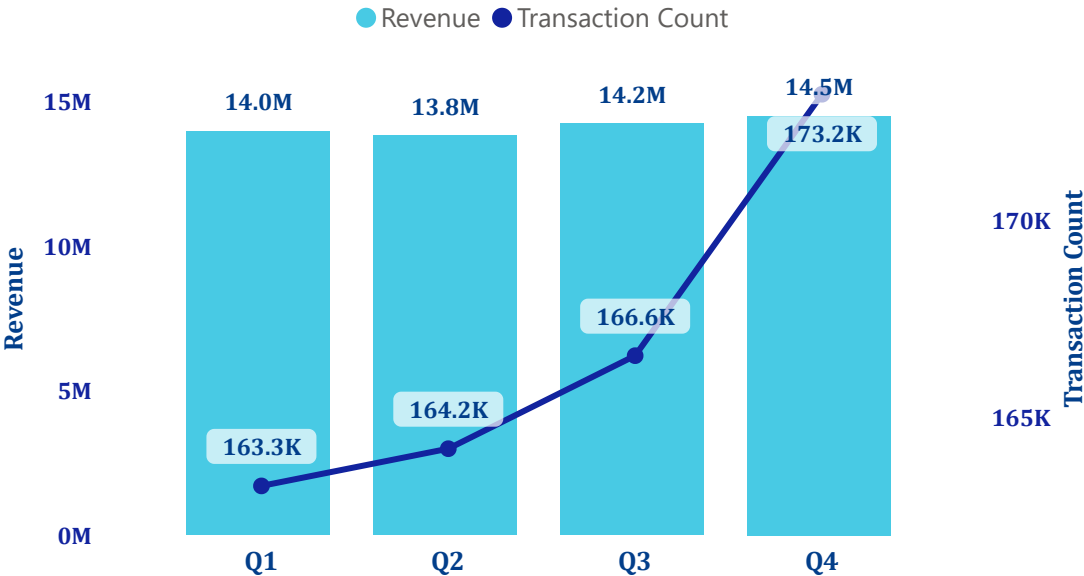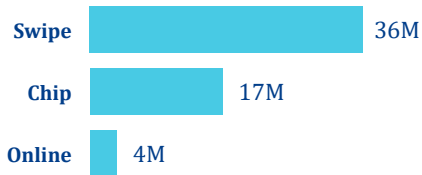
Revenue by Card Category

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

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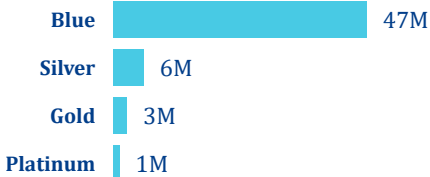
Credit Card Performance Report

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

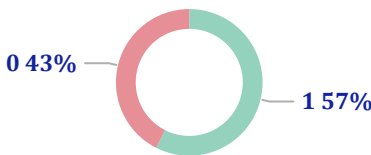## Credit Limit vs Total Transaction Amount by Card Category

● Sum of Credit_Limit ● Sum of Total_Trans_Amt

Week Start Date

All ∨

Card Category

All ∨

Customer Job

All ∨

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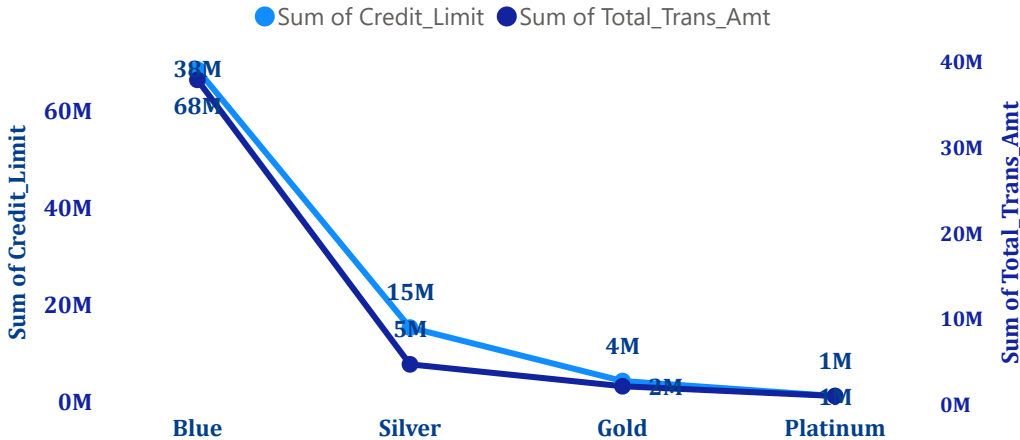
Delinquent Status and Rate

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

1 6%
0 94%
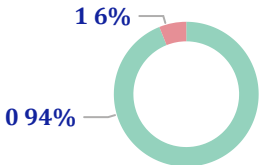
Activation Status vs Rate

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

0 43%
1 57%

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 13%
Gold 19%
Blue 45%
Platinum 23%
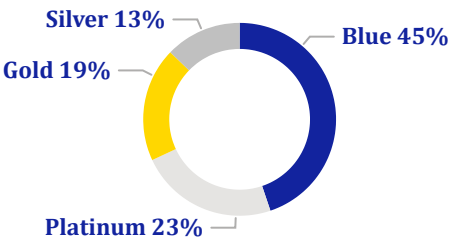
Average Satisfaction Ratio

Platinum 22%
Silver 26%
Gold 25%
Blue 26%