CREDIT CARD WEEKLY REPORT

OBJECTIVE

To develop a comprehensive credit card weekly dashboard that provides real-time insights into key performance metrics and trends, enabling stakeholders to monitor and analyze credit card operations effectively.

INSIGHTS

- Overall revenue is 57M

- Total interest is 8M

- Total transaction amount is 46M

- Male customers are contributing more in revenue 31M, female 26M

- Blue credit card are contributing to 83% of overall transactions

- TX, NY & CA is contributing to 68%

- Overall Activation rate is 57.5%

- Overall Delinquent rate is 6.06%

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- Customer of age group 41-50 contribute to 45% of total revenue

- Graduates contribute to 40% of total revenue

- Businessman contribute to 31% of total revenue

- Customers having 2&3 dependents contribute to 55% of total revenue

- Customers having salary range of 50K-100K contribute to 32% of total revenue

- 67% of transactions were done by swiping credit cards