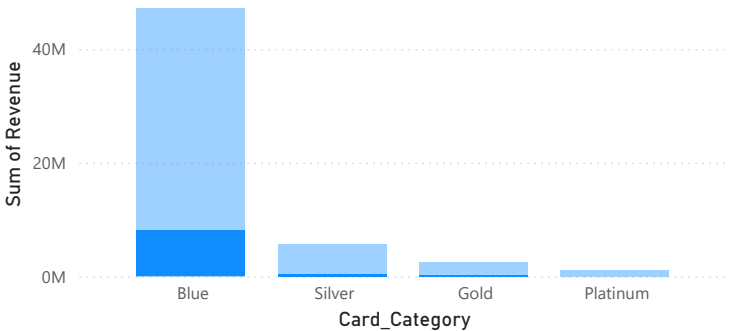


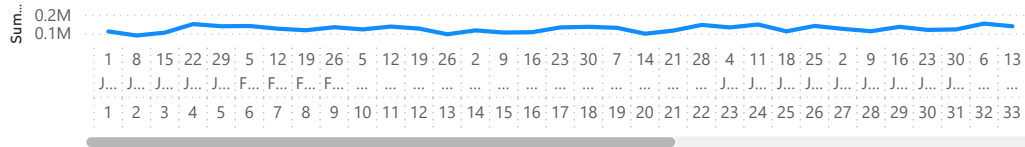
## Project Insights- Week 53 (31st Dec)

Sum of Revenue by Card\_Category



week_num2	Previous_week_Revenue	Current_week_Revenue	wow_revenue
27	1103545	1236295	12.0%
53	933134	1201601	28.8%
31	1040273	1182652	13.7%
28	1236295	1153365	-6.7%
3	1053089	1148250	9.0%
21	1035861	1147870	10.8%
11	987820	1131281	14.5%
6	1064578	1121745	5.4%

Sum of Total\_Trans\_Amt by week\_num2, Month and Day



Activation\_30\_Days %GT Count of Activation\_30\_Days

Activation_30_Days	%GT Count of Activation_30_Days
0	41.89%
1	58.11%
Total	100.00%

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