

# **CREDIT CARD CUSTOMER REPORT – Insights Summary**

## **Week-Over-Week Change:**

- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by 35% & 3.4%

## **Overview YTD:**

- Overall revenue is 57M
- Total interest is 8M
- Total transaction amount is 46M
- Male customers are contributing more in revenue 31M, female 26M
- Blue & Silver credit card are contributing to 93% of overall

## Transactions

swipe transactions lead followed by online

- TX, NY & CA is contributing to 68%
- Overall Activation rate is 57.5%
- Overall Delinquent rate is 6.06%

## **Education :**

- Graduates form **the largest share**

## **Marital status:**

Married customers dominate the base

## **Employment type:**

- Businessman's contribute the highest spending 18M