

Project Insights- Week 53

WoW change

Overview YTD



- Revenue increased by 28.8%
- Total Transaction Amt & Count increased by 15.6% & 10%
- Customer count increased by 20.8%

- 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