

Credit Card

Analysis Report



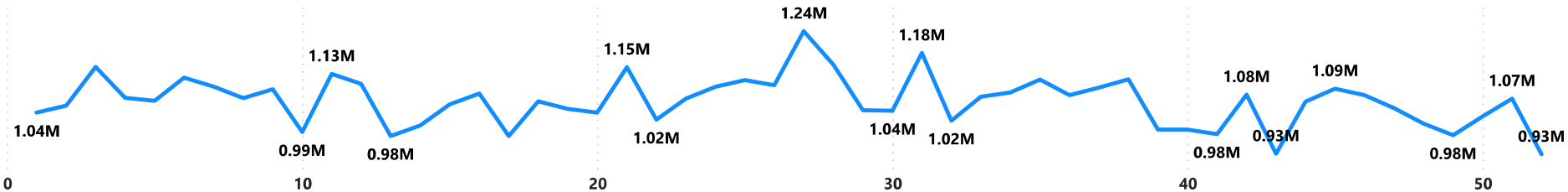
Week over week revenue

Week_no	Previous week revenue	Current week revenue	Week over week revenue
52	1070444	933137	-12.8%
51	1026553	1070444	4.3%
50	980160	1026553	4.7%
49	1008780	980160	-2.8%
48	1047116	1008780	-3.7%
47	1078034	1047116	-2.8%

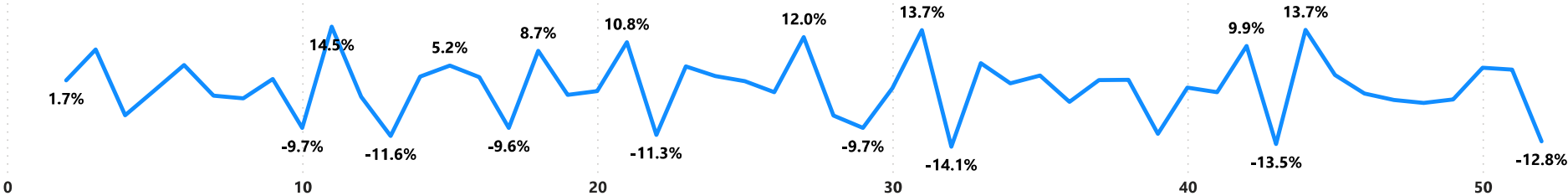
Delinquent_Acc	Percentage
0	93.93%
1	6.07%
Total	100.00%

Activation_30_Days	Percentage
1	57.47%
0	42.53%
Total	100.00%

Sum of Revenue by Week_no



Week over week revenue by Week_no



Credit Card Transaction Report

Revenue

55.32M

Transactions

655.65K

Transaction Amount

44.52M

Interest

7.84M

Weeks

All

Gender

All

Q3

25.74%

Q1

25.24%

Q2

24.99%

Q4

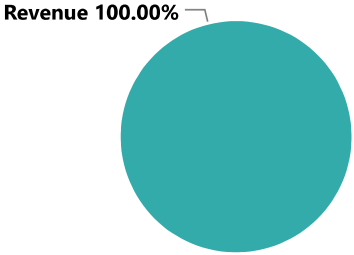
24.03%

Silver

Blue

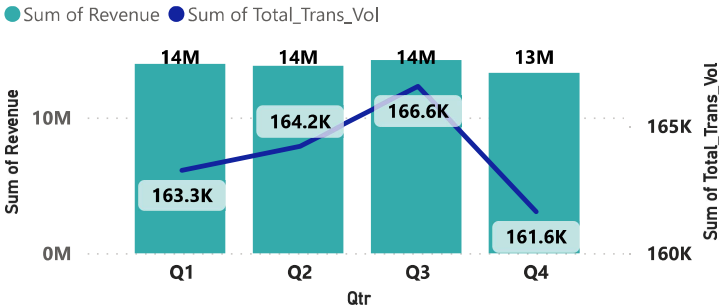
Gold

Platinum

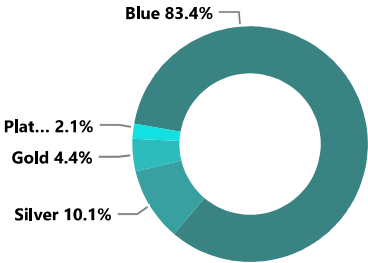


Card_Category	Sum of Revenue	Sum of Total_Trans_Amt	Sum of Interest_Earned
Blue	46139521	36957875	64,95,887.74
Gold	2454073	2024078	3,73,784.16
Platinum	1135608	953314	1,61,629.05
Silver	5586343	4586746	8,12,081.28
Total	55315545	44522013	78,43,382.23

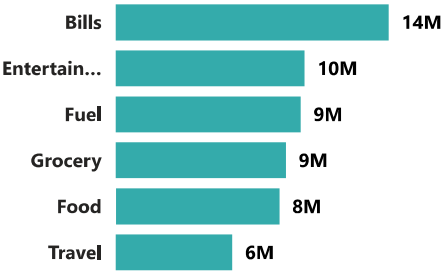
Revenue and Transaction by Quarter



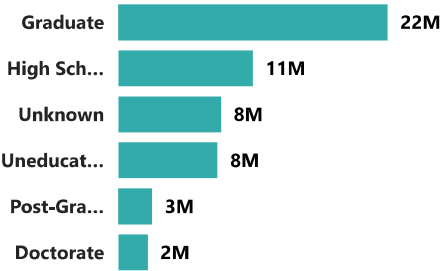
Revenue by Card_Category



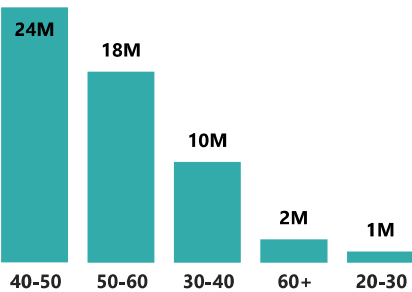
Revenue by Exp Type



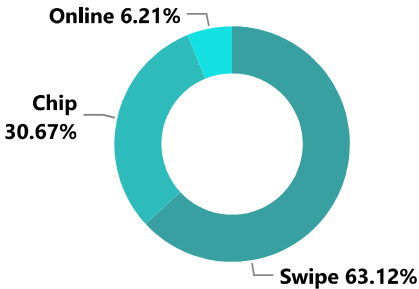
Revenue by Education Level



Revenue by Age group



Revenue by Use Chip



Credit Card Customer Report

Revenue
55.32M

Total Customers
10,108

Avg Cust Income
56.98K

Avg Cust Satisfaction
3.19

Months

All

M
30.22M

F
25.09M

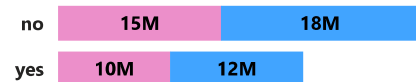
Q3 Q2 Q1 Q4

Silver Blue Gold Platinum

Revenue by House Owner



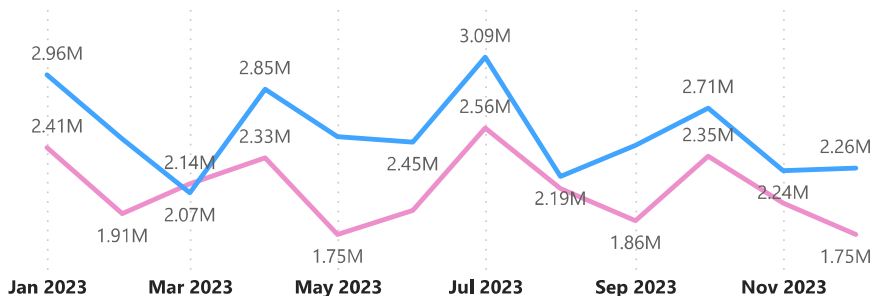
Revenue by Gender



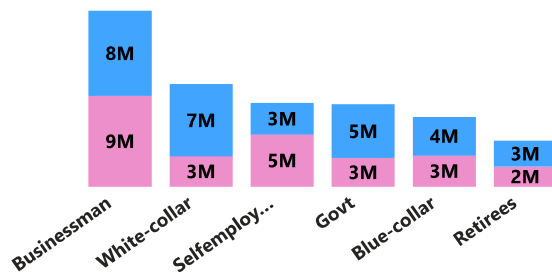
Revenue by Loan Status



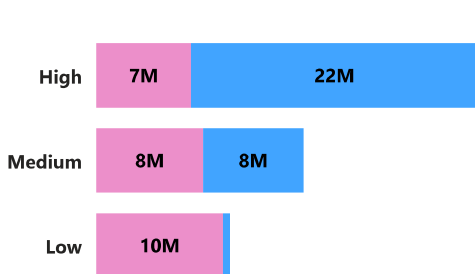
Revenue by Male and Female in Different Months



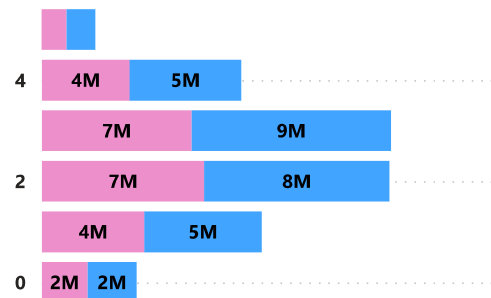
Revenue by Customer Job



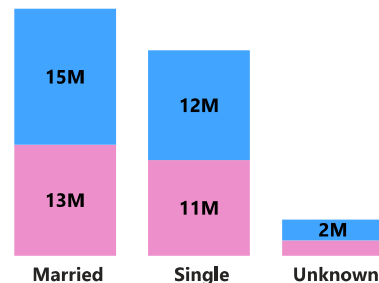
Revenue by Income Group



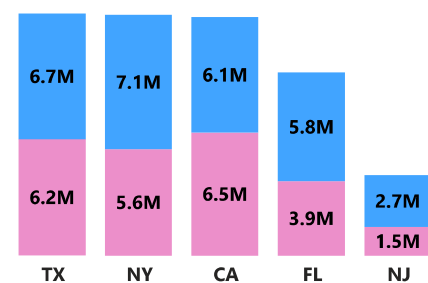
Revenue by Dependent Count



Revenue by Marital Status



Revenue by Top States



Project Analysis

Transaction and Customer Analysis

- Total Revenue is 55.32 M.
- Revenue generated by Males is more which is 30.22 M as compared to woman is 25.09 M.
- The highest revenue was generated in July month which is 5.65 M.
- 92% customers have Blue card and done maximum transaction and generated 83.4% of total revenue.
- In July, max revenue is generated which is 5.65 M.
- Businessman have contributed around 31%(17M) of the total revenue.
- Around 25% of transactions are done for paying bills generated 14 M.
- Graduated have generated 40.3% revenue.
- 44% revenue is generated by customers age between 40-50 years.
- 22.23 M is generated by High Income group people.
- Around 69% revenue is generated from states NY, CA, TX.
- Married couples are generation 50% revenue.
- Activation rate within 30 days is 57.5%
- Delinquent rate is 6%.

Week Over Week Analysis

- Revenue decreased by 12.8 %
- Last week revenue generated is .99 M
- Last week Transaction count are 11.20K