

Project Insights

WoW change:

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

Overview YTD:

- Overall revenue is 55M
- Total interest is 7.84M
- Total transaction amount is 45M
- Male customers are contributing more in revenue 30M, female 25M
- Blue & Gold credit card are contributing to 87.85% of overall

Delinquent_Acc %GT Count of Delinquent_Acc

0	93.93%
1	6.07%
Total	100.00%

Activation_30_Days %GT Count of Activation_30_Days

0	42.53%
1	57.47%
Total	100.00%

Week_Num	current_week_revenue	Previous_week_Revenue	wow_Revenue
1	1035629		
2	1053089	1035629	1.69%
3	1148250	1053089	9.04%
4	1071919	1148250	-6.65%
5	1064578	1071919	-0.68%
6	1121745	1064578	5.37%
7	1099909	1121745	-1.95%
8	1071542	1099909	-2.58%
9	1093502	1071542	2.05%
10	987820	1093502	-9.66%
11	1131281	987820	14.52%
12	1106533	1131281	-2.19%

Revenue	Blue	Gold	Platinum	Silver	Total
722	0.00%				0.00%
744	0.00%				0.00%
831	0.00%				0.00%
832	0.00%				0.00%
861	0.00%				0.00%
899	0.00%				0.00%
909	0.00%				0.00%
936	0.00%				0.00%
942	0.00%				0.00%
Total	83.41%	4.44%	2.05%	10.10%	100.00%