

Credit Card Weekly Status Report

Total Revenue
56.5M

Total Interest
8M

Transcation Amount
46M

Transaction Count
667K

Customer Satisfaction Score
3.19

Customer Acquisition Cost
991K

M

30.9M

F

25.6M

Week_Start_Date

All

Low

Med

High

Silver

Blue

Gold

Platinum

Qtr 4

Qtr 3

Qtr 2

Qtr 1

Week of Year WOW_Revenue WOW_Trans_Amt WOW_Trans_Vol WOW_Customer_Vol

53	28.8%	35.04%	3.39%	12.80%
52	-12.8%	-13.48%	-11.00%	-15.90%
51	4.3%	4.91%	1.70%	0.00%
50	4.7%	4.23%	1.32%	0.00%
49	-2.8%	-2.14%	-2.04%	0.00%
48	-3.7%	-4.57%	-2.39%	0.00%
47	-2.9%	-2.12%	1.93%	0.00%
46	-1.5%	-2.03%	-2.84%	0.00%
45	3.0%	4.14%	1.03%	0.00%
44	13.7%	13.35%	2.37%	0.00%
43	-13.5%	-13.86%	-1.44%	0.00%
42	9.9%	10.60%	1.69%	0.00%
41	-1.1%	-1.65%	1.73%	0.00%
40	-0.0%	0.20%	0.19%	0.00%
39	-11.0%	-11.02%	-5.67%	0.00%
Total	28.8%	35.04%	3.39%	12.80%

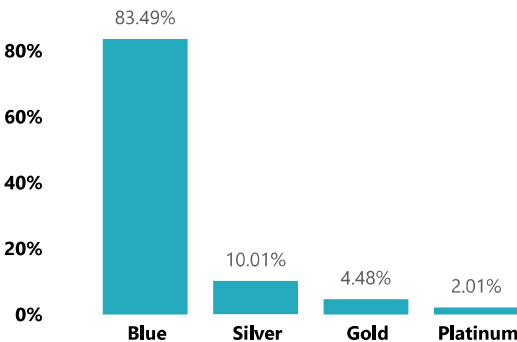
Activation_30_Days %GT Count of Activation_30_Days

0	42.54%
1	57.46%
Total	100.00%

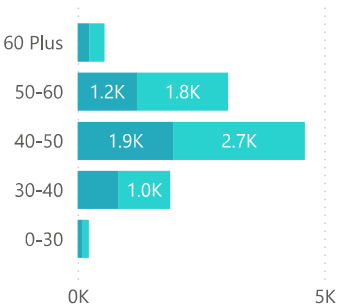
Delinquent_Acc %GT Count of Delinquent_Acc

0	93.94%
1	6.06%
Total	100.00%

Revenue by Card_Category



Age Group



Customer job vs Deliquent account

Customer_Job	0	1
Blue-collar	14.75%	0.85%
Businessman	17.81%	0.99%
Govt	14.00%	1.10%
Retirees	9.16%	0.61%
Selfemployeed	23.87%	1.66%
White-collar	14.35%	0.85%