

Credit Card Transaction Report

Total Revenue

57M

Total Interest

8M

Transaction Amount

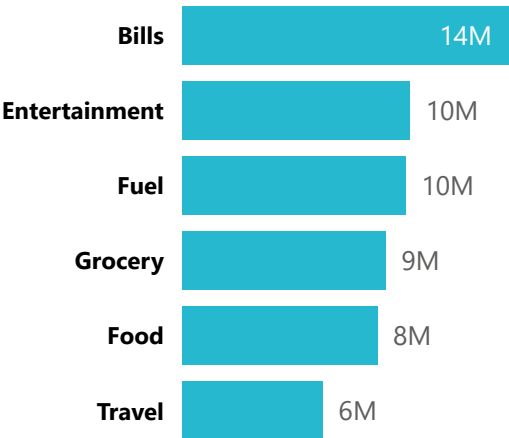
46M

Transaction Count

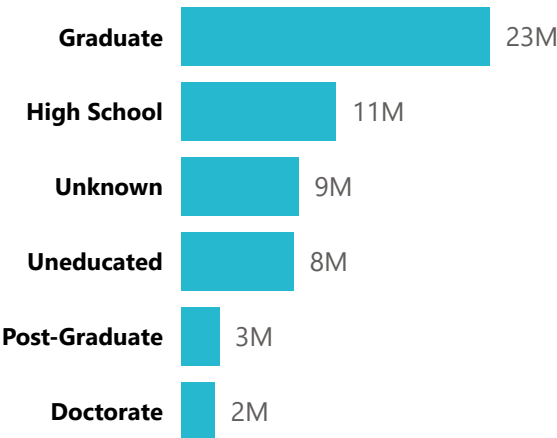
667K

| Card_Category | Revenue | Sum of Interest_Earned | Sum of Annual_Fees |
|---------------|----------|------------------------|--------------------|
| Blue | 47188612 | 6614173 | 2733690 |
| Silver | 5659109 | 821923 | 189590 |
| Gold | 2533682 | 384755 | 57565 |
| Platinum | 1135608 | 161629 | 20665 |
| Total | 56517011 | 7982480 | 3001510 |

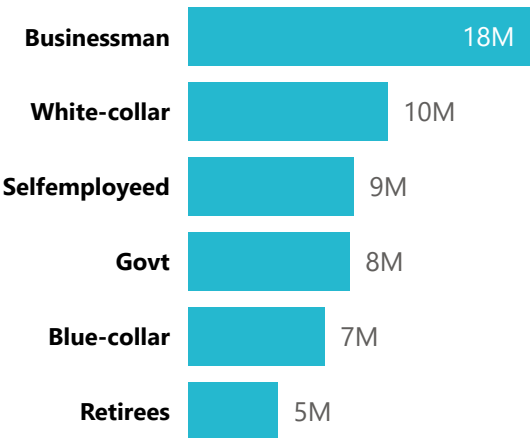
Revenue by Expenditure Type



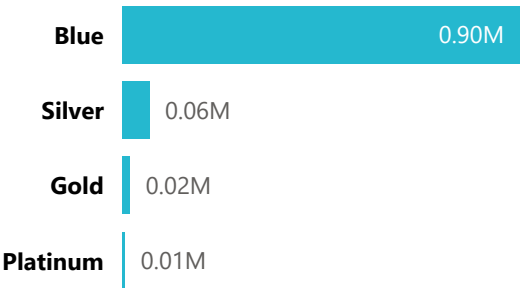
Revenue by Education



Revenue by Customer Job



Customer Acq Cost



Week Start Date

All

F

M

Blue

Silver

Gold

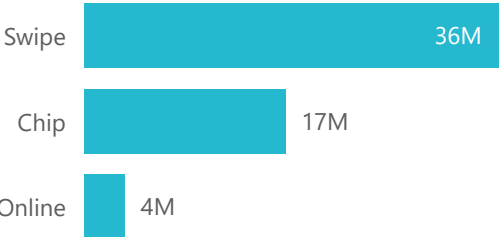
Platinum

Low

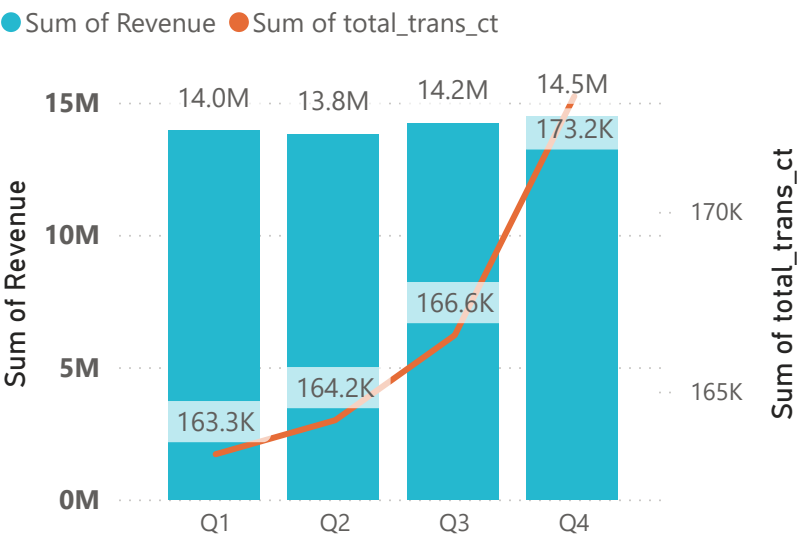
Medium

High

Revenue by Use Chip



QTR Revenue and Transaction Count



Credit Card Customer Report

Total Revenue

57M

Total Interest

8M

Total Income

588M

Average CSS

3.19

Q4

Q3

Q2

Q1

Week Start Date

All

Swipe

Online

Chip

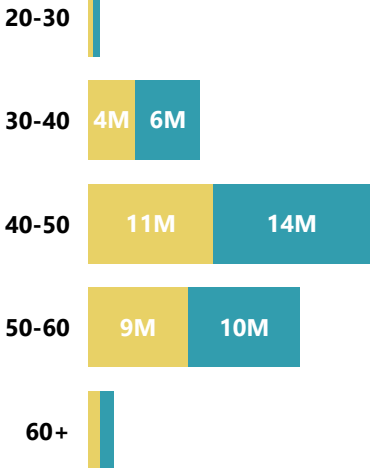
Blue

Silver

Gold

Platin...

Revenue by Age Group



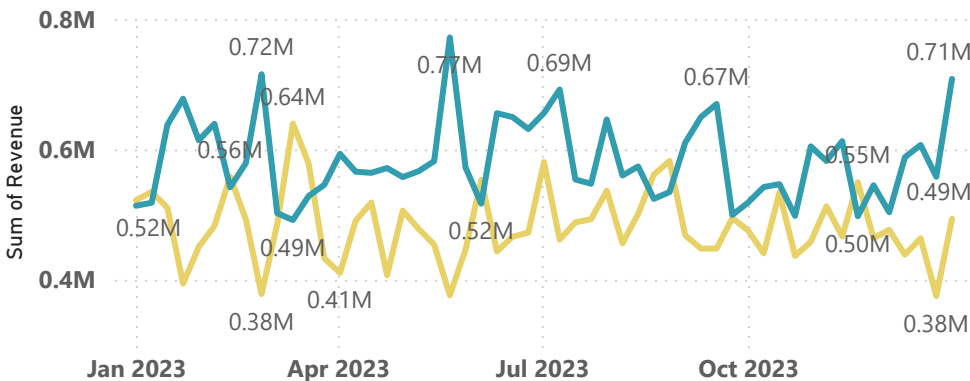
M

31M

F

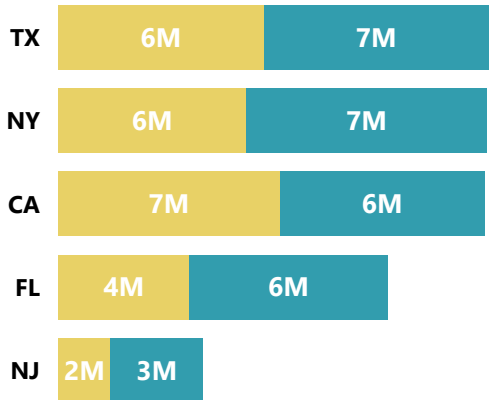
26M

Revenue by Week

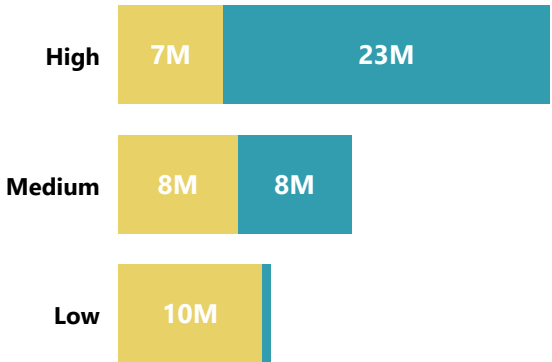


| Customer Job | Revenue | Sum of income | Sum of Annual_Fees |
|---------------|----------|---------------|--------------------|
| Businessman | 17697472 | 190350431 | 573985 |
| White-collar | 10283124 | 105618475 | 458745 |
| Govt | 8335534 | 90834727 | 451730 |
| Selfemployeed | 8542826 | 77659931 | 761015 |
| Blue-collar | 7040606 | 73516911 | 469925 |
| Retirees | 4617448 | 49619308 | 286110 |
| Total | 56517011 | 587599783 | 3001510 |

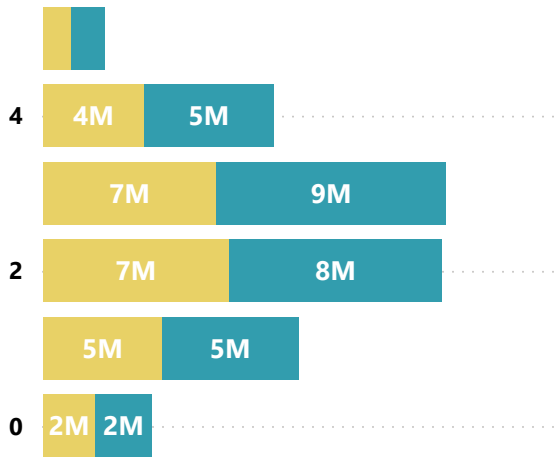
Revenue by State (Top 5)



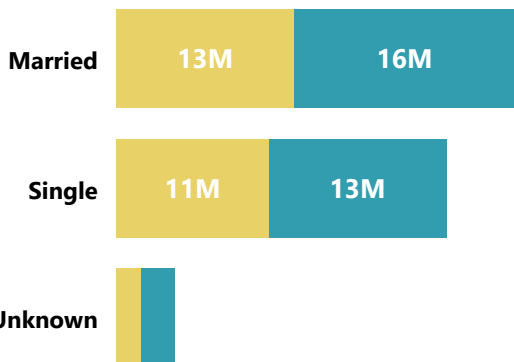
Revenue by Income Group



Revenue by Dependent Count



Revenue by Marital Status



Credit Card Week-on-Week Revenue Change

| Week Number | Previous_week_Revenue | Current_week_Revenue | wow_revenue |
|-------------|-----------------------|----------------------|-------------|
| 1 | | 1035629 | |
| 2 | 1035629 | 1053089 | 1.7% |
| 3 | 1053089 | 1148250 | 9.0% |
| 4 | 1148250 | 1071919 | -6.6% |
| 5 | 1071919 | 1064578 | -0.7% |
| 6 | 1064578 | 1121745 | 5.4% |
| 7 | 1121745 | 1099909 | -1.9% |
| 8 | 1099909 | 1071542 | -2.6% |
| 9 | 1071542 | 1093502 | 2.0% |
| 10 | 1093502 | 987820 | -9.7% |
| 11 | 987820 | 1131281 | 14.5% |
| 12 | 1131281 | 1106533 | -2.2% |
| 13 | 1106533 | 978565 | -11.6% |
| 14 | 978565 | 1003844 | 2.6% |
| 15 | 1003844 | 1056485 | 5.2% |
| 16 | 1056485 | 1082609 | 2.5% |
| 17 | 1082609 | 978441 | -9.6% |
| 18 | 978441 | 1063741 | 8.7% |
| 19 | 1063741 | 1044817 | -1.8% |