Credit Card Financial Report

| Q4 | Q3 | Q2 | Q1 |

56.5M
Sum of Revenue

45.5M
Sum of Total Trans Amt

8M
Sum of Interest_Earned

667.2K
Sum of Total_Trans_Ct

| F | M |

| Gold | Silver | Blue | Platinum |

Low	Med	High
743M	743M	742M

Card_Category ▲	Sum of Revenue	Sum of Interest_Earned	Sum of Total_Trans_
Platinum	1135608	161629	9!
Gold	2533682	384755	20!
Silver	5659109	821923	46.
Blue	47188612	6614173	378.
Total	56517011	7982480	455.

Qtr Revenue & Transac Count

● Sum of Revenue ● Sum of Total_Trans_Ct

	Q1	Q2	Q3	Q4
Revenue	14.0M	13.8M	14.2M	14.5M
Trans Ct	163.3K	164.2K	166.6K	173.2K

Sum of Revenue by Use Chip

| Swipe | 36M |
| Chip | 17M |

Sum of Revenue by Exp type

Bills	14M
Entert...	10M
Fuel	10M
Grocery	9M
Food	8M
Travel	6M
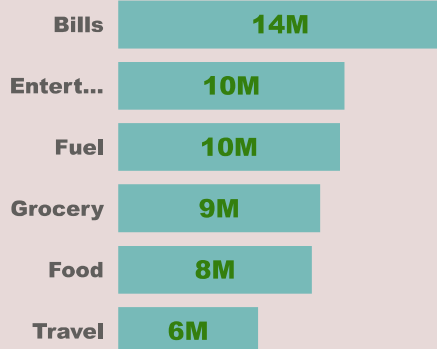
Sum of Revenue by Education type

Gradua...	23M
High S...	11M
Unkno...	9M
Unedu...	8M
Post-G...	3M
Doctor...	2M
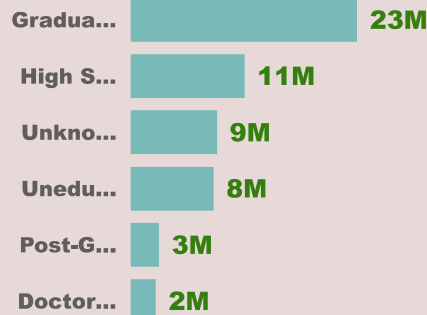
Sum of Revenue by Cust Job type

Busines...	18M
White-c...	10M
Selfemp...	9M
Govt	8M
Blue-col...	7M
Retirees	5M
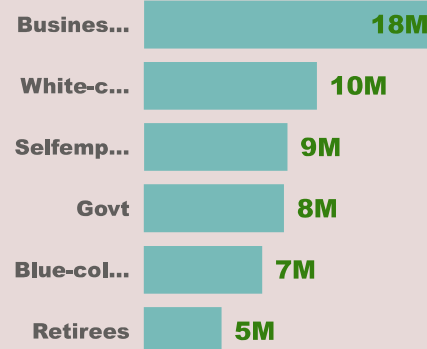
Sum of Revenue by Cust Acq Cost

Blue	47M
Silver	6M
Gold	3M
Platinum	1M
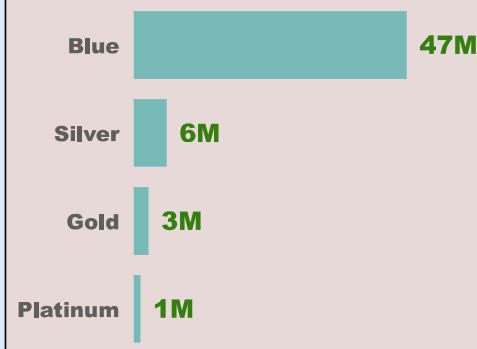
Credit Card Customer Report

Week_Start_Date

All

56.5M Sum of Reve…	**45.5M** Sum of Total_…	**588M** Sum of Income	**3.19** Average of Cu…

M 30.93M | **F** 25.59M

Gold | Blue | Silver | Platinum

Swipe 743M | Chip 740M
Online 741M

Revenue vs Gender

0.8M
0.72M
0.77M   0.71M
0.58M 0.58M   0.69M   0.64M
0.52M
0.51M   0.50M 0.50M   0.49M
0.6M
0.49M
0.4M
0.38M   0.38M   0.38M
0.2M
Jan 2023   Apr 2023   Jul 2023   Oct 2023
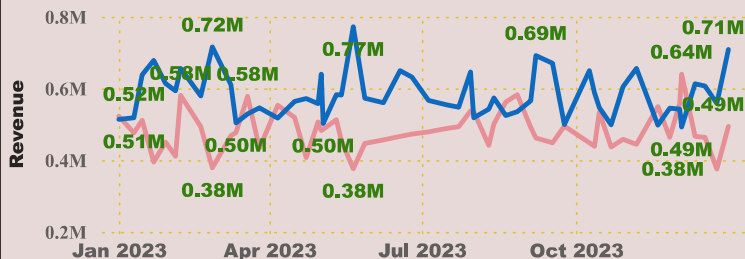
Customer_Job	Sum of Revenue	Sum of Income	Sum of Interest_Earned
Blue-collar	7040606	73516911	96775
Businessman	17697472	190350431	258460
Govt	8335534	90834727	118223
Retirees	4617448	49619308	64169
Selfemployeed	8542826	77659931	114151
White-collar	10283124	105618475	146469
Total	**56517011**	**587599783**	**798248**

Sum of Revenue by Top 5 State

State		
TX	6M	7M
NY	6M	7M
CA	7M	6M
FL	4M	6M
NJ	2M	3M
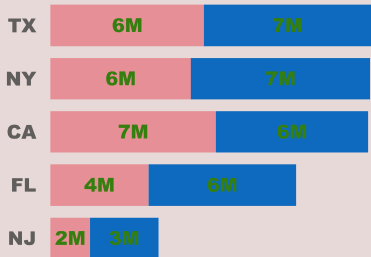
Sum of Revenue by Income Group

High	7M	23M
Med	8M	8M
Low	10M	
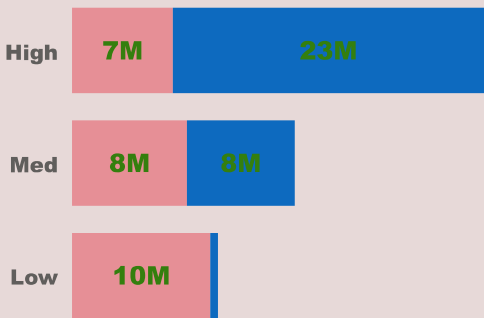
Sum of Revenue by Age Group

20-30		
30-40	4M	6M
40-50	11M	14M
50-60	9M	10M
60+		
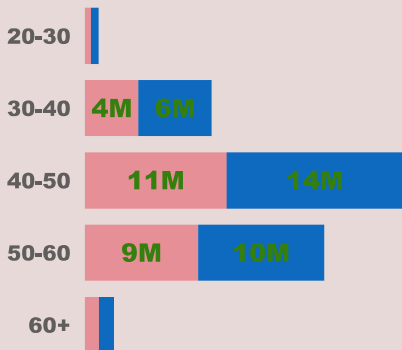
Sum of Revenue by Dependent Count

4	4M	5M
	7M	9M
2	7M	8M
	5M	5M
0	2M	2M
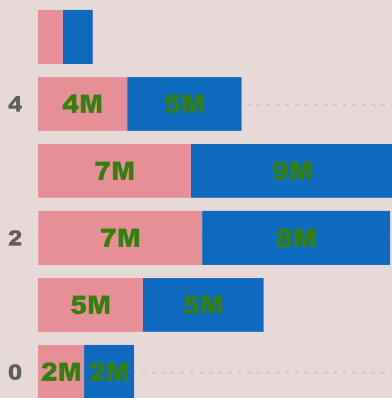
Sum of Revenue by Marital Status

Married	13M	16M
Single	11M	13M
Unknown		