

Credit Card Transaction Report

Total Revenue
57M

Total Interest
8M

Transaction Amount
46M

Transaction Count
667K

card_category	Sum of Revenue	Sum of total_trans_amt	Sum of interest_earned
Blue	47188612	37840749	6614173
Silver	5659109	4647596	821923
Gold	2533682	2091362	384755
Platinum	1135608	953314	161629
Total	56517011	45533021	7982480

week_start_date

All

F M

Low Med High

Gold Silver Blue Platinum

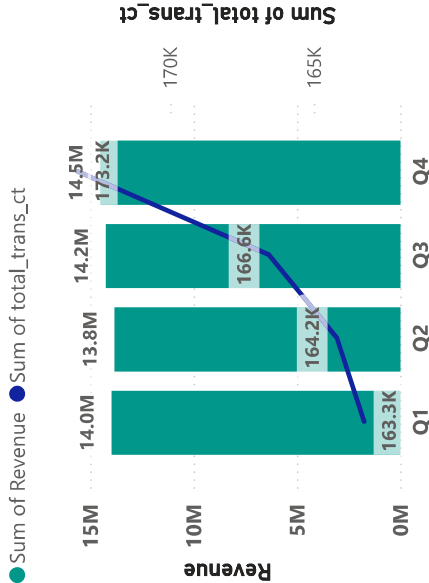
Q4

Q3

Q2

Q1

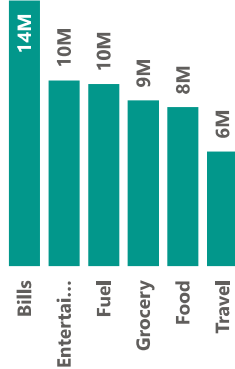
Qtr Revenue & Transaction Count



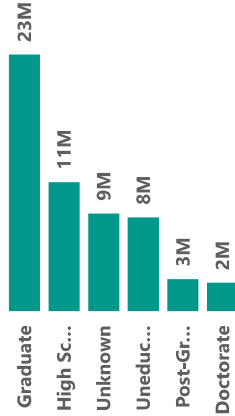
Revenue by Use Chip



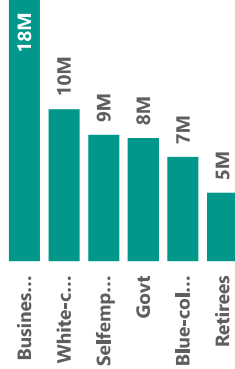
Revenue by Expenditure Type



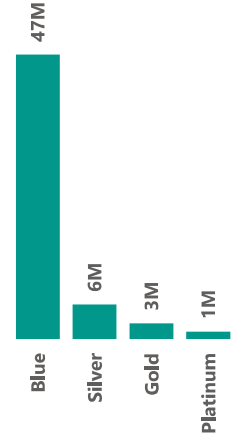
Revenue by Education



Revenue by Customer Job



Customer Acq Cost



Credit Card Customer Report

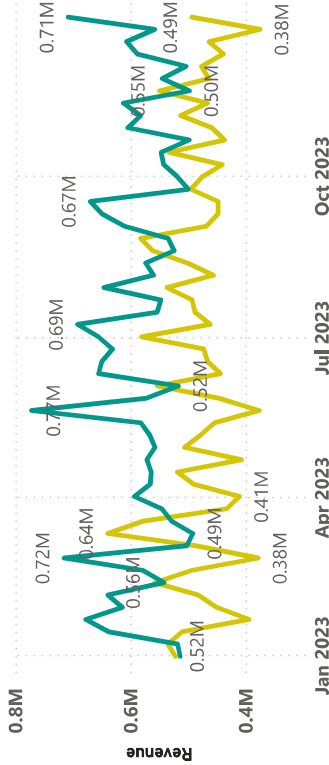
Total Revenue
57M

Total Interest
8M

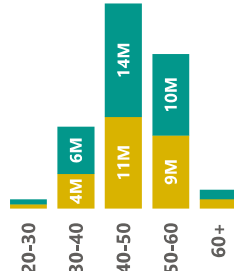
Total Income
588M

CSS
3.19

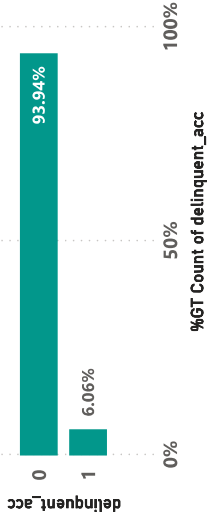
Revenue vs Gender



Age Group



Percentage of Delinquent Account



week_start_date

All

M

F

Low

Med

High

Gold

Silver

Blue

Platinum

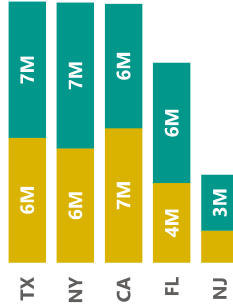
Swipe

Online

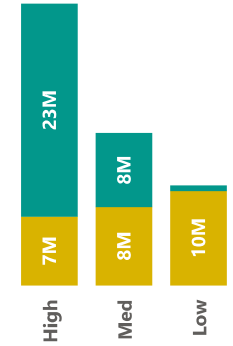
Chip

customer_job	Sum of Revenue	Sum of total_trans_amt	Sum of income
Blue-collar	7040606	5602930	73516911
Businessman	17697472	14538883	190350431
Govt	8335534	6701573	90834727
Retirees	4617448	3689646	49619308
Selfemployed	8542826	6640301	77659931
...
Total	56517011	45533021	587599783

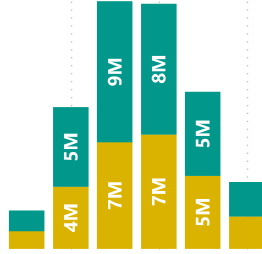
Top 5 States



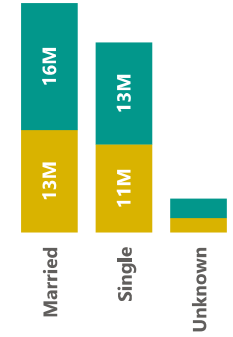
Salary Group



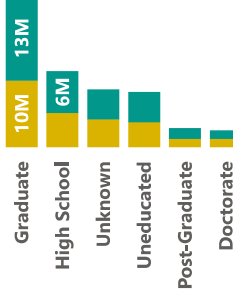
Dependent Count



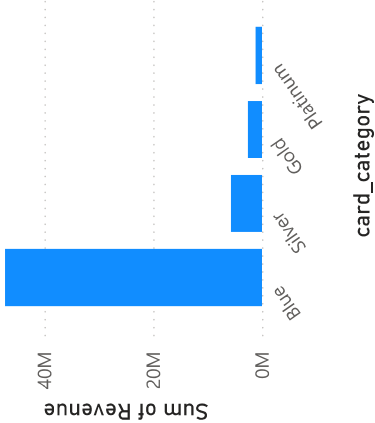
Marital Status



Education Level

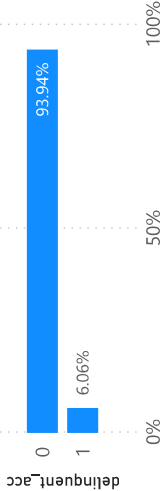


Sum of Revenue by card_category



week_num2	Previous_Week_Revenue	Current_Week_Revenue	wow_revenue
53	933134	1201601	28.8%
52	1070439	933134	-12.8%
51	1026549	1070439	4.3%
50	980152	1026549	4.7%
49	1008777	980152	-2.8%
Total	933134	1201601	28.8%

Sum of total_trans_amt by week_num2



activation_30_days	%GT Count of client_num	%GT Count of activation_30_days	%GT Sum of total_trans_amt	%GT Count of total_trans_amt
0	42.54%	42.54%	43.26%	42.54%
1	57.46%	57.46%	56.74%	57.46%
Total	100.00%	100.00%	100.00%	100.00%