

## Credit Card Customer Report

Revenue

57M

Total Interest

8M

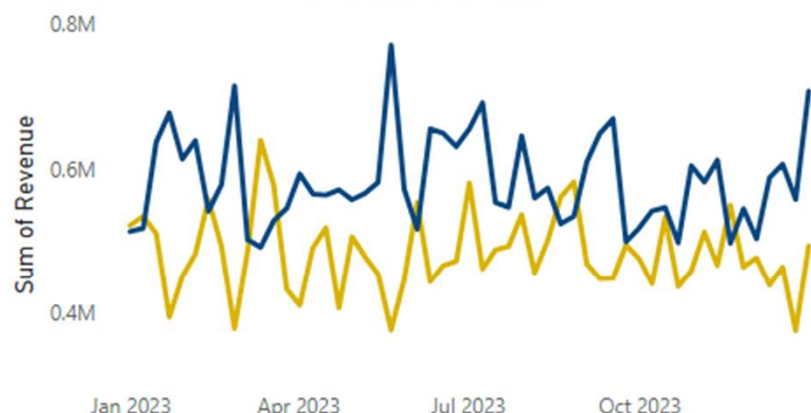
Total Income

588M

CSS

3.19

Revenue vs Gender



Q4

Q3

Q2

Q1

week start\_date

All



Low

Med

High

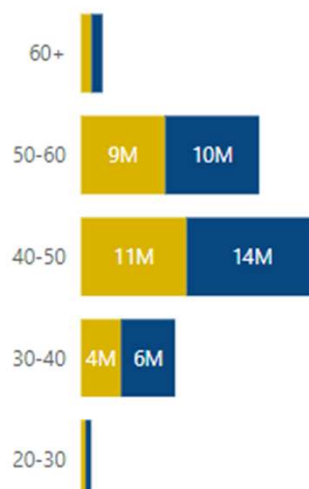
Gold

Silver

Blue

Platinum

Age group



M

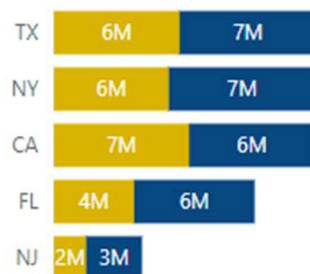
F

31M

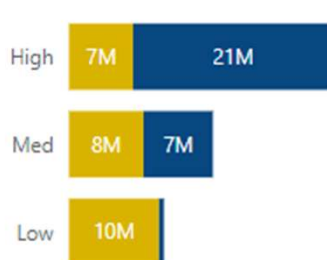
26M

education_level	Sum of Revenue	Sum of total_trans_amt	Sum of income
Graduate	22785680	18357109	237464180
High School	11434012	9202872	118500317
Unknown	8666468	6983536	89845198
Uneducated	8312915	6709788	86242691
Post-Graduate	2819671	2261037	29635140
Doctorate	2498264	2018679	25912257
<b>Total</b>	<b>56517011</b>	<b>45533021</b>	<b>587599783</b>

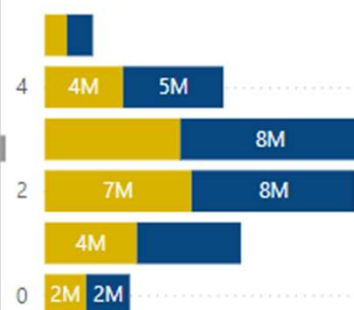
Top 5 City



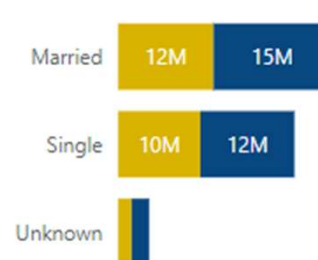
Revenue by Income



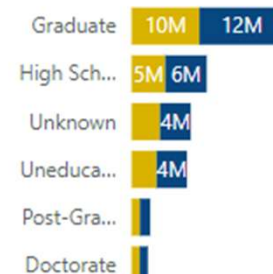
Dependent Count



Marital Status



Education Level



## Credit Card Transaction Report

Revenue

57M

Total Interest

8M

Transaction Amount

46M

Transaction Count

667K

card_category	Sum of Revenue	Sum of interest_earned	Sum of annual_fees
Blue	47188612	66,14,172.62	2733690
Silver	5659109	8,21,922.98	189590
Gold	2533682	3,84,755.16	57565
Platinum	1135608	1,61,629.05	20665
<b>Total</b>	<b>56517011</b>	<b>79,82,479.81</b>	<b>3001510</b>

Q4

Q3

Q2

Q1

### Qtr Revenue & Transaction Count



week\_start\_date

All

F

M

Low

Med

High

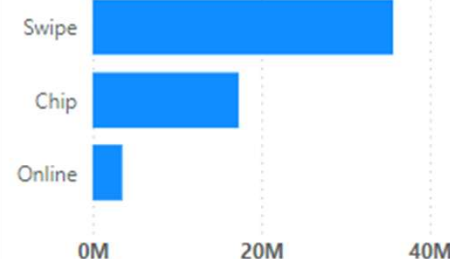
Gold

Silver

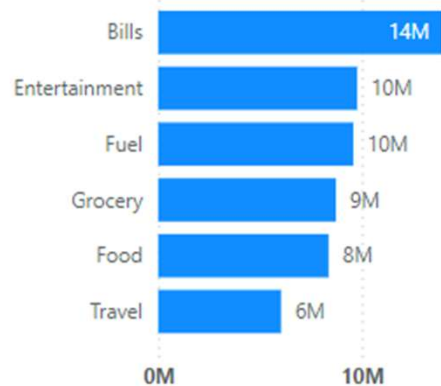
Blue

Platinum

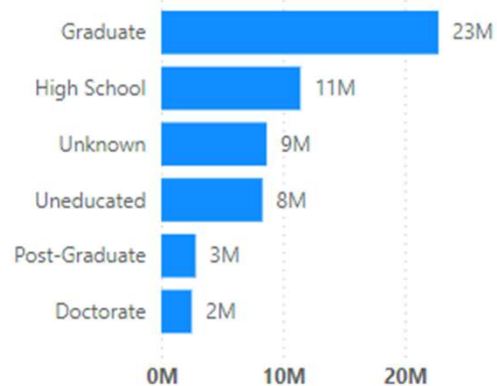
### Customer Acq Cost



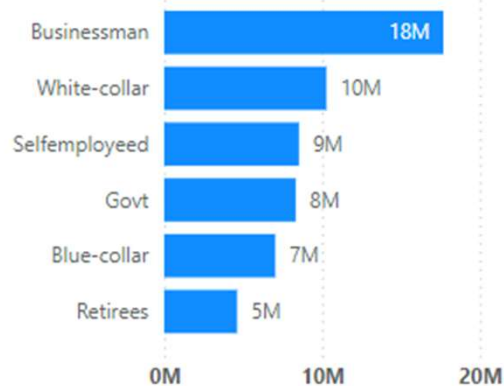
### Revenue by Expenditure Type



### Revenue by Education



### Revenue by Customer Job



### Customer Acq Cost

