

## ◆ Customer Demographics & Performance

### 1. Job-wise Revenue & Income Contribution

- **Top Earners:**
  - **Businessmen** contribute the highest **revenue (17.7M)** and **interest earned (2.58M)**.
  - **White-collar** and **Self-employed** follow in both revenue and income.
- **Least Contributors:**
  - **Retirees** generate the lowest revenue and interest.

### 2. Gender-wise Trends

- **Male Customers:** ~30.93M in revenue.
- **Female Customers:** ~25.59M in revenue.
  - Males drive higher transactions and revenue.

### 3. Income Group Trends

- **High Income Group** contributes ~**23M**, the largest chunk.
- **Medium and Low Income** groups contribute **8M and 7M** respectively.

### 4. Age Group Insights

- **60+ age group** has the **highest revenue (~14M)**, showing strong engagement.
- Next highest: **30-40 years (~11M)**.
- Young adults (20-30) contribute the least (~4M).

### 5. Weekly Revenue Trends

- Weekly revenue is hovering around **1.0M–1.2M**, with slight WoW (Week-on-Week) fluctuation (~±20%).

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## ◆ Transaction Behavior

### 6. Quarterly Revenue & Transactions

- **Q4** has the **highest revenue (~14.5M)** and moderate transaction volume.
- **Q2** sees the **highest transaction volume (173.2K)**, despite slightly lower revenue.

### 7. Expenditure Type Revenue

- **Top Spend Categories:**
  - **Bills (~14M)**, **Entertainment (~10M)**, and **Fuel (~10M)**.
- **Lowest: Travel (~6M)**.

### 8. Education-wise Revenue

- **Graduates** contribute the most (~23M), followed by **High School** and **Unknown** education groups.
- **Doctorates** and **Post-Graduates** contribute the least, showing low engagement.

#### 9. Card Type Usage

- **Blue Cards** dominate with ~47M revenue and over 66.1M interest earned.
- **Platinum** and **Gold** show significantly lower figures.

#### 10. Use Type Preferences

- **Swipe transactions** lead with 36M revenue, followed by **Chip (17M)** and **Online (4M)**.
  - Indicates preference for in-person payments.