

# Credit Card Transaction Report

Revenue

57M

Total Interest

8M

Amount

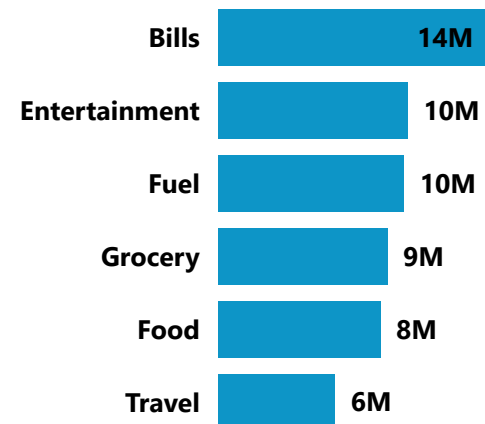
46M

Count

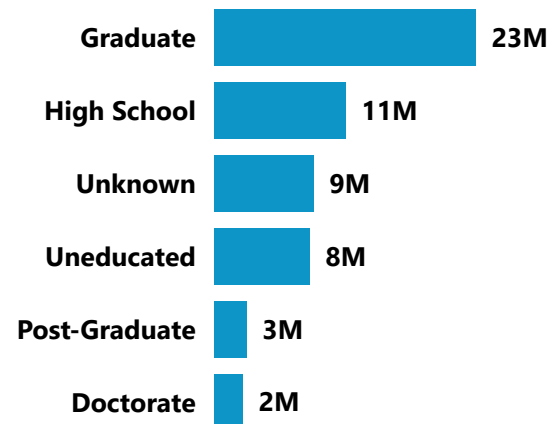
667K

Card_Category	Sum of Revenue	Sum of Interest_Earned	Sum of Total_Trans_Amt
Blue	47188612	6614173	37840749
Gold	2533682	384755	2091362
Platinum	1135608	161629	953314
Silver	5659109	821923	4647596
Total	56517011	7982480	45533021

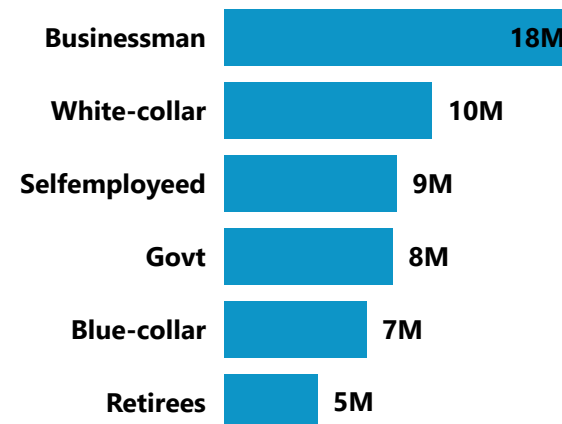
## Revenue by Expenditure type



## Revenue by Education

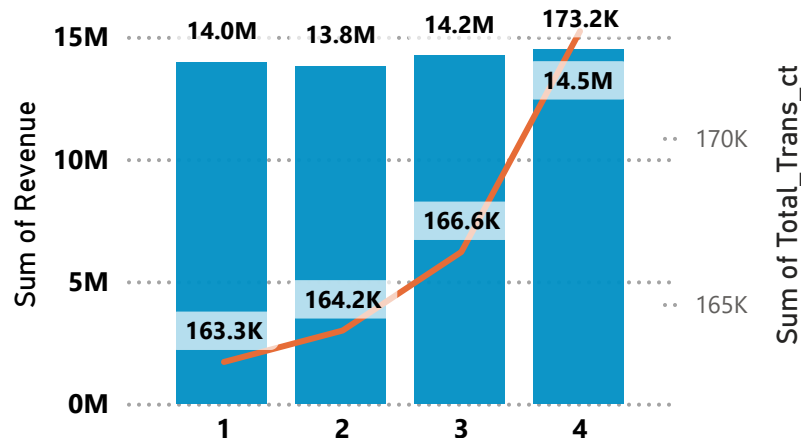


## Revenue by Customer Job



## QTR Revenue and Trans Count

Sum of Revenue Sum of Total\_Trans\_ct



Week\_Start\_Date

All

F

M

Gold

Silver

Blue

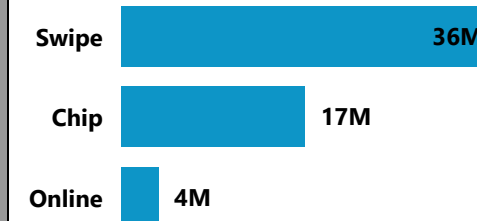
Platinum

Low

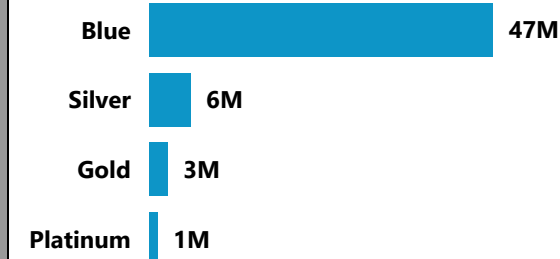
Med

High

## Revenue by Use chip



## Revenue by Acq Cost



# Credit Card Customer Report

4

3

2

1

Week\_Start\_Date

All

Revenue

57M

Total Interest

8M

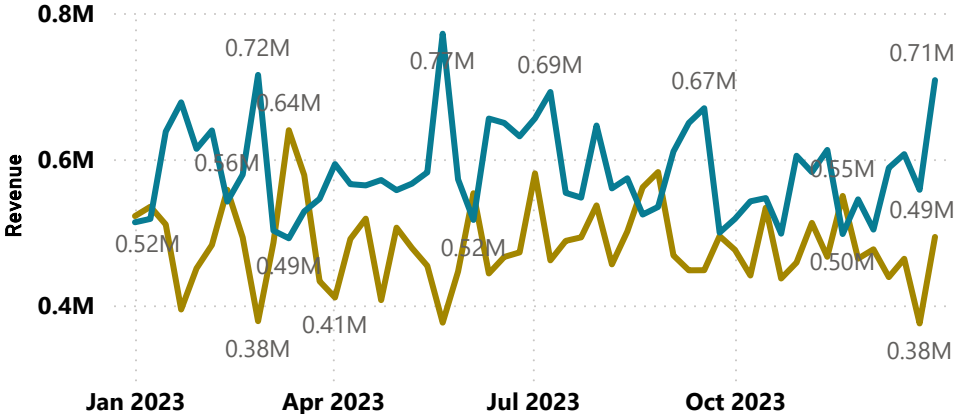
Income

588M

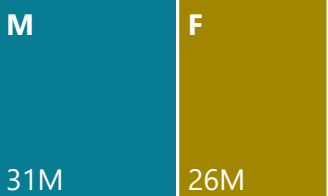
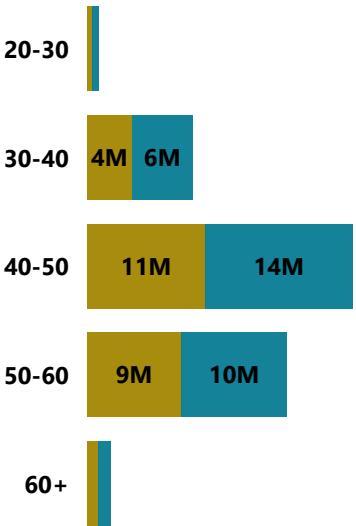
CSS

3.19

Revenue vs Gender



Revenue by Age Group



Swipe

Online

Chip

Gold

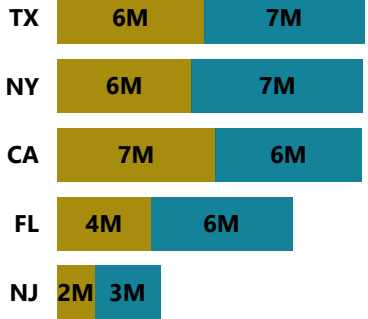
Silver

Blue

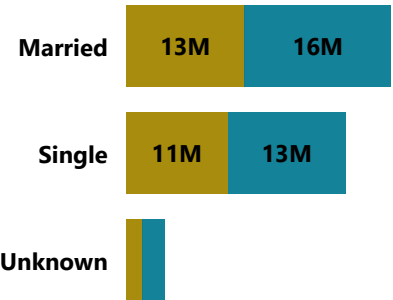
Platinum

Customer_Job	Sum of Revenue	Sum of Interest_Earned	Sum of Income
Blue-collar	7040606	967751	73516911
Businessman	17697472	2584604	190350431
Govt	8335534	1182231	90834727
Retirees	4617448	641692	49619308
Selfemployed	8542826	1141510	77659931
Total	56517011	7982480	587599783

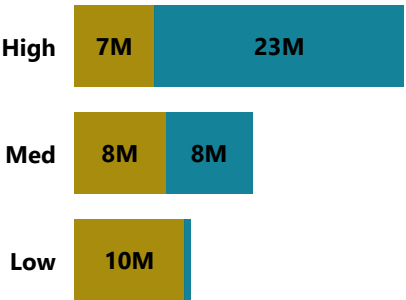
Top 5 States



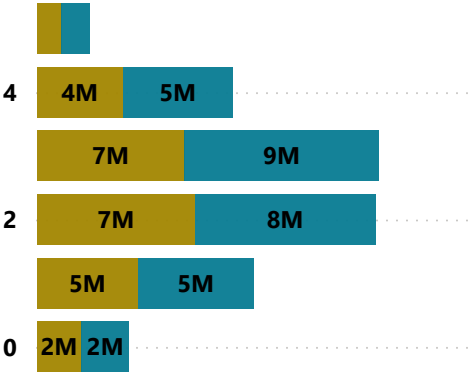
Revenue by Martial status



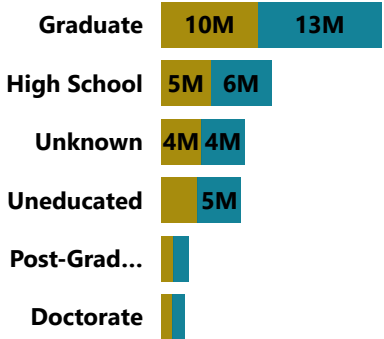
Revenue by Income Group



Revenue by Dependent



Revenue by Education



# Performance Insights

4

3

2

1

Gold

Silver

Blue

Platinum

Revenue

57M

Activation rate

57.5%

Delinquent rate

6.1%

M

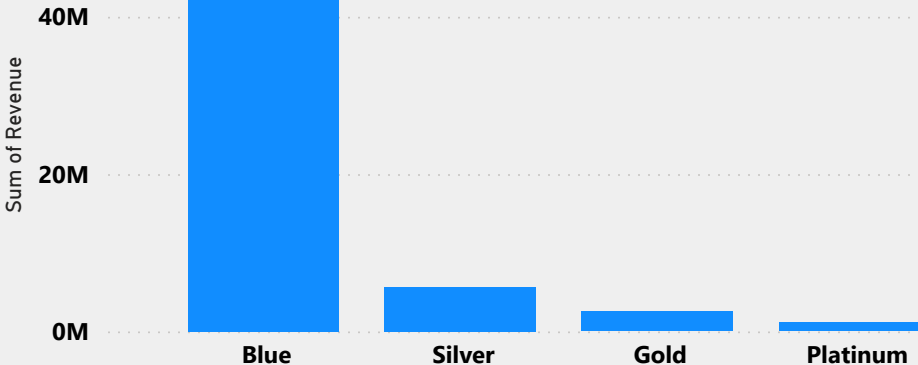
31M

F

26M

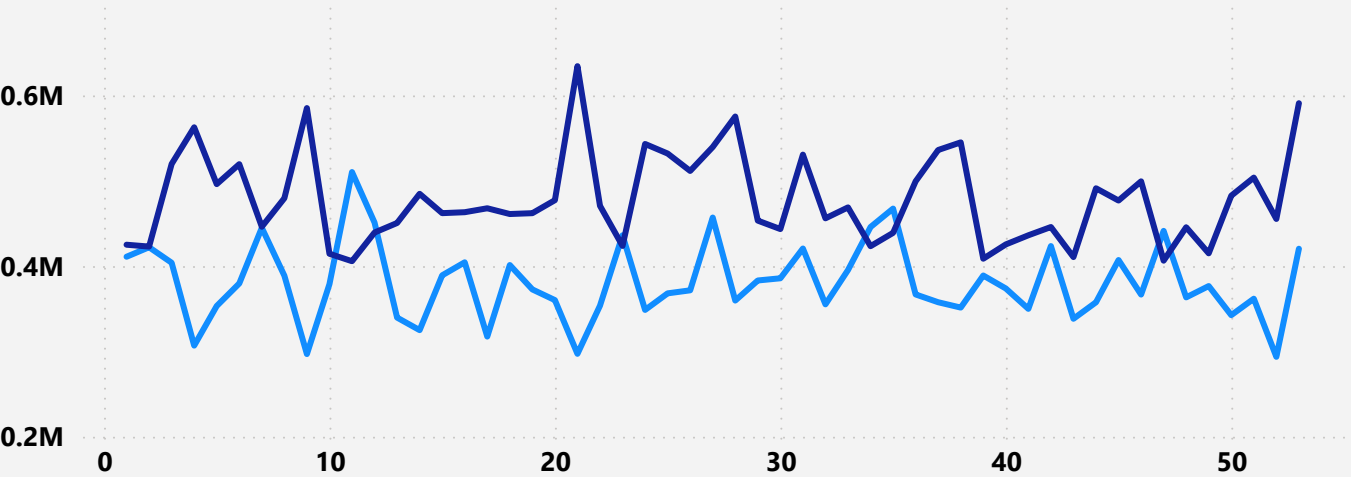
Delinquent_Acc	Blue-collar	Businessman	Govt	Retirees	Selfemployeed	White-collar	Total
0.0%	14.75%	17.81%	14.00%	9.16%	23.87%	14.35%	93.94%
100.0%	0.85%	0.99%	1.10%	0.61%	1.66%	0.85%	6.06%
Total	15.60%	18.80%	15.10%	9.77%	25.53%	15.19%	100.00%

Sum of Revenue by Card\_Category



Transaction Amount by Week

Gender ● F ● M



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%
48	1047120	1008777	-3.7%
47	1078915	1047120	-2.9%
46	1094927	1078915	-1.5%
45	1063063	1094927	3.0%
44	934631	1063063	13.7%