

Credit Card Transaction Report

4 3 2 1

Week_Start_Date

All

Revenue

57M

Total Interest

8M

Amount

46M

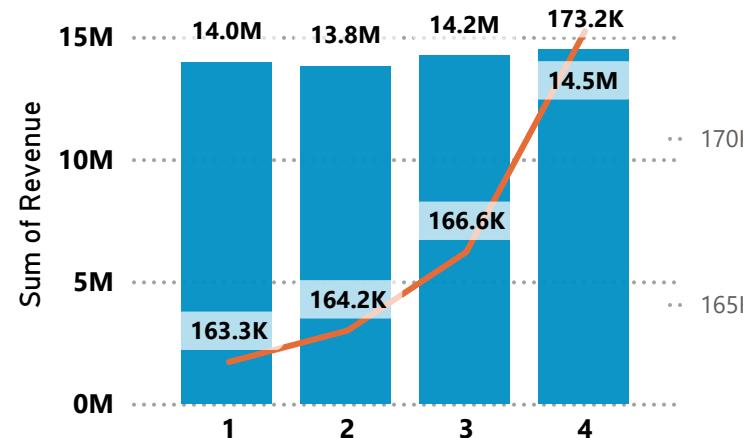
Count

667K

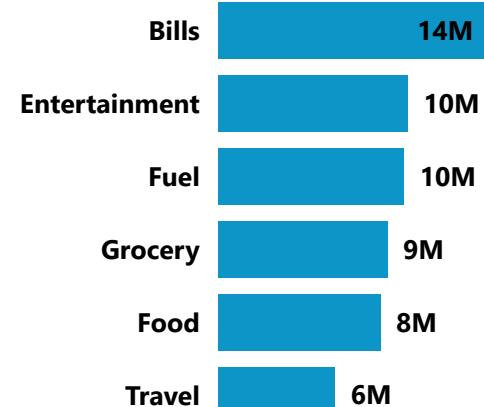
Card_Category	Sum of Revenue	Sum of Interest_Earned	Sum of Total_Trans_Amt
Blue	47188612	6614173	37840749
Gold	2533682	384755	2091362
Platinum	1135608	161629	953314
Silver	5659109	821923	4647596
Total	56517011	7982480	45533021

QTR Revenue and Trans Count

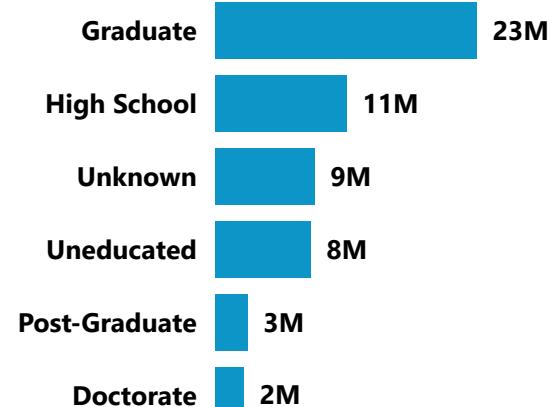
● Sum of Revenue ● Sum of Total_Trans_ct



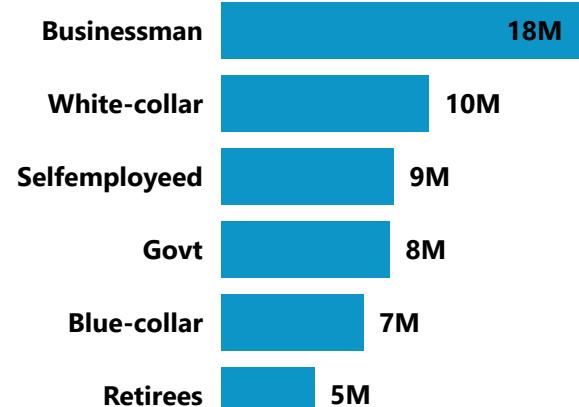
Revenue by Expenditure type



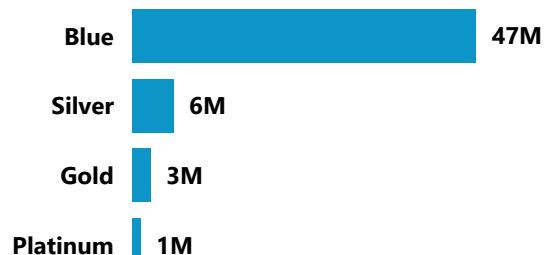
Revenue by Education



Revenue by Customer Job



Revenue by Acq Cost



F M

Gold Silver Blue Platinum

Low Med High

Credit Card Customer Report

4 3 2 1

Week_Start_Date

All

Revenue

57M

Total Interest

8M

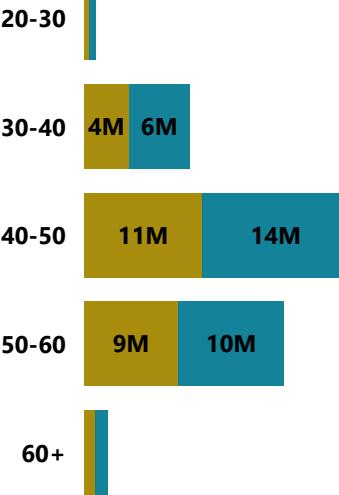
Income

588M

CSS

3.19

Revenue by Age Group



M

31M

F

26M

Swipe

Online

Chip

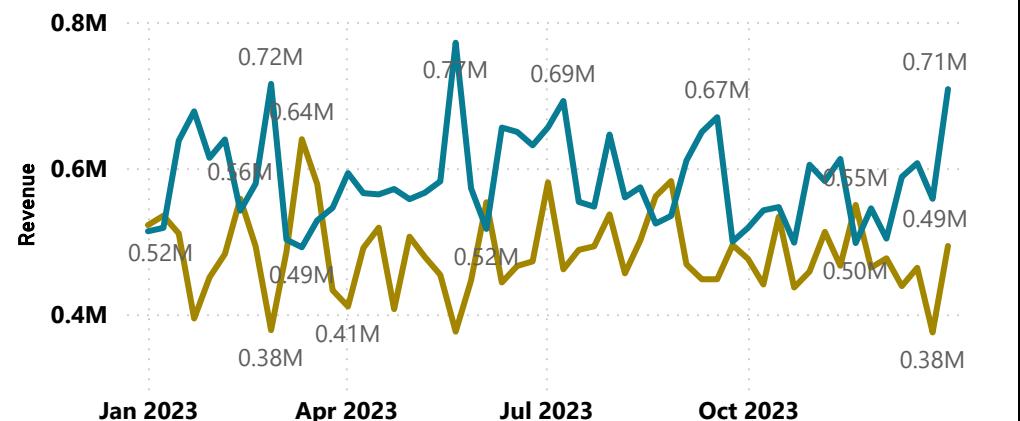
Gold

Silver

Blue

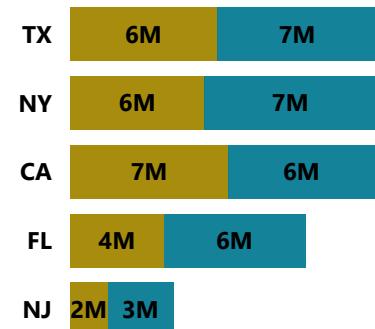
Platinum

Revenue vs Gender

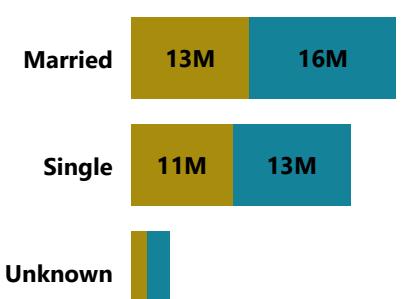


Customer_Job	Sum of Revenue	Sum of Interest_Earned	Sum of Income
Blue-collar	7040606	967751	73516911
Businessman	17697472	2584604	190350431
Govt	8335534	1182231	90834727
Retirees	4617448	641692	49619308
Selfemployed	8542826	1141510	77659931
Total	56517011	7982480	587599783

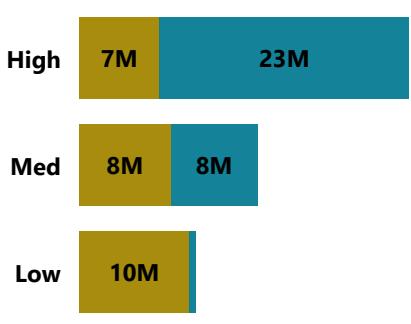
Top 5 States



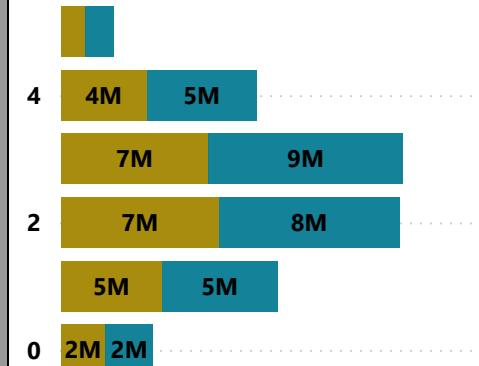
Revenue by Martial status



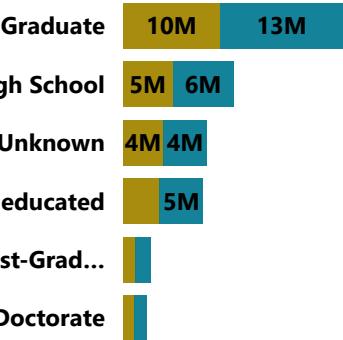
Revenue by Income Group



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

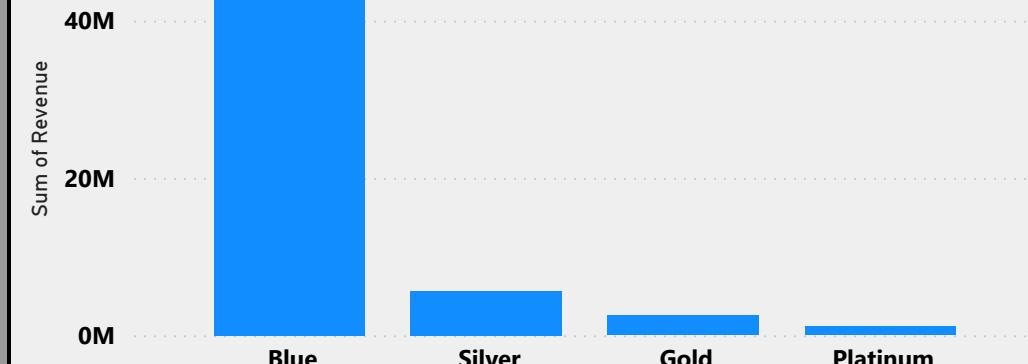
31M

F

26M

Delinquent_Acc	Blue-collar	Businessman	Govt	Retirees	Selfemployed	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_Catagory



Transaction Amount by Week

Gender • F • M

0.6M

0.4M

0.2M

0

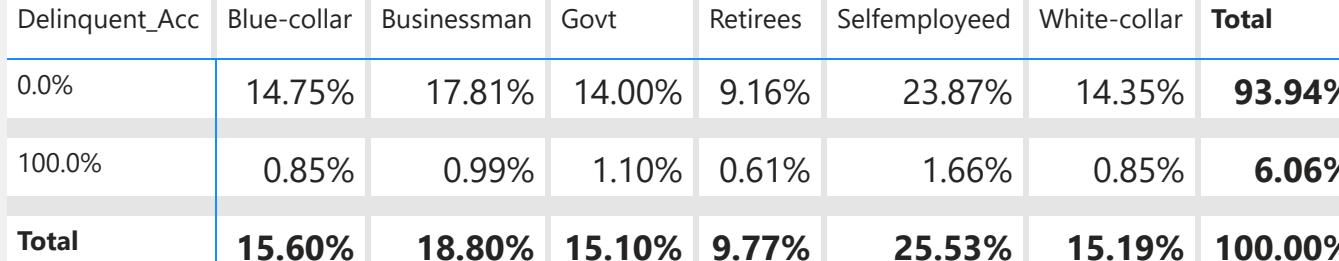
10

20

30

40

50



Week_num2	Previous_Week_Revenue	Current_Week_Revenue	Wow_revenue
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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%
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