

Credit Card Transaction Report

Revenue

57M

Total Interest

8M

Amount

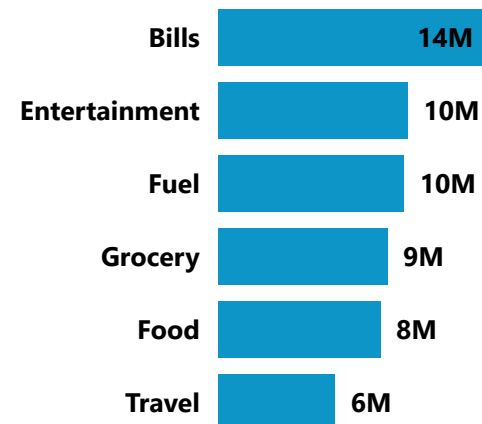
46M

Count

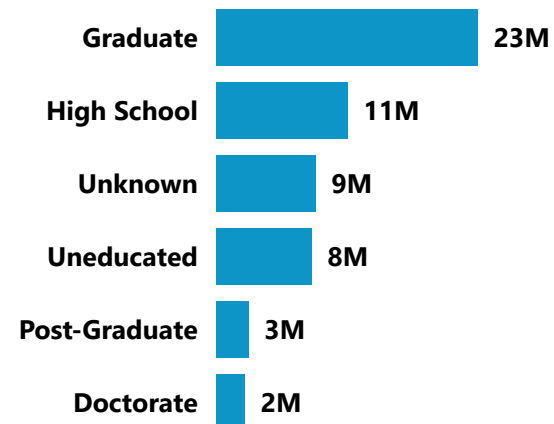
667K

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

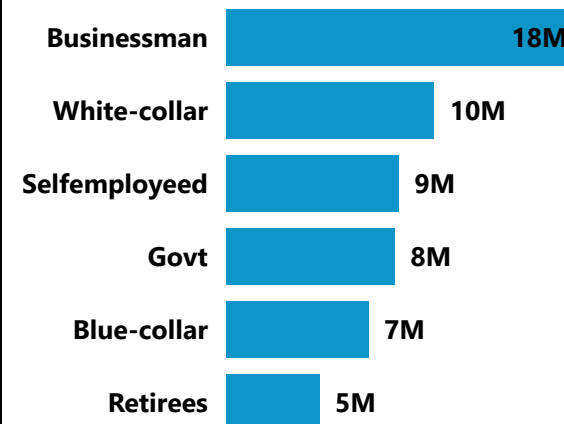
Revenue by Expenditure type



Revenue by Education

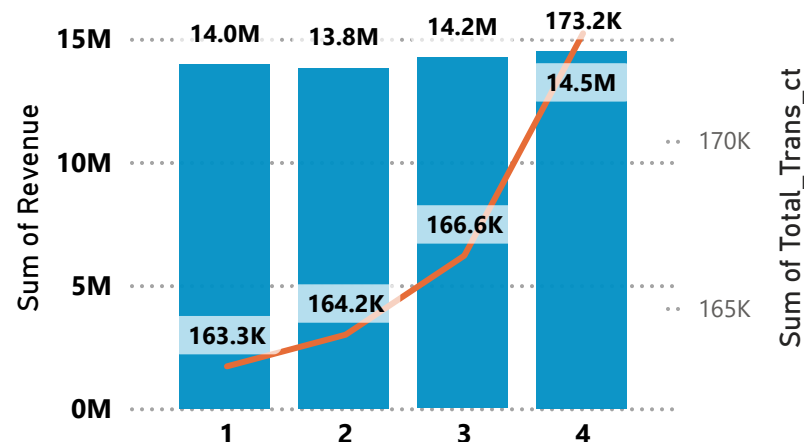


Revenue by Customer Job



QTR Revenue and Trans Count

Sum of Revenue Sum of Total_Trans_ct



Week_Start_Date

All

F

M

Gold

Silver

Blue

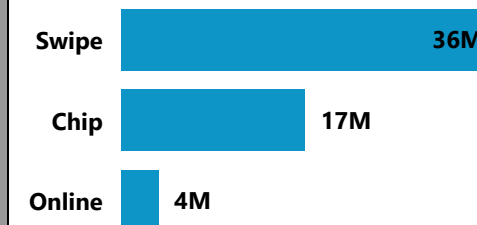
Platinum

Low

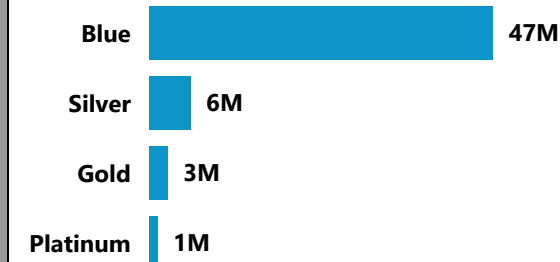
Med

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

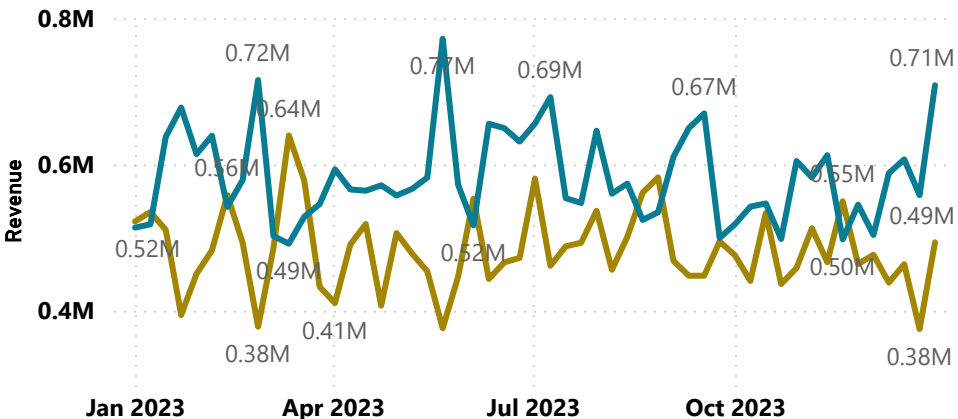
Income

588M

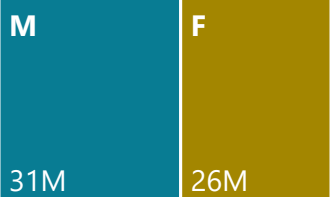
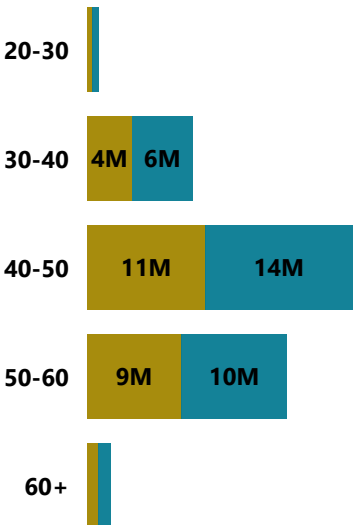
CSS

3.19

Revenue vs Gender



Revenue by Age Group



Swipe

Online

Chip

Gold

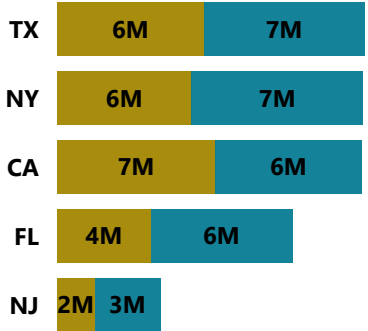
Silver

Blue

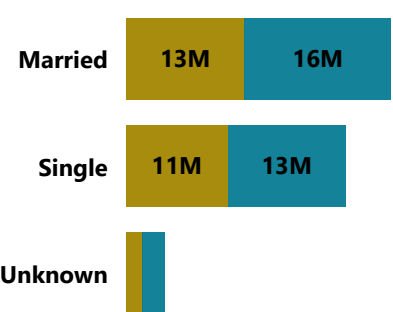
Platinum

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

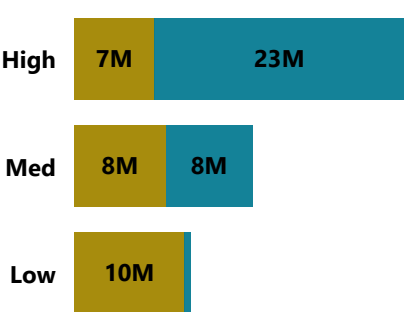
Top 5 States



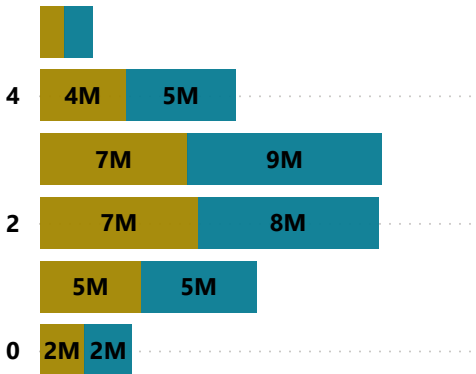
Revenue by Martial status



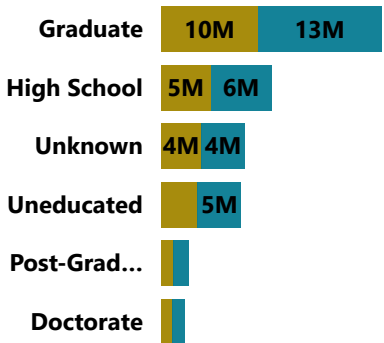
Revenue by Income Group



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

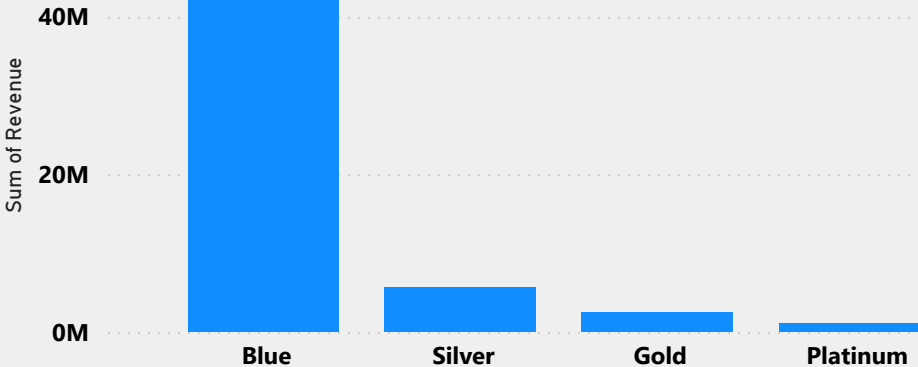
31M

F

26M

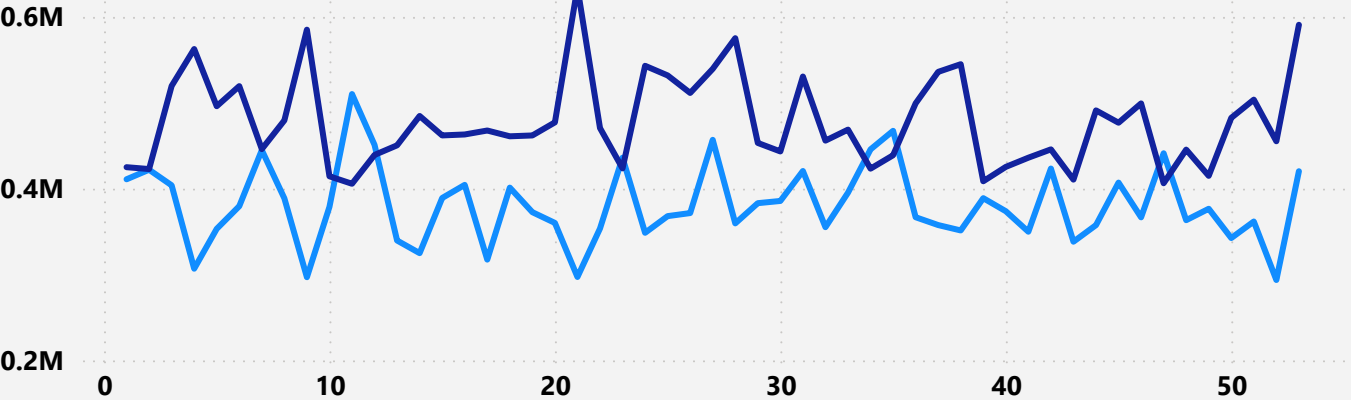
Delinquent_Acc	Blue-collar	Businessman	Govt	Retirees	Selfemployeed	White-collar	Total
0.0%	14.75%	17.81%	14.00%	9.16%	23.87%	14.35%	93.94%
100.0%	0.85%	0.99%	1.10%	0.61%	1.66%	0.85%	6.06%
Total	15.60%	18.80%	15.10%	9.77%	25.53%	15.19%	100.00%

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%
43	1000000	934631	-6.5%