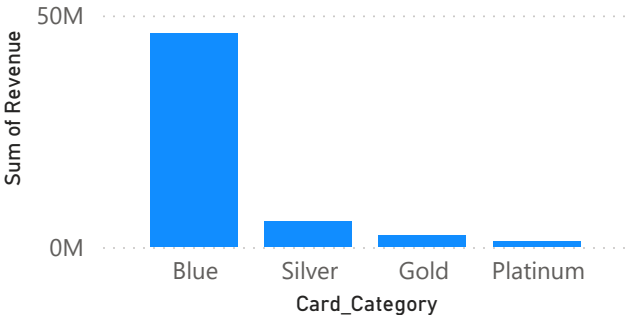


Sum of Revenue by Card\_Category



week_num2	Previous_week_Reveneue	Current_week_Reveneue	wow_revenue
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%

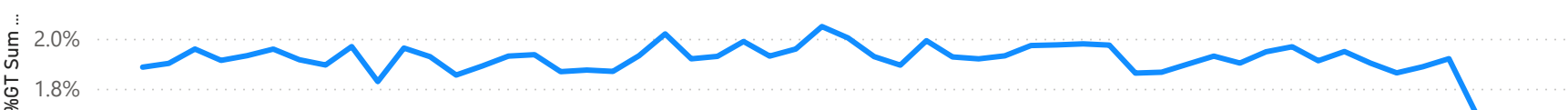
Delinquent_Acc	%GT Count of Delinquent_Acc
0	93.93%
1	6.07%
Total	100.00%

Activation_30_Days	%GT Count of Activation_30_Days
0	42.53%
1	57.47%
Total	100.00%

%GT Sum of Total\_Trans\_Amt by week\_num2



%GT Sum of Total\_Trans\_Vol by week\_num2



%GT Sum of Client\_Num by week\_num2



Delinquent_Acc	Blue-collar	Businessman	Govt	Retirees	Selfemployeed	White-collar	Total
1	0.86%	1.00%	1.12%	0.60%	1.65%	0.84%	6.07%
0	14.76%	17.81%	13.97%	9.15%	23.82%	14.41%	93.93%
Total	15.62%	18.81%	15.09%	9.75%	25.47%	15.26%	100.00%

# Credit Card Transaction Report

Q4

Q3

Q2

Q1

Week Start Date

All

Total Revenue

55M

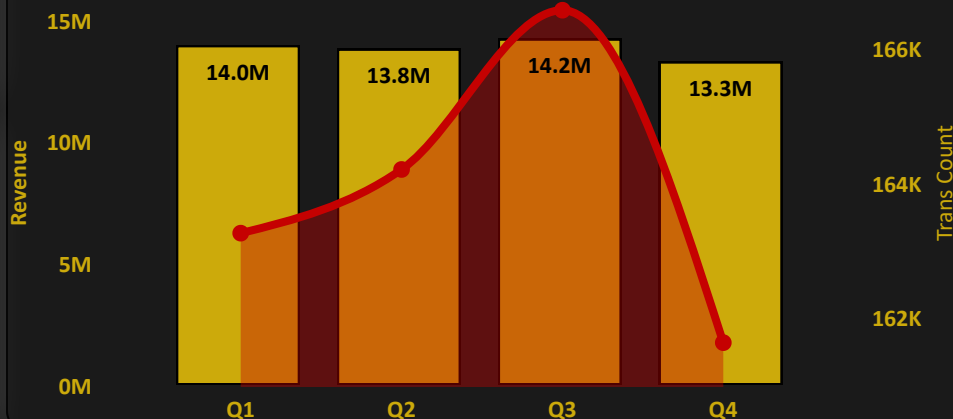
Amount

45M

Count

656K

## QTR Revenue and Total Trans Count



F

M

Low

Med

High

Silver

Blue

Gold

Platinum

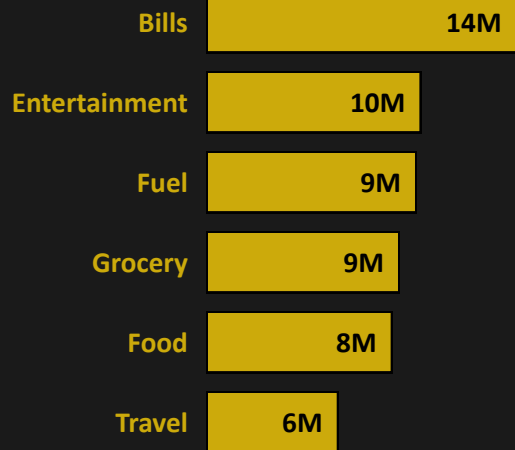
Card Category Revenue Total Trans Amount Interest Earned

Blue	46139398	36957875	6495888
Silver	5586332	4586746	812081
Gold	2454072	2024078	373784
Platinum	1135608	953314	161629
Total	55315410	44522013	7843382

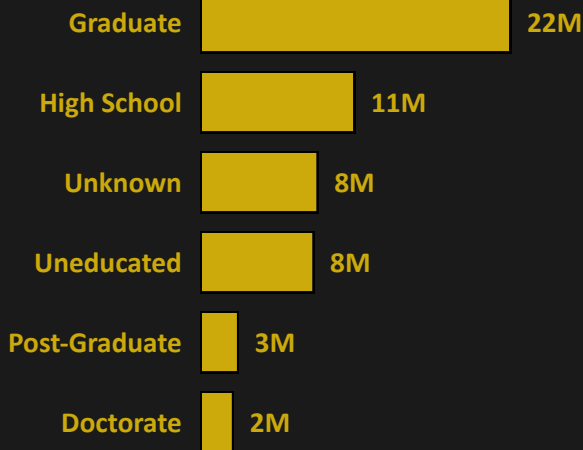
## Customer Acq Cost



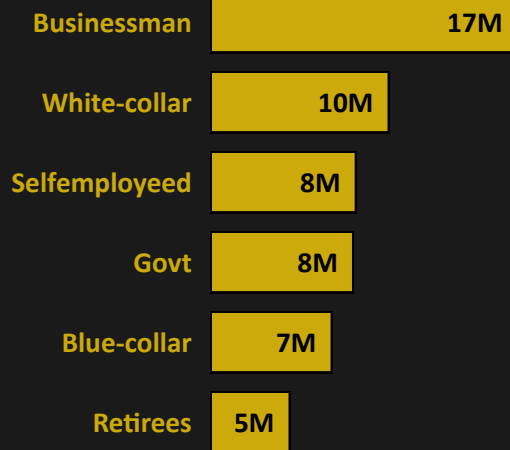
## Revenue by Expenditure Type



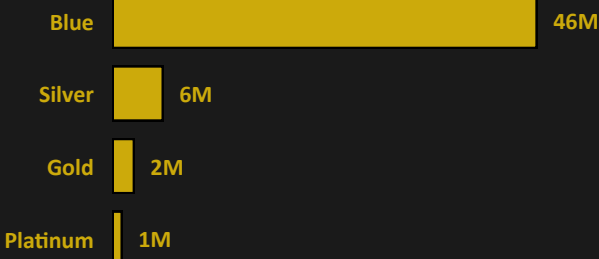
## Revenue by Education



## Revenue by Customer Job



## Customer Acq Cost



# Credit Card Customer Report

Q4

Q3

Q2

Q1

Week Start Date

All

Revenue

55.3M

Income

576M

CSS

3.19

Intrest

7.8M

Revenue by Age Group

20-30

30-40

40-50

50-60

60+

M

30M

F

25M

Swipe

Online

Chip

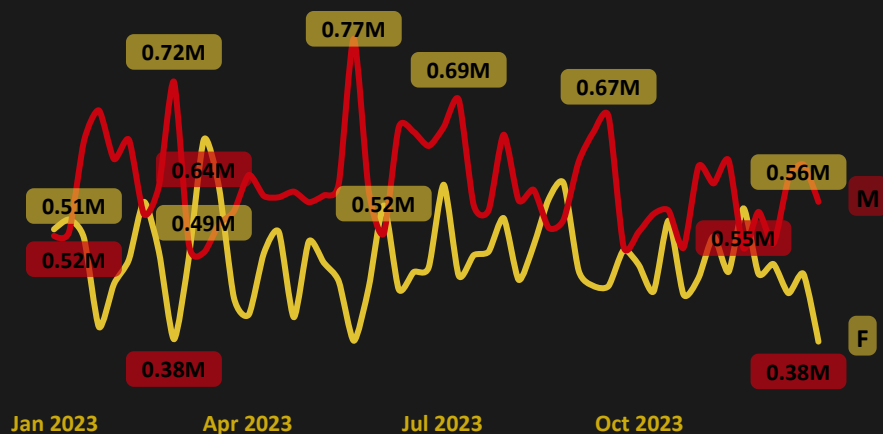
Silver

Blue

Gold

Platinum

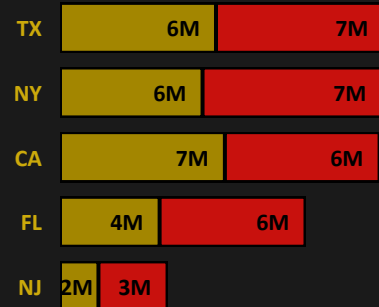
Revenue vs Gender



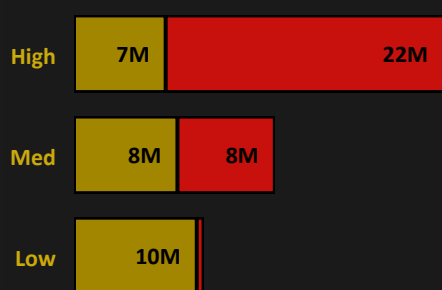
Customer Job Revenue Interest Earned Sum of Income

Blue-collar	6904279	952801	72262158
Businessman	17387832	2539390	186959919
Govt	8111701	1160016	88773989
Retirees	4535184	630359	48675030
Selfemployed	8261758	1119742	75313288
White-collar	10114656	1441074	103930055
Total	55315410	7843382	575914439

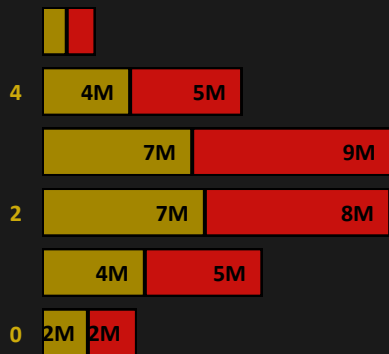
Top 5 States



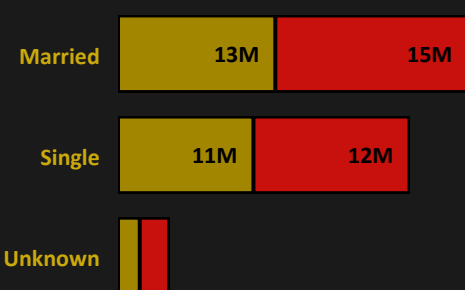
Salary Group



Dependent Count



Marital Status



Education Level

