Project Insights- Week 53 (31st Dec) WoW change:

• Revenue increased by 28.8%,

• Total Transaction Amt & Count increased by xx% & xx%

• Customer count increased by xx% Overview YTD:

• Overall revenue is 57M

• Total interest is 8M

• Total transaction amount is 46M

• Male customers are contributing more in revenue 31M, female 26M

• Blue & Silver credit card are contributing to 93% of overall transactions

• TX, NY & CA is contributing to 68%

• Overall Activation rate is 57.5%

• Overall Delinquent rate is 6.06%