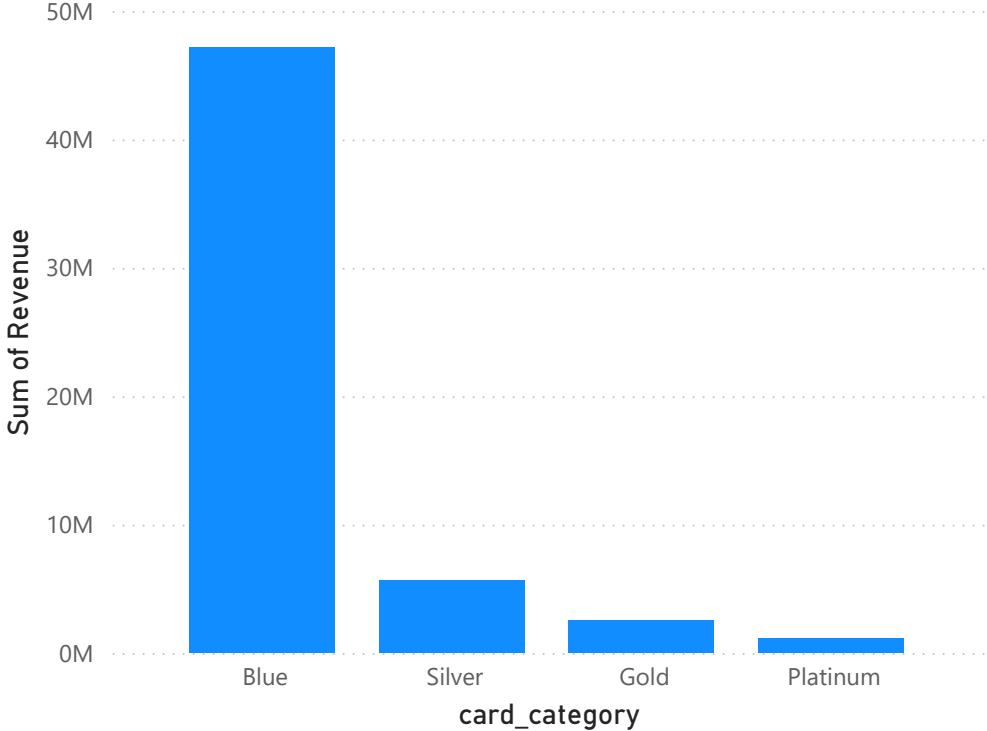


Sum of Revenue by card\_category



week_num2	Sum of Revenue	Current_week_Reveneue	Previous_week_Reveneue	WoW_Revenue
53.00	1201601	1201601	933134	28.8%
52.00	933134	933134	1070439	-12.8%
51.00	1070439	1070439	1026549	4.3%
50.00	1026549	1026549	980152	4.7%
49.00	980152	980152	1008777	-2.8%
Total	56517011	1201601	933134	28.8%

# Credit Card Analysis

Q4

806.4M

Q3

734.0M

Q2

715.4M

Q1

710.6M

Low

742.8M

Medium

742.8M

High

742.1M

week\_start\_date

All

Total Revenue

57M

Total Ineterest

8M

Total Transaction  
Amount

46M

Total Transaction  
Count

667K

Gold

743.6M

Silver

743.6M

Blue

742.6M

Platinum

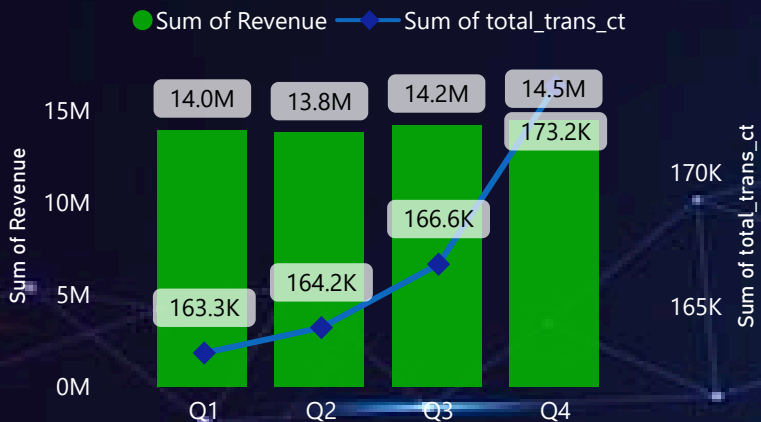
729.9M

F

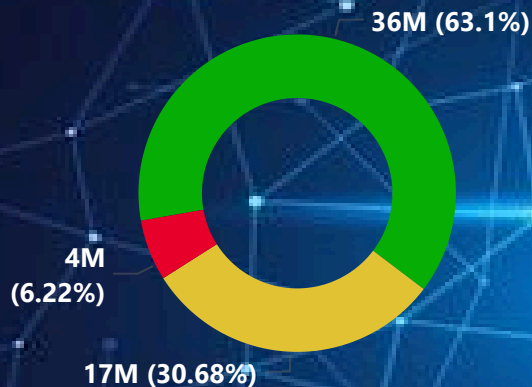
M

card_category	Sum of Revenue	Sum of total_trans_amt	Sum of interest_earned
Blue	47188612	37840749.0	6,614,172.62
Gold	2533682	2091362.0	384,755.16
Platinum	1135608	953314.0	161,629.05
Silver	5659109	4647596.0	821,922.98
Total	56517011	45533021.0	7,982,479.81

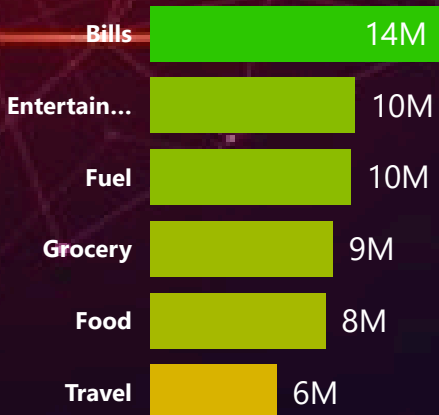
QTR Revenue and total trans count



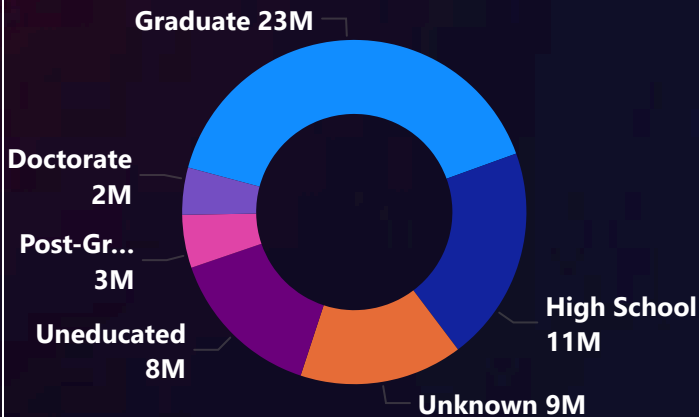
Revenue by Use Chip



Revenue by Expenditure type



Revenue by Education



Revenue by Customer job

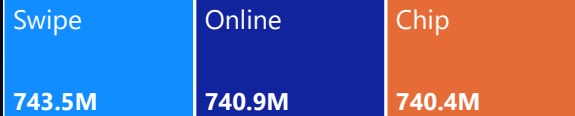
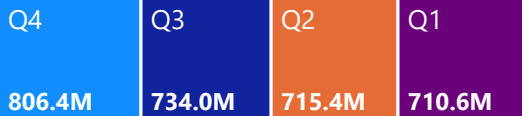


Customer ACQ Cost





# Credit Card Customer



week\_start\_date

All

Total Revenue

57M

Total Ineterest

8M

Total Income

588M

Satisfaction

3.2

Gold

743.6M

Silver

743.6M

Blue

742.6M

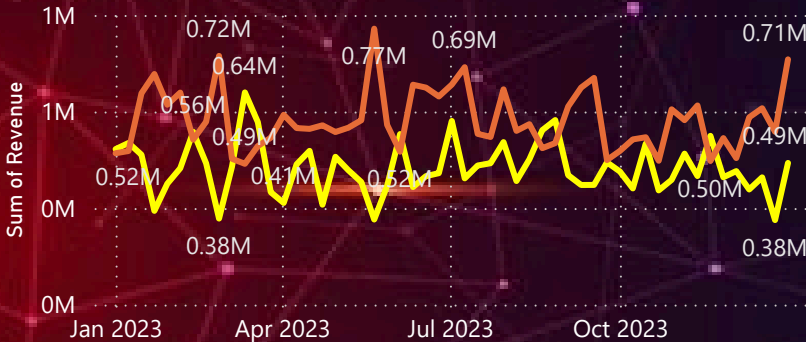
Platinum

729.9M

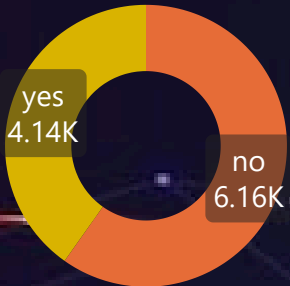
F

M

Revenue vs Gender

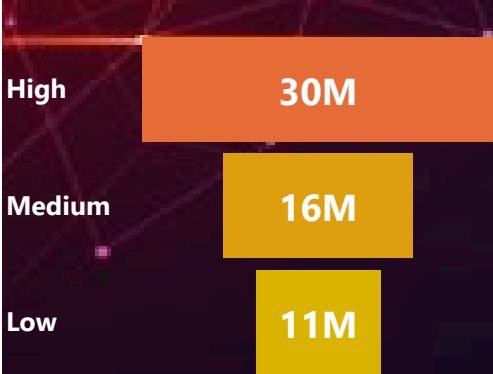


Car Owner

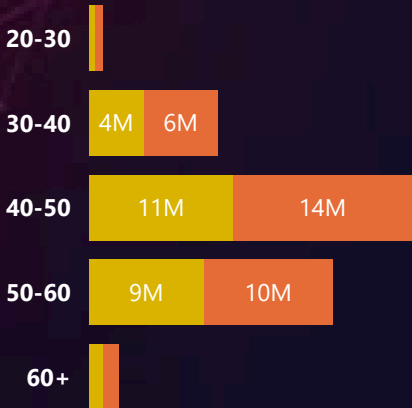


customer_job	Sum of Revenue	Sum of total_trans_amt	Sum of interest_earne
Blue-collar	7040606	5602930.0	967,751.4
Businessman	17697472	14538883.0	2,584,604.0
Govt	8335534	6701573.0	1,182,230.8
Retirees	4617448	3689646.0	641,692.2
Selfemployeed	8542826	6640301.0	1,141,510.4
White-collar	10283124	8359688.0	1,464,690.9
Total	56517011	45533021.0	7,982,479.8

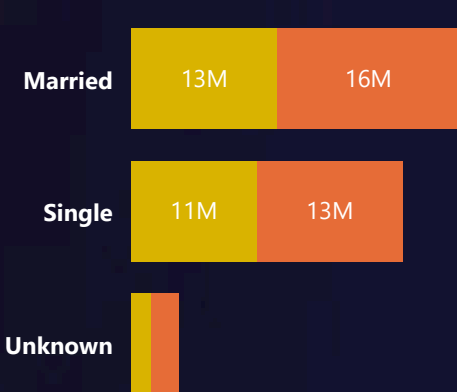
Salary Group



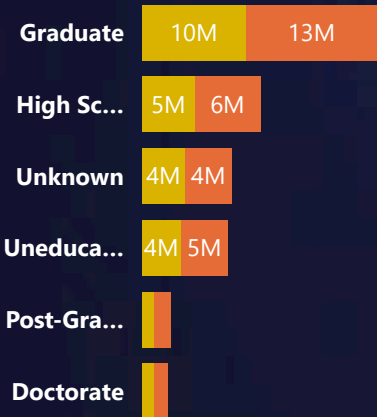
Age Group



Marital Status



Education Level



Top 5 States

