Sum of Revenue by card_category
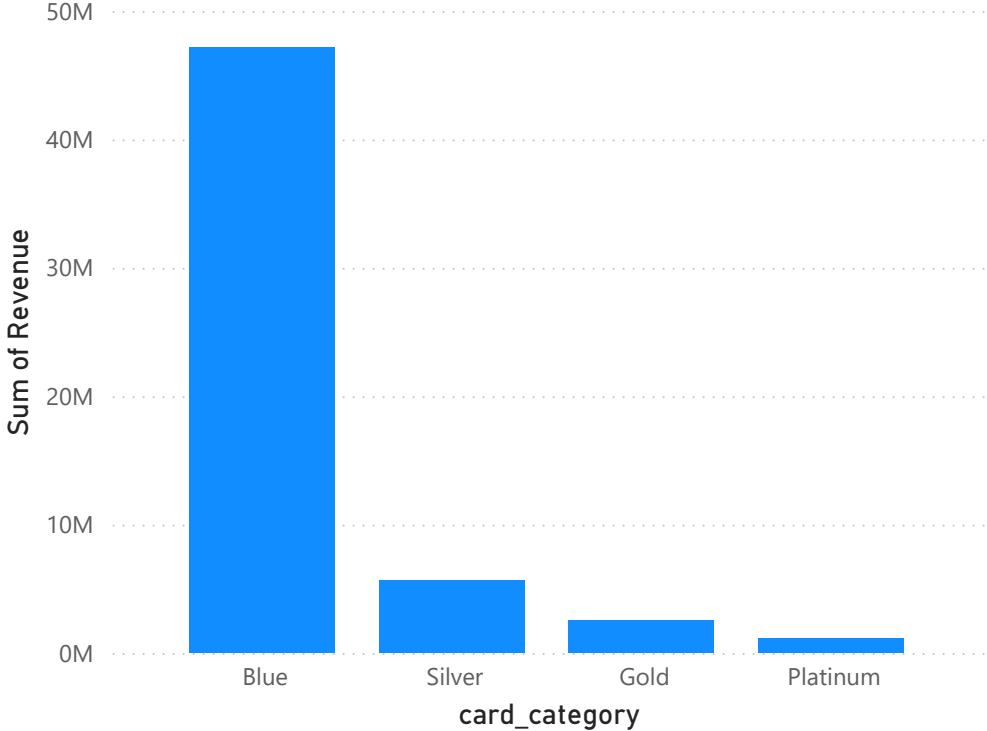

week_num2	Sum of Revenue	Current_week_Reveneue	Previous_week_Reveneue	WoW_Revenue
53.00	1201601	1201601	933134	28.8%
52.00	933134	933134	1070439	-12.8%
51.00	1070439	1070439	1026549	4.3%
50.00	1026549	1026549	980152	4.7%
49.00	980152	980152	1008777	-2.8%
Total	**56517011**	**1201601**	**933134**	**28.8%**

Credit Card Analysis

Q4	Q3	Q2	Q1
806.4M	734.0M	715.4M	710.6M

Low	Medium	High
742.8M	742.8M	742.1M

All

Gold	Silver	Blue	Platinum
743.6M	743.6M	742.6M	729.9M

F	M

Total Revenue 57M

Total Ineterest 8M

Total Transaction Amount 46M

Total Transaction Count 667K

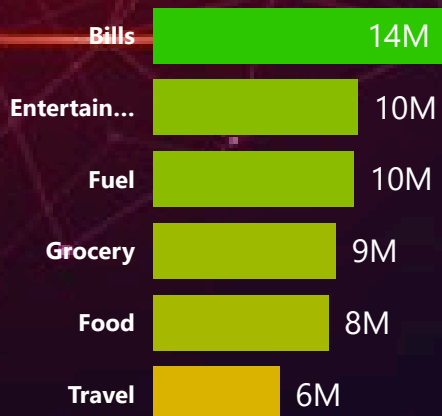| card_category	Sum of Revenue	Sum of total_trans_amt	Sum of interest_earned
Blue	47188612	37840749.0	6,614,172.62
Gold	2533682	2091362.0	384,755.16
Platinum	1135608	953314.0	161,629.05
Silver	5659109	4647596.0	821,922.98
Total	**56517011**	**45533021.0**	**7,982,479.81**

QTR Revenue and total trans count

● Sum of Revenue ◆— Sum of total_trans_ct

14.0M 13.8M 14.2M 14.5M

173.2K

166.6K

164.2K

163.3K

Q1 Q2 Q3 Q4

Revenue by Use Chip

Swipe 36M

Online 4M

Chip 17M

Revenue by Expenditure type

Bills	14M
Entertain...	10M
Fuel	10M
Grocery	9M
Food	8M
Travel	6M

Revenue by Education

Graduate 23M

Doctorate 2M

Post-Gr... 3M

Uneducated 8M

High School 11M

Unknown 9M

Revenue by Customer job

Businessman	18M
White-collar	10M
Selfemployeed	9M
Govt	8M
Blue-collar	7M
Retirees	5M

Customer ACQ Cost

Blue	905K
Silver	62K
Gold	18K
Platinum	7K
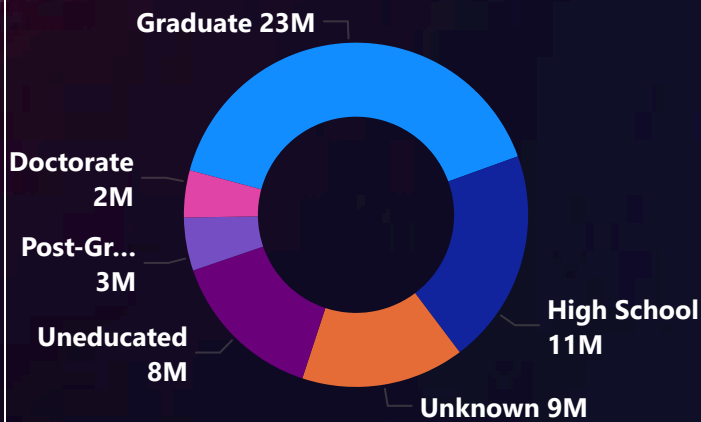
Credit Card Customer

Q4	Q3	Q2	Q1
806.4M	734.0M	715.4M	710.6M

Swipe	Online	Chip
743.5M	740.9M	740.4M

Total Revenue 57M

Total Ineterest 8M

Total Income 588M

Satisfaction 3.2

Gold	Silver	Blue	Platinum
743.6M	743.6M	742.6M	729.9M

F	M

Revenue vs Gender

Sum of Revenue — 1M, 1M, 0M, 0M; Jan 2023, Apr 2023, Jul 2023, Oct 2023

0.72M 0.64M 0.77M 0.69M 0.71M 0.56M 0.49M 0.52M 0.41M 0.52M 0.49M 0.50M 0.38M 0.38M

Car Owner

yes 4.14K — no 6.16K
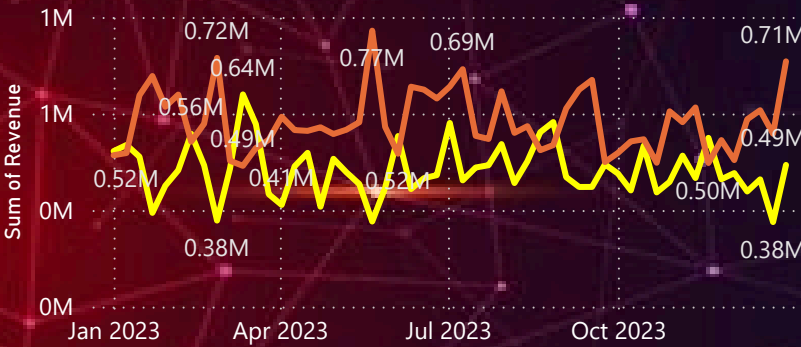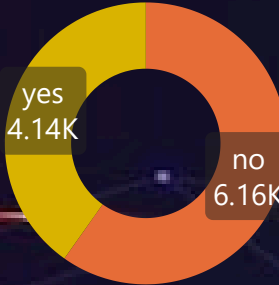
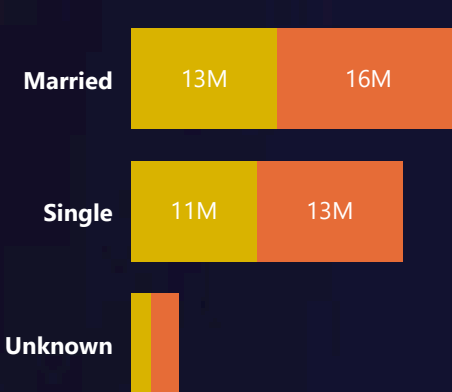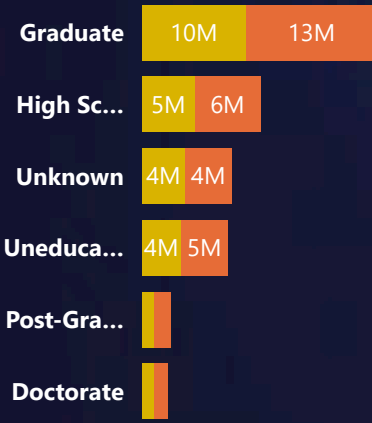| customer_job	Sum of Revenue	Sum of total_trans_amt	Sum of interest_earned
Blue-collar	7040606	5602930.0	967,751.4
Businessman	17697472	14538883.0	2,584,604.0
Govt	8335534	6701573.0	1,182,230.8
Retirees	4617448	3689646.0	641,692.2
Selfemployeed	8542826	6640301.0	1,141,510.4
White-collar	10283124	8359688.0	1,464,690.9
Total	**56517011**	**45533021.0**	**7,982,479.8**

Salary Group

- High: 30M
- Medium: 16M
- Low: 11M

Age Group

- 20-30
- 30-40: 4M 6M
- 40-50: 11M 14M
- 50-60: 9M 10M
- 60+

Marital Status

- Married: 13M 16M
- Single: 11M 13M
- Unknown

Education Level

- Graduate: 10M 13M
- High Sc...: 5M 6M
- Unknown: 4M 4M
- Uneduca...: 4M 5M
- Post-Gra...
- Doctorate

Top 5 States

- TX: 6M 7M
- NY: 6M 7M
- CA: 7M 6M
- FL: 4M 6M
- NJ: 2M 3M