

credit card transaction report

Gold

Silver

Blue

Platinum

week_start_date

All

57M

Sum of revenue

46M

Sum of total_tra...

7.98M

Sum of interest_...

667K

Sum of total_tr...

F

M

Q4

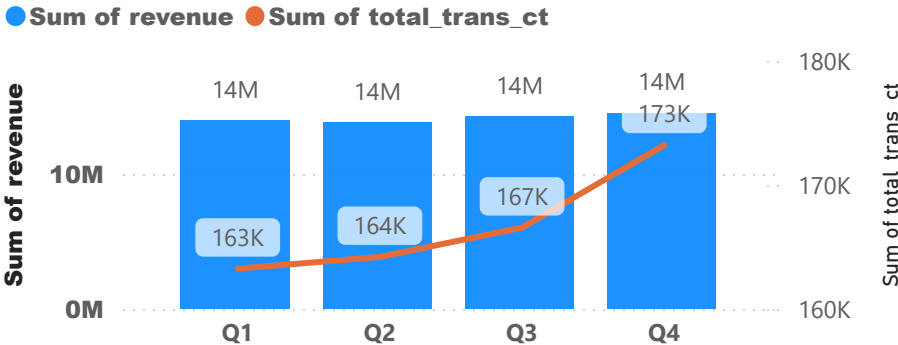
Q3

Q2

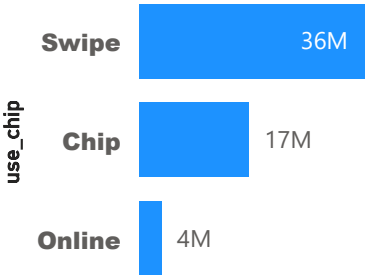
Q1

card_category	Sum of revenue	Sum of total_trans_amt	Sum of interest_earned
Blue	47188612	37840749	6,614,172.62
Gold	2533682	2091362	384,755.16
Platinum	1135608	953314	161,629.05
Silver	5659109	4647596	821,922.98
Total	56517011	45533021	7,982,479.81

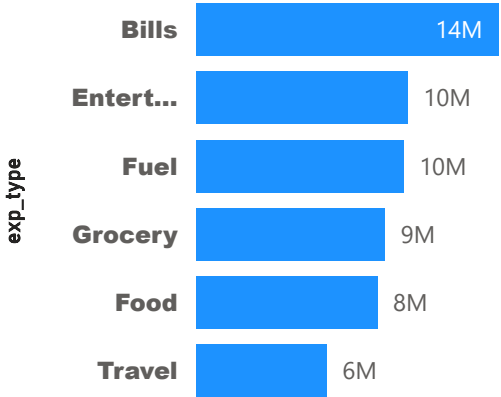
Sum of revenue and Sum of total_trans_ct by qtr



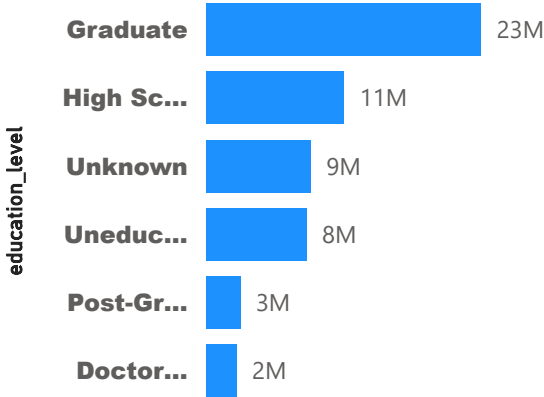
revenue by use chip



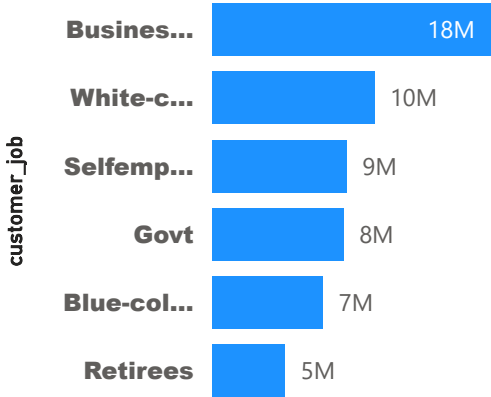
revenue by exp_type



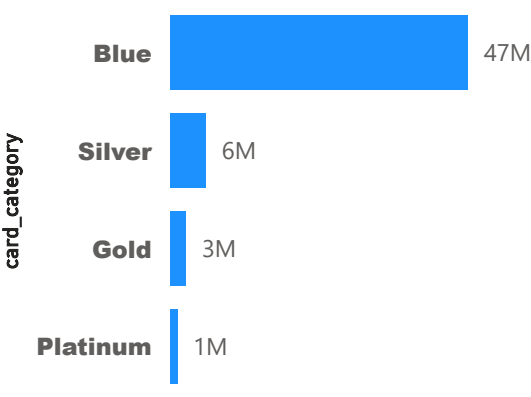
revenue by education



revenue by customer job



revenue by acq cost



credit card customer report

Q4

Q3

Q2

Q1

week_start_date

All

57M
revenue

46M
total interest

588M
income

3.19
CSS

Q4

Q3

Q2

Q1

week_start_date 

All 

All

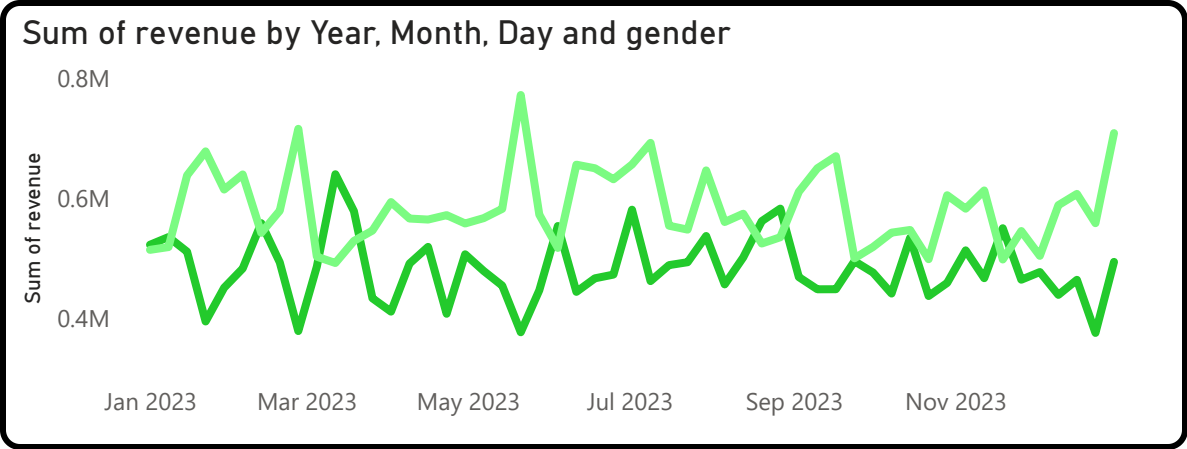
Swipe

Online

F

Sum of revenue by Year, Month, Day and gender

The chart illustrates the daily revenue for males and females from January 2023 to November 2023. The y-axis, labeled 'Sum of revenue', ranges from 0.4M to 0.8M. The x-axis shows the progression of time with labels for Jan 2023, Mar 2023, May 2023, Jul 2023, Sep 2023, and Nov 2023. The 'Female' revenue (light blue line) consistently stays above the 'Male' revenue (dark blue line). Both series exhibit high volatility, with several peaks and troughs. Notable peaks for females occur around late February/early March 2023 (reaching nearly 0.8M) and late October/early November 2023 (reaching approximately 0.7M). Males also show peaks, notably in late May 2023 (around 0.55M) and late October/early November 2023 (around 0.5M).



Gold

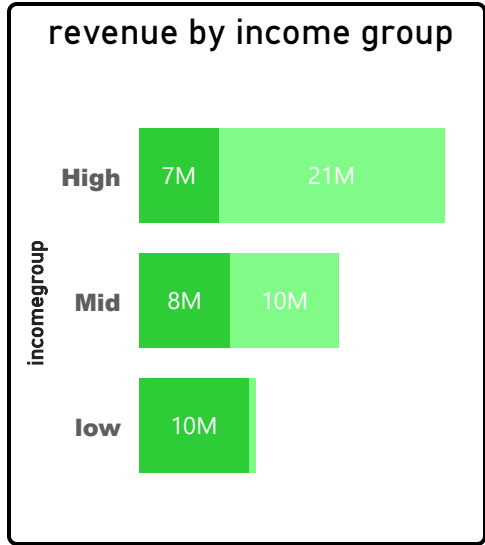
Blue

Platinum

customer_job	Sum of revenue	Sum of income	Sum of interest_earned
Blue-collar	7040606	73516911	967,751.42
Businessman	17697472	190350431	2,584,604.01
Govt	8335534	90834727	1,182,230.84
Retirees	4617448	49619308	641,692.22
Selfemployeed	8542826	77659931	1,141,510.40
Total	56517011	587599783	7,982,479.81

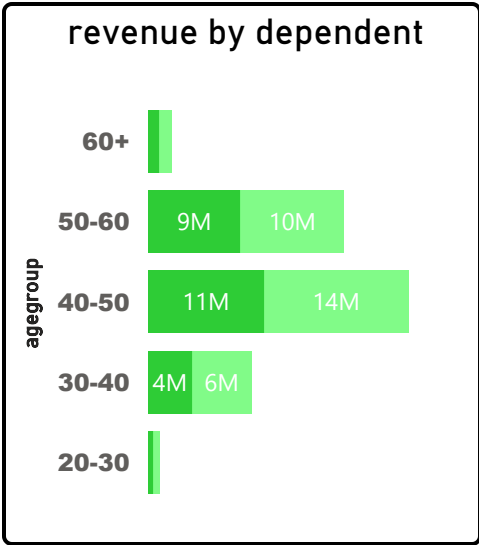
revenue by income group

incomegroup	dark green	light green
High	7M	21M
Mid	8M	10M
low	10M	0.5M



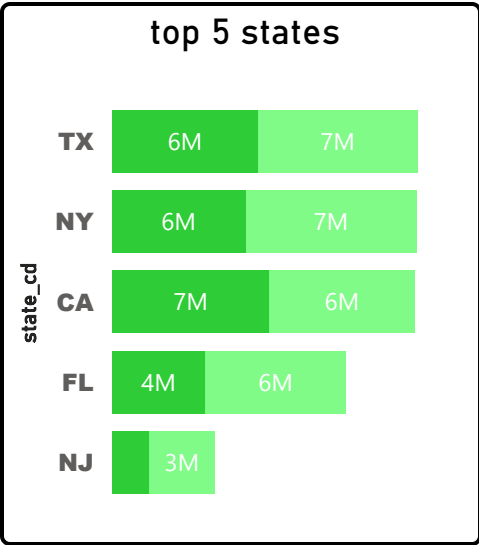
revenue by dependent

agegroup	Segment 1 (Dark Green)	Segment 2 (Light Green)
60+	~1M	~1M
50-60	9M	10M
40-50	11M	14M
30-40	4M	6M
20-30	~1M	~1M



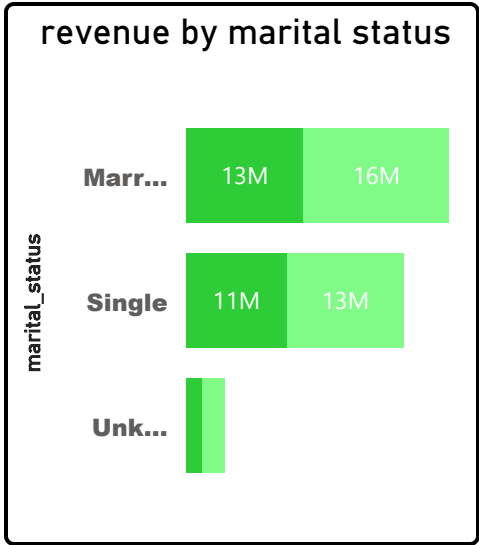
top 5 states

state_cd	Category 1 (Dark Green)	Category 2 (Light Green)
TX	6M	7M
NY	6M	7M
CA	7M	6M
FL	4M	6M
NJ	3M	3M



revenue by marital status

marital_status	Segment 1 (Dark Green)	Segment 2 (Light Green)
Marr...	13M	16M
Single	11M	13M
Unk...	1M	1M



revenue by education

education_level	Segment 1 (Dark Green)	Segment 2 (Light Green)
Graduate	10M	13M
High School	5M	6M
Unknown	4M	4M
Unemployed	5M	5M
Post-graduate	2M	2M
Doctorate	2M	2M

