

Credit Card Transaction

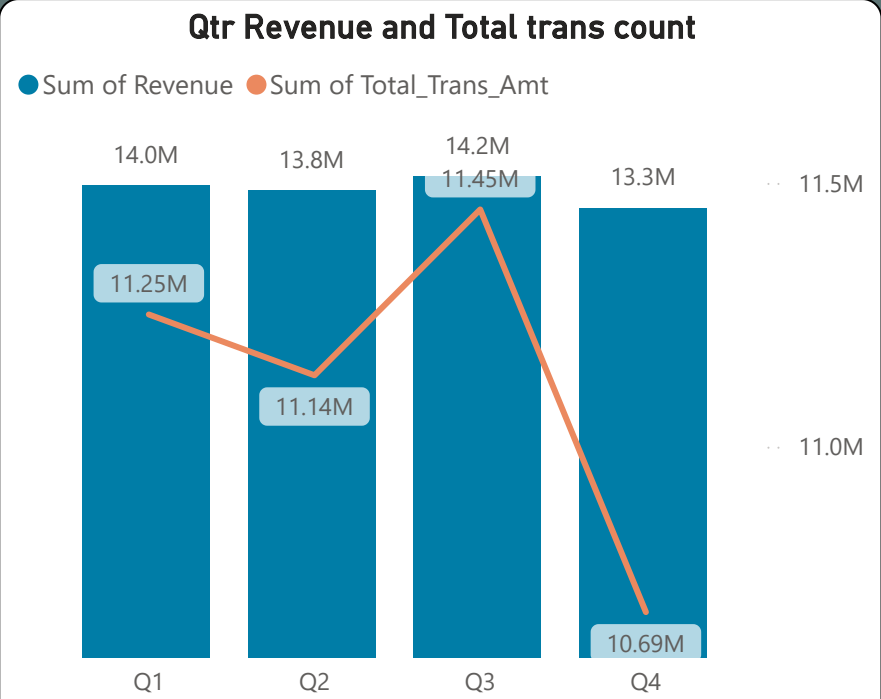
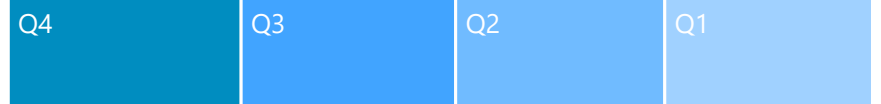
Revenue
55M

Transaction
45M

Interest
8M

Count
1M

Card_Category	Sum of Trans_Amt	Sum of Interest_Earned	Sum of Revenue
Blue	36957875	6,495,887.74	46,139,397.74
Silver	4586746	812,081.28	5,586,332.28
Gold	2024078	373,784.16	2,454,072.16
Platinum	953314	161,629.05	1,135,608.05
Total	44522013	7,843,382.23	55,315,410.23



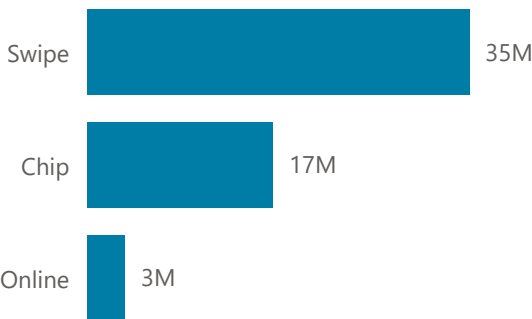
All

F M

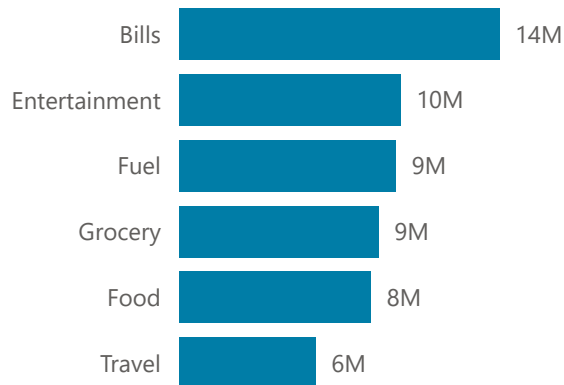
Med low High

Silver Blue Gold Platinum

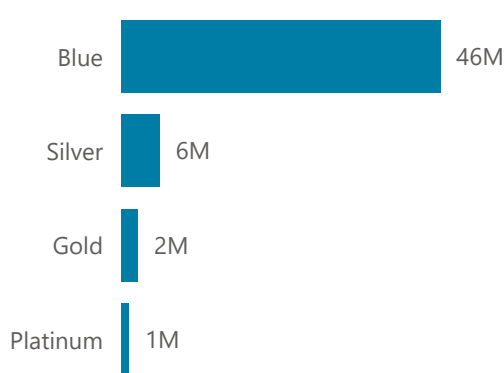
Revenue by Education



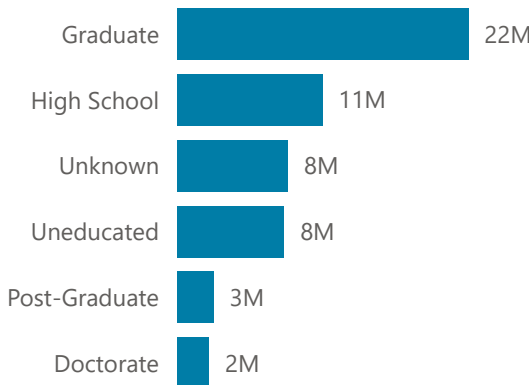
Revenue by Exp Type



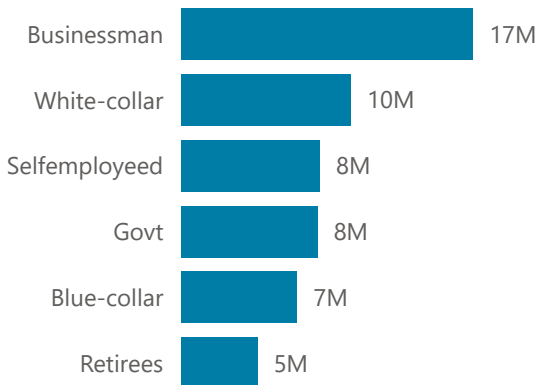
Revenue by Education



Revenue by Education



Revenue by Cust Job



Credit Card Customer Report

All

Revenue

55M

Transaction

45M

Income

576M

CSS

32K

Q4

Q3

Q2

Q1

M

F

Swipe

Online

Chip

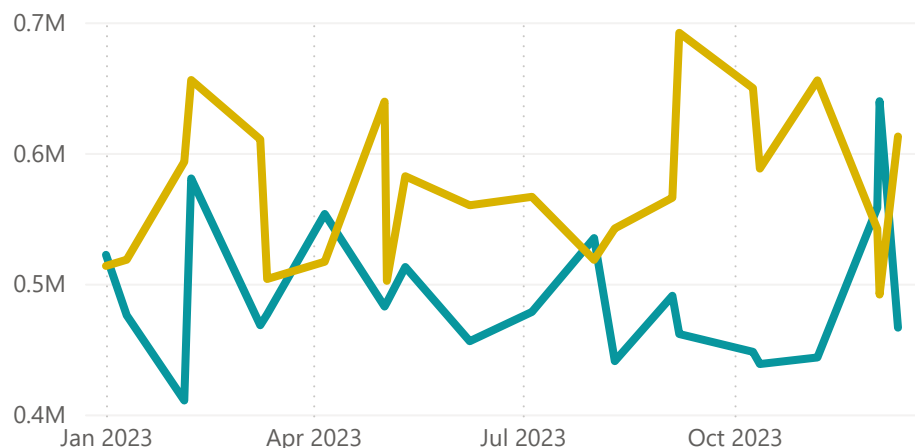
Silver

Blue

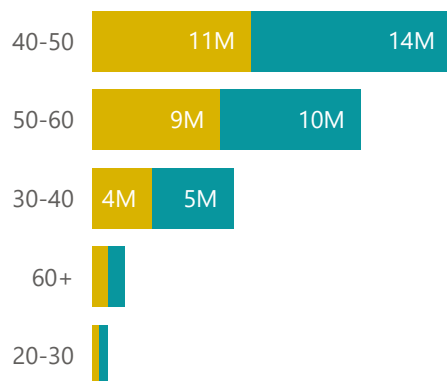
Gold

Platinum

Revenue by Week

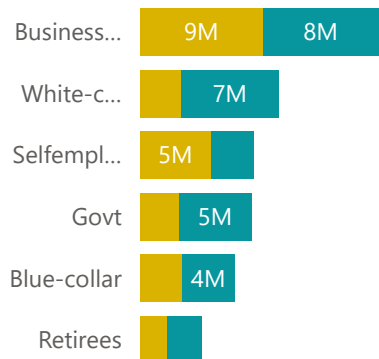


Revenue by Age Group

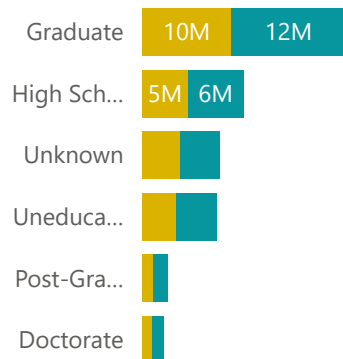


Customer_Job	Sum of Revenue	Interest_Earned	Income
Retirees	4,535,184.24	630,359.24	48675030
Blue-collar	6,904,278.57	952,800.57	72262158
Selfemployed	8,261,757.81	1,119,741.81	75313288
Govt	8,111,701.37	1,160,016.37	88773989
White-collar	10,114,655.93	1,441,073.93	103930055
Businessman	17,387,832.31	2,539,390.31	186959919
Total	55,315,410.23	7,843,382.23	575914439

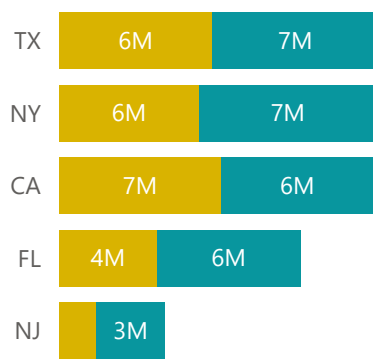
Revenue by Job Type



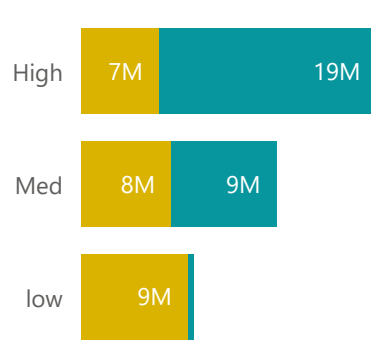
Revenue by Education



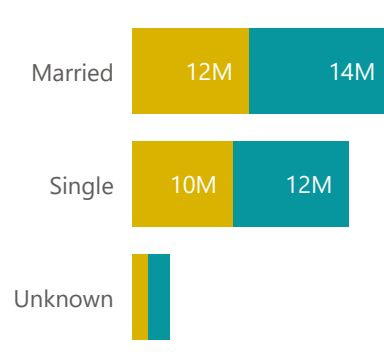
Top 5 State Revenue



Top 5 State Revenue



Top 5 State Revenue



Project Insights

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%