

# CREDIT CARD TRANSACTION AND CUSTOMER REPORT





## CREDIT CARD TRANSACTION REPORT

Total Revenue

55M

Total Interest

7.84M

Total Transaction

45M

Total Transactions

656K

Week Start Date

All

### Revenue by Quarter and Transactions

● Revenue ● Total Transactions



Quarter

Q1

Q2

Q3

Q4

Gender

F

M

Income

Basic Income

High Income

Moderate Income

Card Category	Revenue	Transaction Amount	Interest Earned
Blue	46139398 <span>▲</span>	36957875 <span>▲</span>	64,95,887.
Silver	5586332 <span>▼</span>	4586746 <span>▼</span>	8,12,081.
Gold	2454072 <span>▼</span>	2024078 <span>▼</span>	3,73,784.
Platinum	1135608 <span>▼</span>	953314 <span>▼</span>	1,61,629.
Total	55315410	44522013	78,43,382.

Card Category

Blue

Gold

Platinum

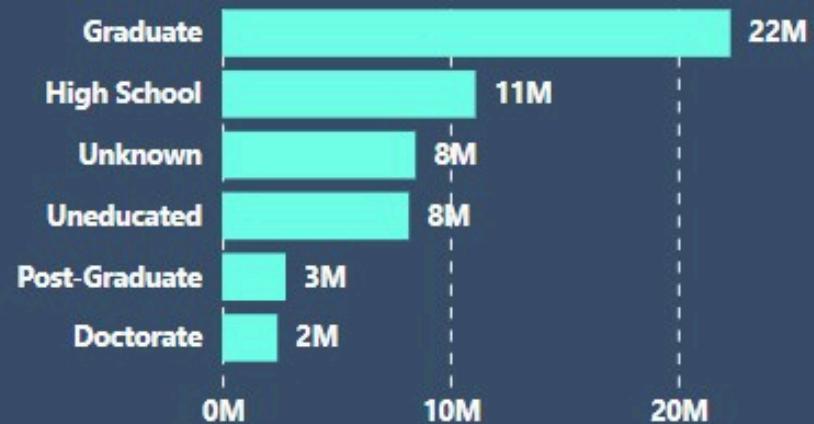
Silver

Car & House Owner by Card

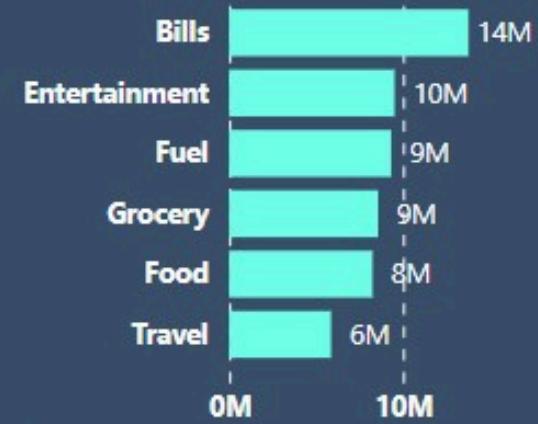
● Car Owner ● House Owner



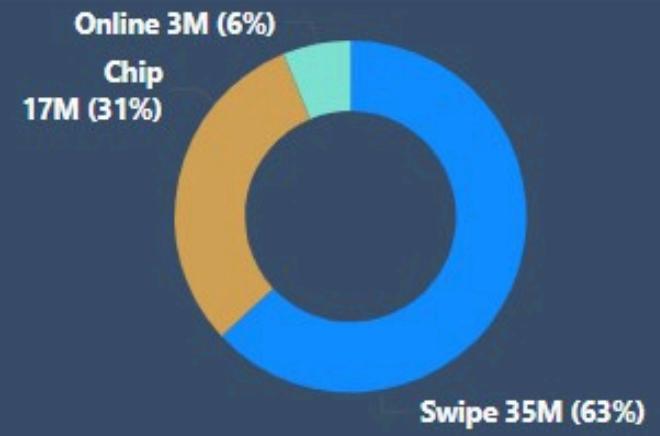
### Revenue by Education Level



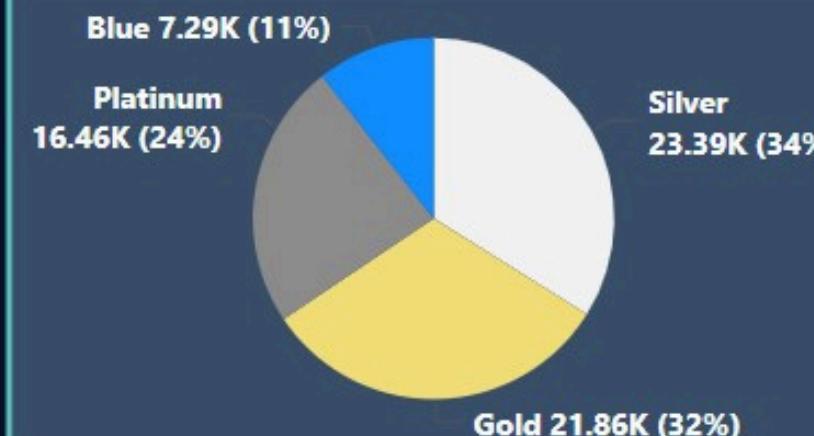
### Revenue by Expenditure



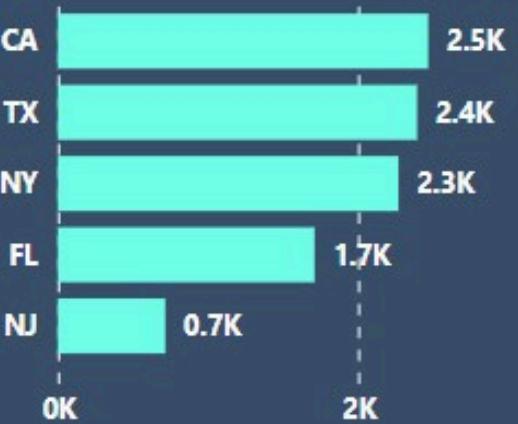
### Revenue by Payment Type

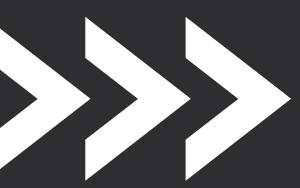


### Average credit limit by Card



### States by Delinquent Acc





## CREDIT CARD CUSTOMER REPORT

Total Customer

**10.108K**

Avg Credit Limit

**8.64K**

Total Income

**576M**

Cust Satisfaction..

**3.19**

Week Start Date

All

### Card Category

Blue	Gold
Platinum	Silver

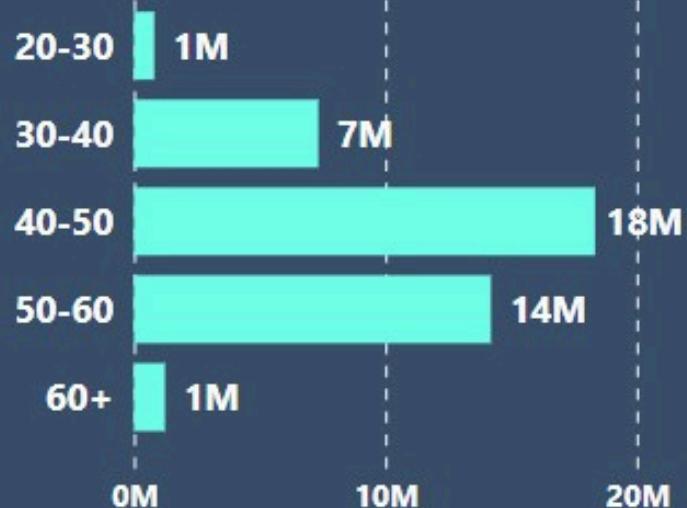
### Quarter

Q1	Q2
Q3	Q4

### Revenue by Week



### Transaction amount by Age Group



### Revenue by State



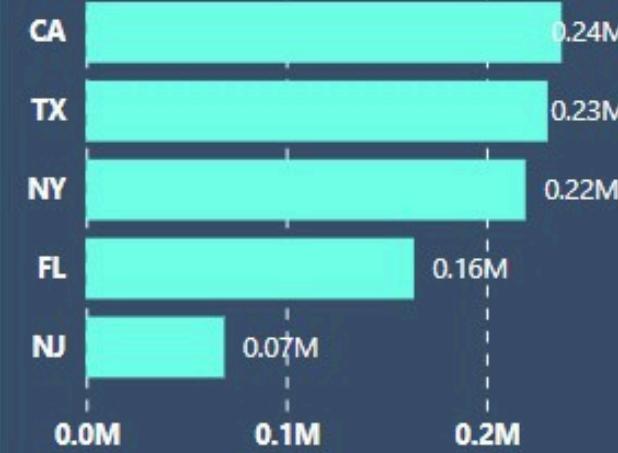
**M**

**30M**

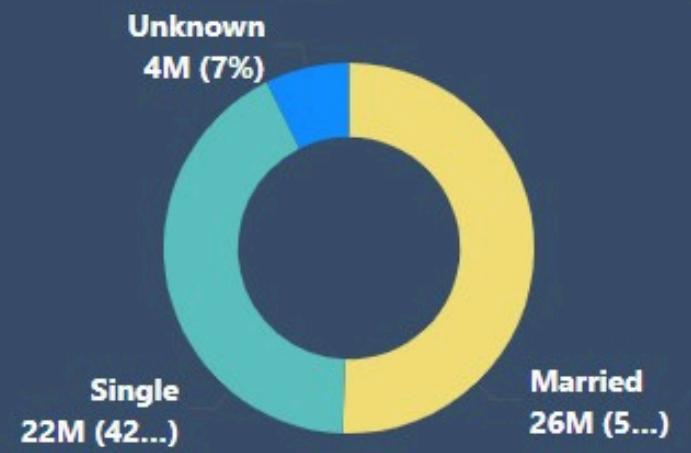
**F**

**25M**

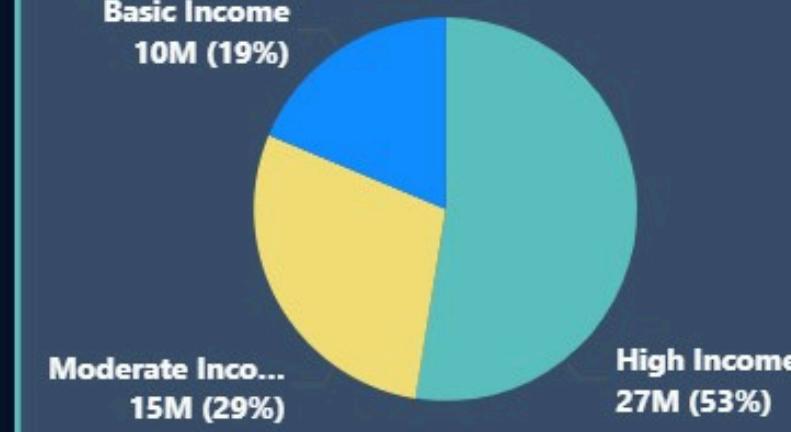
### Customer acq cost States by



### Revenue by Marital Status



### Revenue by Income



### Customer Job

Customer Job	Sum of Revenue	Sum of Interest
Businessman	17387832	25,39
White-collar	10114656	14,41
Self-employed	8261758	11,19
Govt	8111701	11,60
Blue-collar	6904279	9,52
Retirees	4535184	6,30
<b>Total</b>	<b>55315410</b>	<b>78,43</b>

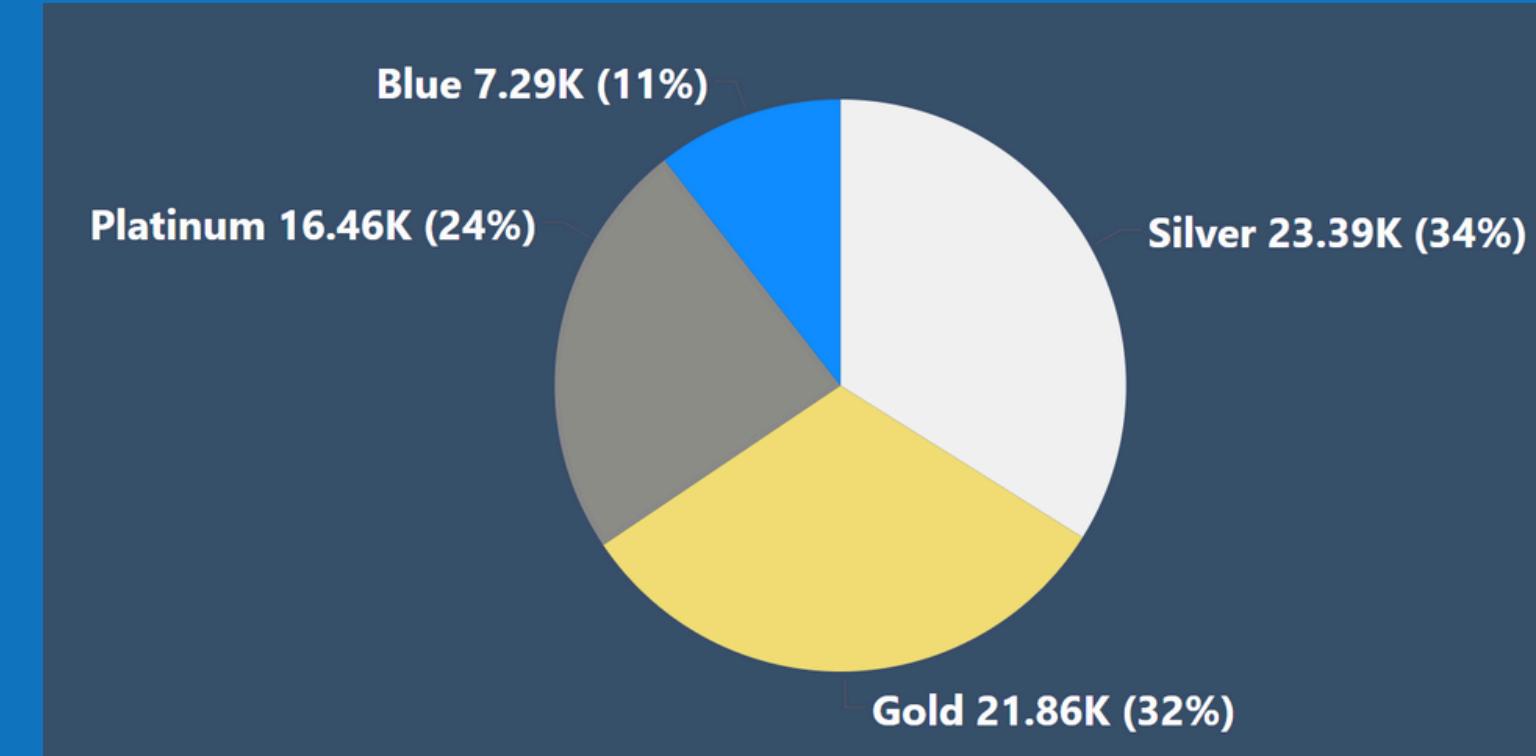
# Project Objective

To develop a comprehensive credit card weekly dashboard that provides real-time insights into key performance metrics and trends, enabling stakeholders to monitor and analyze credit card operations effectively.



# Key Insights

The analysis reveals that the Silver card category holds the highest average credit limit at \$23.39k, followed by the Gold card at \$21.86k. The Platinum card ranks third with an average credit limit of \$16.46k, while the Blue card category has the lowest average credit limit at \$7.29k.

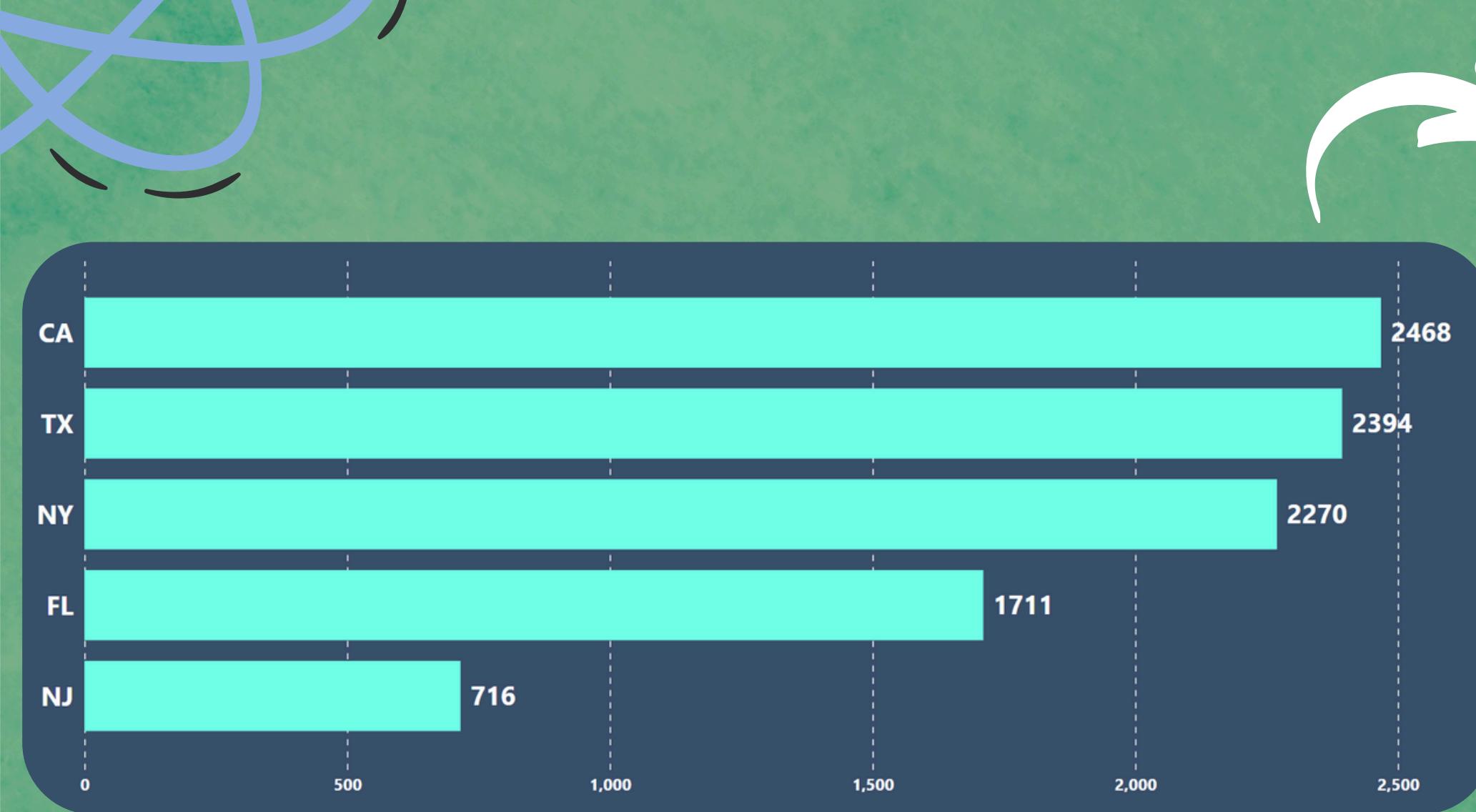


## Total Revenue



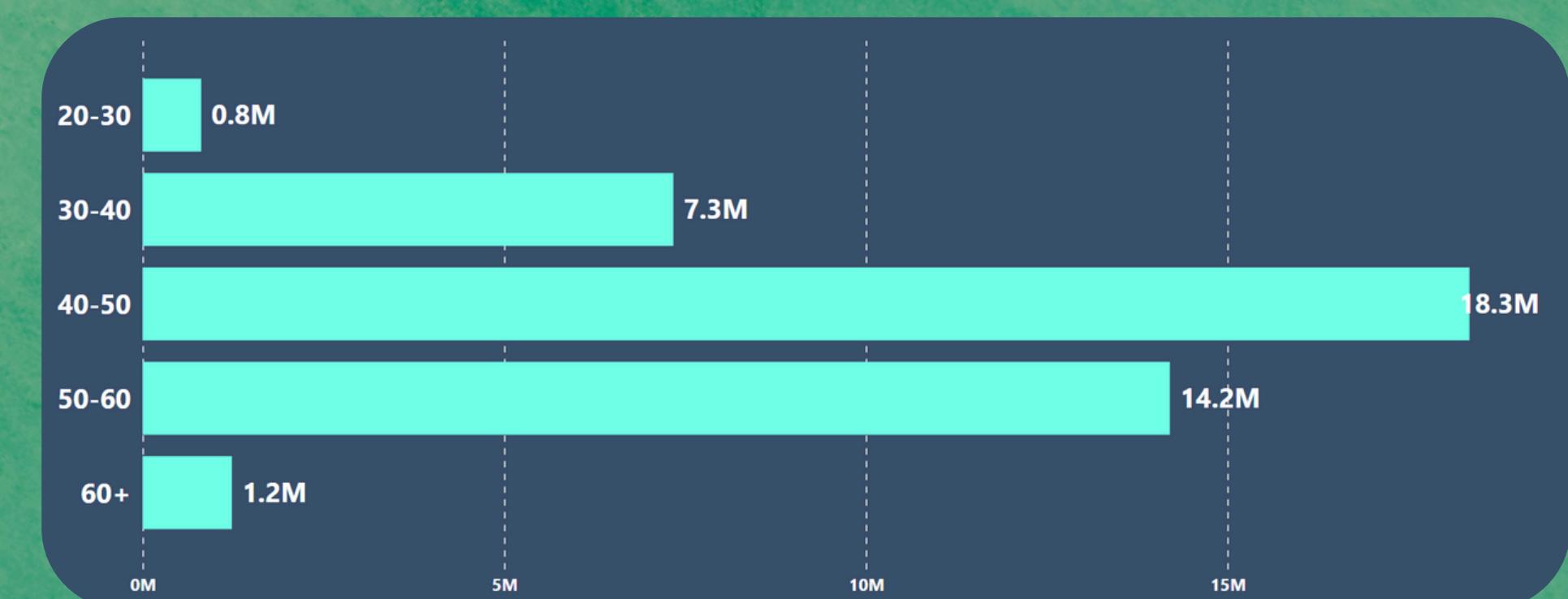
55M

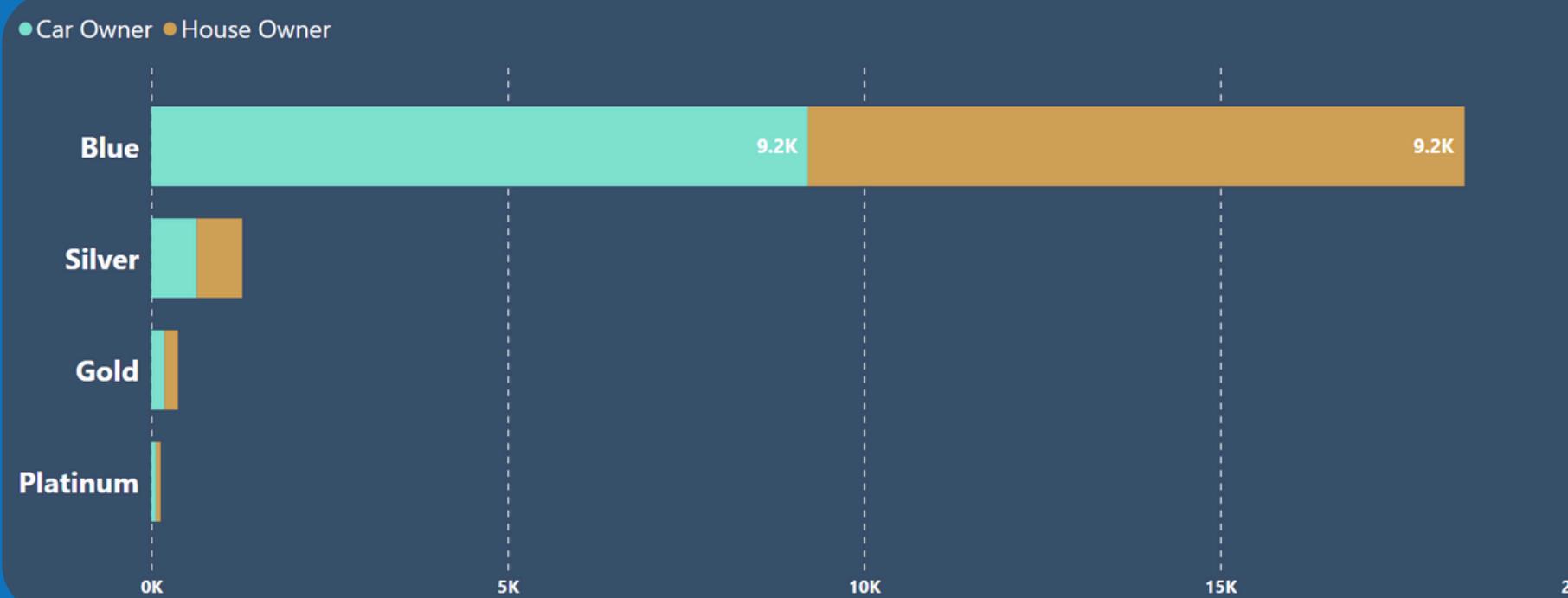
The total revenue generated from credit card transactions are \$55 million.



The analysis identifies California (CA) as having the highest number of delinquent accounts at 2,468, followed by Texas (TX) with 2,394 accounts. New York (NY) ranks third with 2,270 accounts, Florida (FL) comes fourth with 1,711 accounts, and New Jersey (NJ) rounds out the top five with 716 delinquent accounts. These findings underscore significant regional challenges in credit management.

The 40-50 age group leads with \$80 million in transactions, followed by 50-60 with \$14 million, and 30-40 with \$7 million. The 20-30 and 60+ groups each contribute \$1 million.

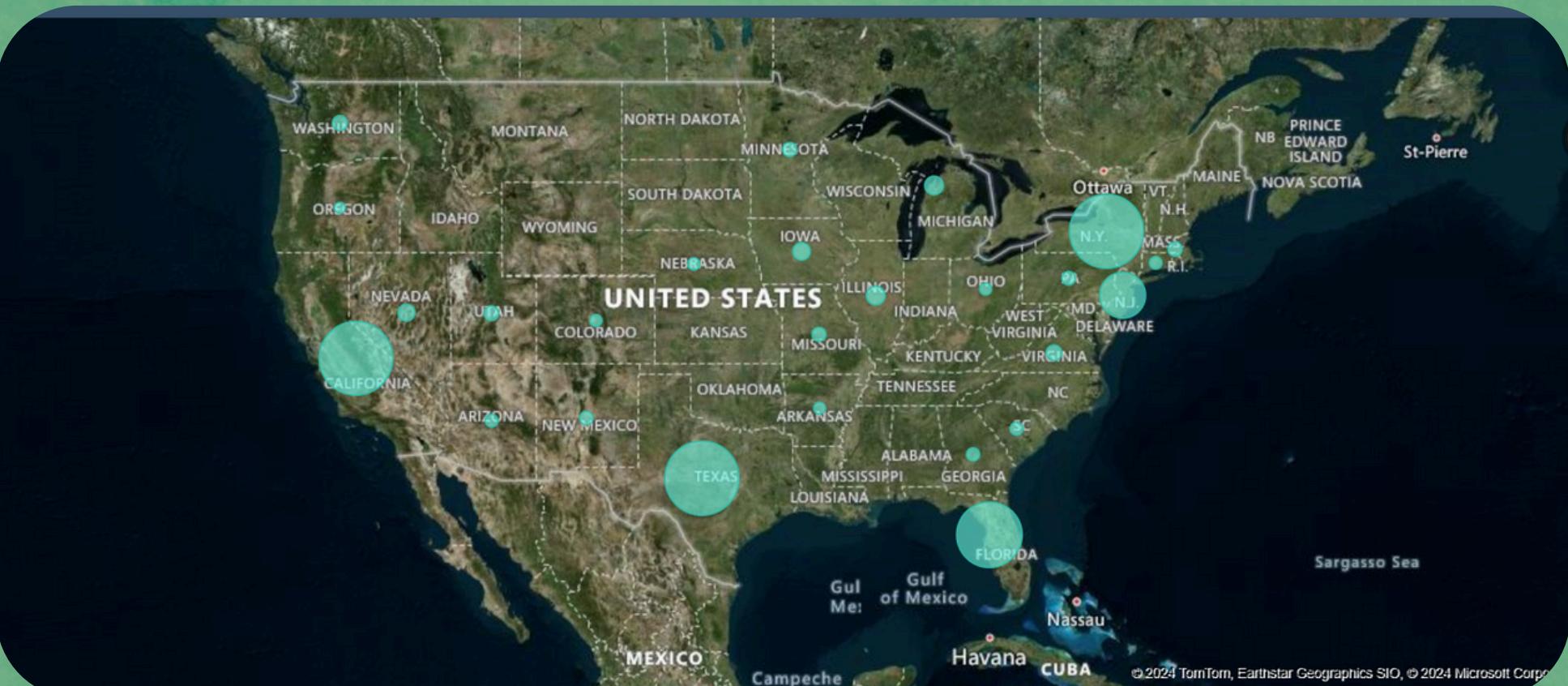




The Blue card is the most popular choice among car and house owners, indicating a strong preference for this card category among those with vehicle and property ownership.

The analysis reveals that Businessmen generate the highest revenue at \$17.39 million, followed by White-collar workers with \$10.11 million. Self-employed individuals contribute \$8.26 million, while Government employees generate \$8.11 million in revenue.

Customer_Job	Sum of Revenue
Businessman	17387832
White-collar	10114656
Selfemployed	8261758
Govt	8111701
Blue-collar	6904279
Retirees	4535184
<b>Total</b>	<b>55315410</b>



**Texas (TX) leads with \$12.81 million in revenue, followed closely by New York (NY) with \$12.73 million and California (CA) with \$12.62 million. Florida (FL) contributes \$9.69 million, while New Jersey (NJ) rounds out the top five with \$4.25 million.**

Card_Category	Revenue
Blue	46139398
Silver	5586332
Gold	2454072
Platinum	1135608
<b>Total</b>	<b>55315410</b>

The Blue card stands out as the top revenue generator with \$46.14 million, significantly outperforming the Silver card at \$5.59 million, the Gold card at \$2.45 million, and the Platinum card at \$1.14 million. This indicates a strong customer preference and frequent usage of the Blue card.

# Thank you very much!



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