

PROJECT INSIGHTS

- Overall revenue is 55M
- Total interest is 7.8M
- Total transaction amount is 45M
- Male customers are contributing more in revenue 30M, female 25M
- Blue & Silver credit card are contributing to 98% of overall transactions
- TX, NY & CA is contributing to 70%
- Overall Activation rate is 57.47%
- Overall Delinquent rate is 6.07%