

CREDIT CARD TRANSACTION REPORT

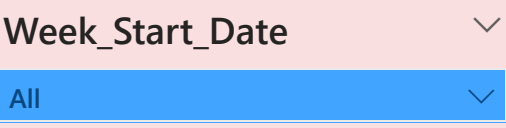
Key Performance Indicators (KPIs) Requirements:

1. Total Revenue
2. Total Interest
3. Total Transaction Amount
4. Transaction Count

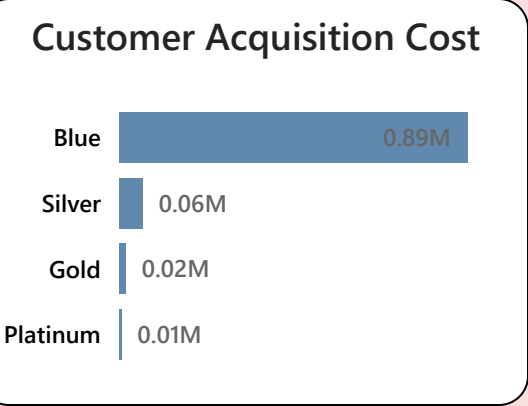
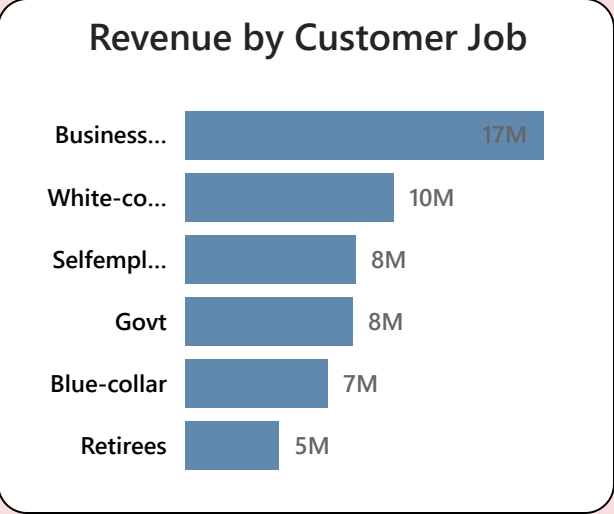
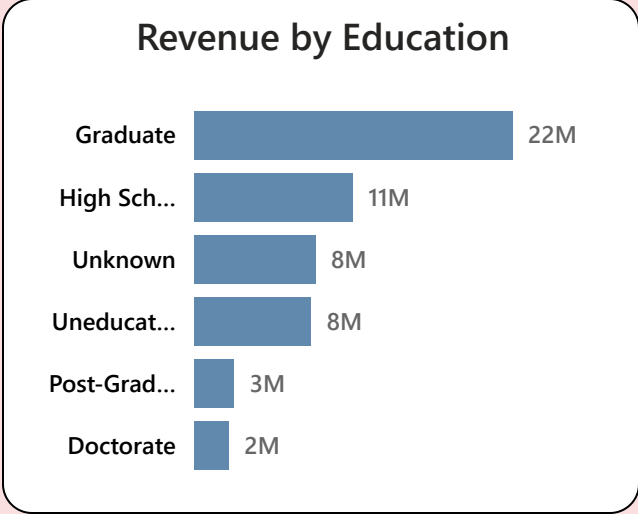
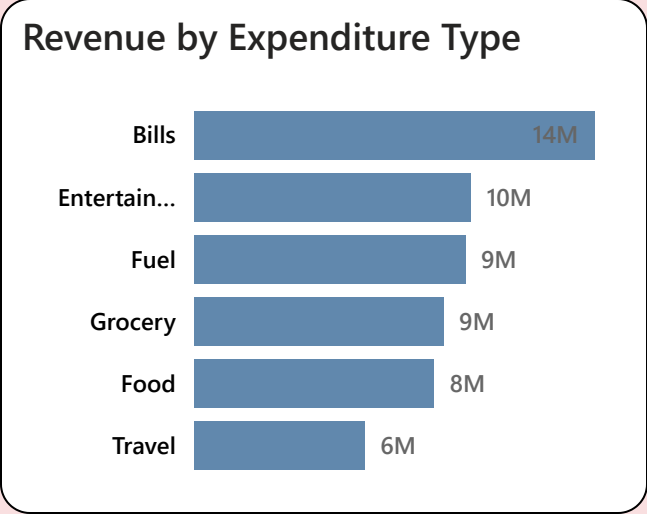
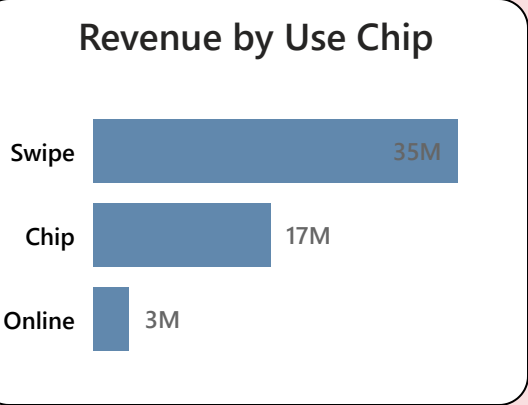
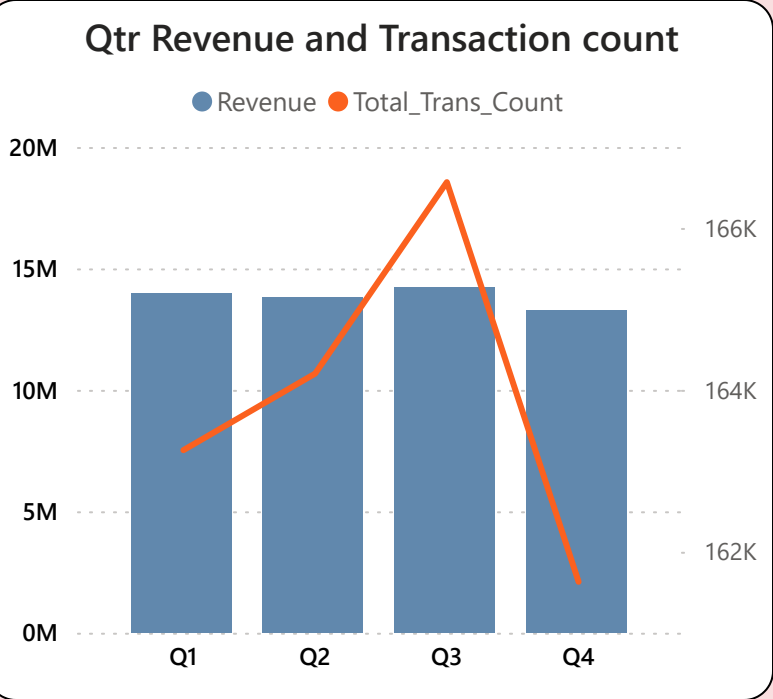
Charts

1. Card Category wise Revenue, Interest Earned and Annual Fees
Chart Type: Matrix Chart
Rows: Card Type (Blue, Gold, Platinum, Silver)
Column: Revenue, Interest Earned, Annual Fees
2. Quarterly Revenue and Transaction Count
Chart Type: Line & Column Combo Chart
X – axis: Quarters (Q1, Q2, Q3, Q4)
Y – axis: Revenue & Transaction Count
3. Revenue by Expenditure Type
Chart Type: Bar Chart
Y – axis: Expenditure Type (Entertainment, Bills, Fuel, Grocery, Food, Travel)
4. Revenue by Education
Chart Type: Bar Chart
Y - axis: Education Type (Doctorate, Post Graduate, Graduate, High School, Uneducated, Unknown)
5. Revenue by Customer Job
Chart Type: Job Type
Y – axis: Job Type (Business, White Collar, Self Employed, Blue Collar, Government, Retiree)
6. Total Calls by Call Centre City
Chart Type: Bar Chart
Y – axis: City (Los Angeles, Baltimore, Chicago, Denver)
7. Revenue by Use Chip
Chart Type: Bar Chart
Y – axis: Swipe, Chip, Online
8. Customer Acquisition Cost by Card Category
Chart Type: Bar Chart
X – axis: Customer Acquisition Cost
Y – axis: Card category (Blue, Silver, Gold, Platinum)
9. Monthly Revenue by Gender
Chart Type: Line Chart
Lines: Male & Female
X – axis: Months
Y – axis Revenue
10. Top 5 States by Revenue
Chart Type: Bar Chart
Y – axis: States (TX, NY, CA, FL, NJ)
11. Revenue by Salary Group
Chart Type: Bar Chart
Y – axis: High, Medium, Low
12. Revenue by Dependant Count
Chart Type: Bar Chart
13. Revenue by Marital status
Chart Type: Bar Chart
Y – axis: Marital Status (Married, Single, Unknown)

Credit Card Transaction Report



Card_Category	Sum of Revenue	Sum of Interest_Earned	Sum of Annual_Fees
Blue	46139397.74	64,95,887.74	2685635
Gold	2454072.16	3,73,784.16	56210
Platinum	1135608.05	1,61,629.05	20665
Silver	5586332.28	8,12,081.28	187505
Total	55315410.23	78,43,382.23	2950015



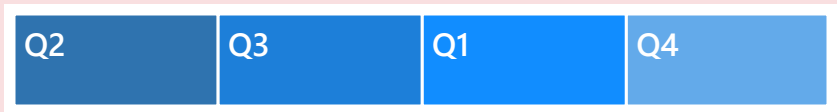
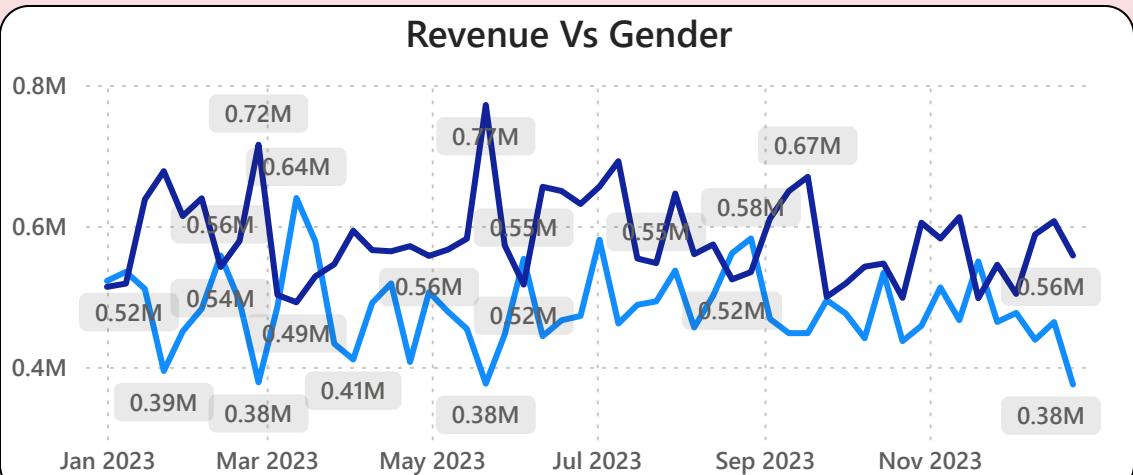
Credit Card Customer Report

Total
Revenue
55.3M

Total Interest
7.8M

Transaction
Amount
44.5M

CSS
3.19



Week_Start_Date

All

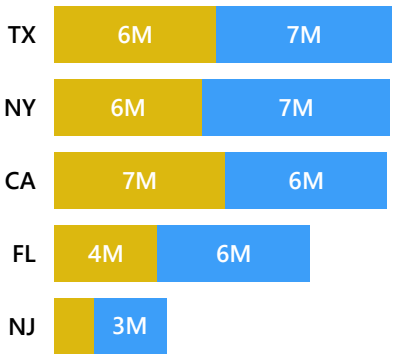
Medium Low High

Silver Blue Gold Plati...

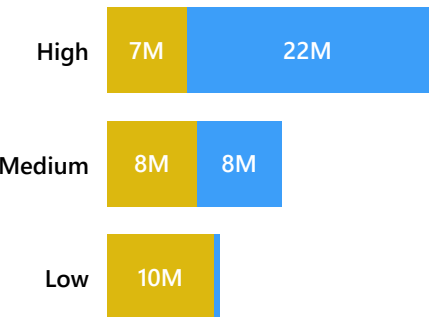
M 30.2M
F 25.1M

Customer Job	Revenue	Sum of Total_Trans_Amt	Sum of Income
Retirees	4535184.24	3623120	48675030
Blue-collar	6904278.57	5488838	72262158
Selfemployed	8261757.81	6395026	75313288
Govt	8111701.37	6507875	88773989
White-collar	10114655.93	8221742	103930055
Businessman	17387832.31	14285412	186959919
Total	55315410.23	44522013	575914439

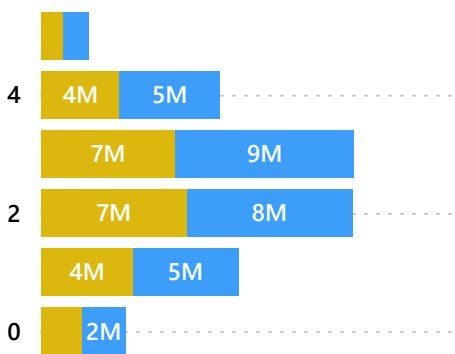
Top 5 States



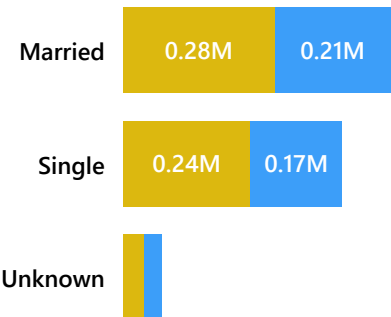
Revenue by Salary Group



Revenue by Dependent Count



Revenue by Marital Status



Revenue by Education

