

Week_Num2	Previous_Week_Revenue	Current_Week_Revenue	WoW_Change
53	9,33,134.43	1201601	28.8%
52	10,70,439.10	933134	-12.8%
51	10,26,549.11	1070439	4.3%
50	9,80,152.37	1026549	4.7%
49	10,08,776.60	980152	-2.8%
48	10,47,120.33	1008777	-3.7%

Week_Num2	WoW_Change_TotalTransCount
53	3.39%
52	-11.00%
51	1.70%
50	1.32%
49	-2.04%
48	-2.39%

Week_Num2	WoW_Change_TotalTransAmt
53	35.04%
52	-13.48%
51	4.91%
50	4.23%
49	-2.14%
48	-4.57%

Week_Num2	WoW_Change_CustomerCount	Customer_Job
53	35.00%	Blue-collar
53	6.25%	Businessman
53	-3.33%	Govt
53	17.65%	Retirees
53	51.43%	Selfemployeed
53	-26.67%	White-collar
52	-25.93%	Blue-collar
52	-11.11%	Businessman

delinquent_acc	Blue-collar	Businessman	Govt	Retirees	Selfemployeed	White-collar	Total
0	14.75%	17.81%	14.00%	9.16%	23.87%	14.35%	93.94%
1	0.85%	0.99%	1.10%	0.61%	1.66%	0.85%	6.06%
Total	15.60%	18.80%	15.10%	9.77%	25.53%	15.19%	100.00%

activation_30_days	%GT Count of activation_30_days
1	57.46%
0	42.54%
Total	100.00%

Credit Card Transaction Report

Total Revenue

56.5M

Total Interest

8.0M

Transaction
Amount

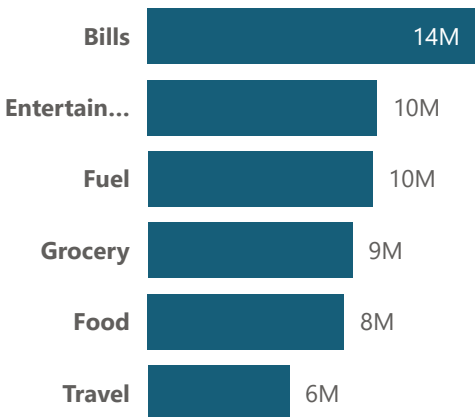
45.5M

Transaction
Count

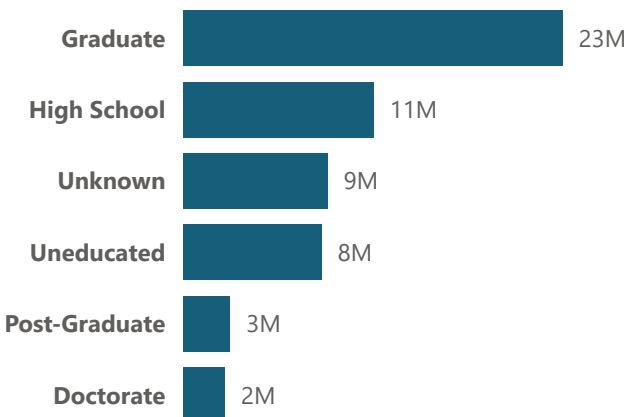
667.2K

Card_Category	Revenue	Sum of Interest_Earned	Sum of Annual_Fees
Blue	4,71,88,612	66,14,173	27,33,690
Silver	56,59,109	8,21,923	1,89,590
Gold	25,33,682	3,84,755	57,565
Platinum	11,35,608	1,61,629	20,665
Total	5,65,17,011	79,82,480	30,01,510

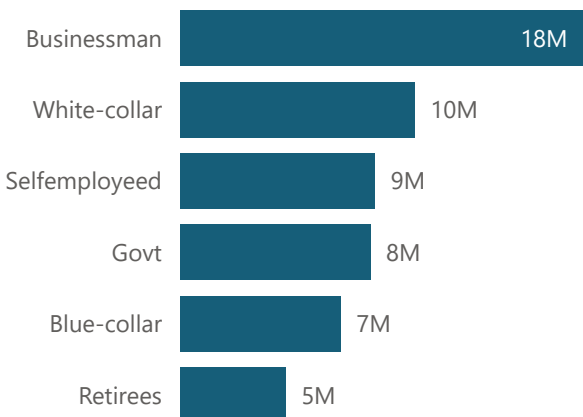
Revenue by Expenditure Type



Revenue by Education



Revenue by Customer Job



Q4

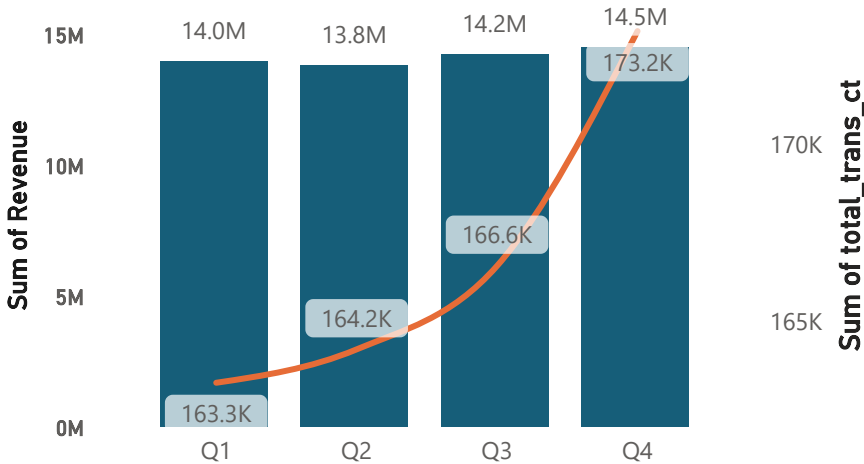
Q3

Q2

Q1

QTR Revenue and Total Trans Count

Sum of Revenue Sum of total_trans_ct



Week_Start_Date

All

F

M

Low

Med

High

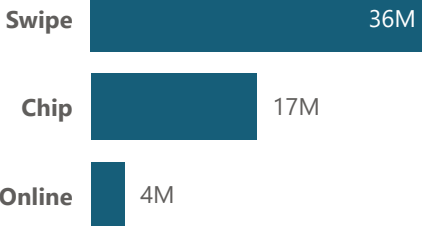
Gold

Silver

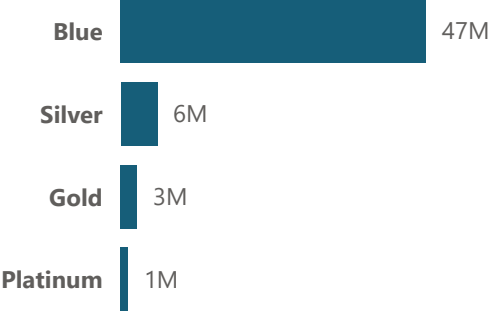
Blue

Platinum

Revenue By Use Chip



Customer Acq Cost



Credit Card Customer Report

Total Revenue

56.5M

Total Interest

8.0M

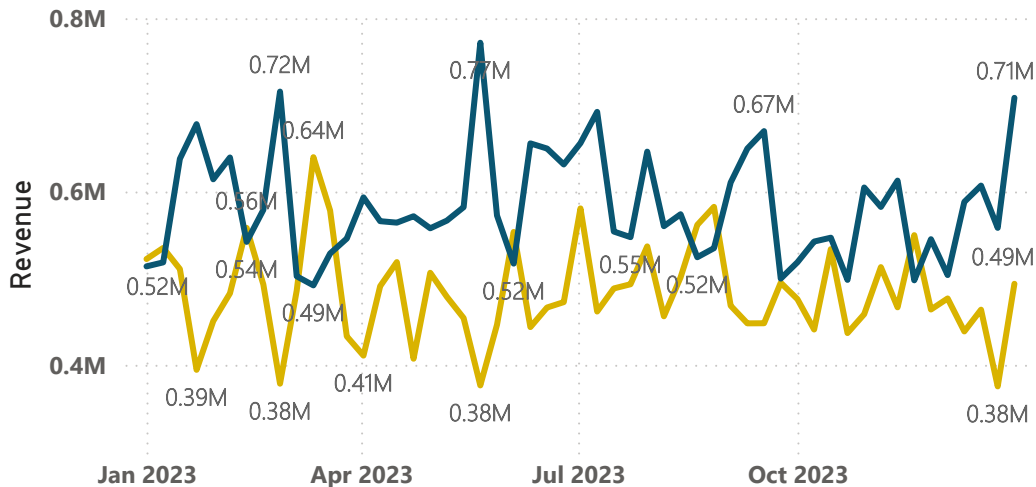
Total Income

588M

CSS

3.19

Revenue vs Gender



Q4

Q3

Q2

Q1

Week_Start_Date

All

Low

Med

High

Gold

Silver

Blue

Platinum

M

30.9M

F

25.6M

Customer_Job

Revenue

Sum of Total_Trans_Amt

Sum of Income

Businessman

1,76,97,472

1,45,38,883

19,03,50,431.0

White-collar

1,02,83,124

83,59,688

10,56,18,475.0

Selfemployeed

85,42,826

66,40,301

7,76,59,931.0

Govt

83,35,534

67,01,573

9,08,34,727.0

Blue-collar

70,40,606

56,02,930

7,35,16,911.0

Retirees

46,17,448

36,89,646

4,96,19,308.0

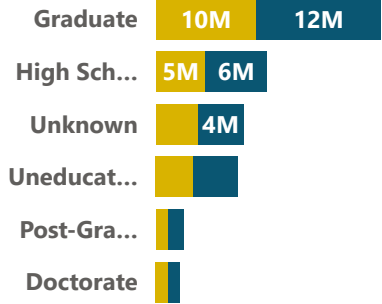
Total

5,65,17,011

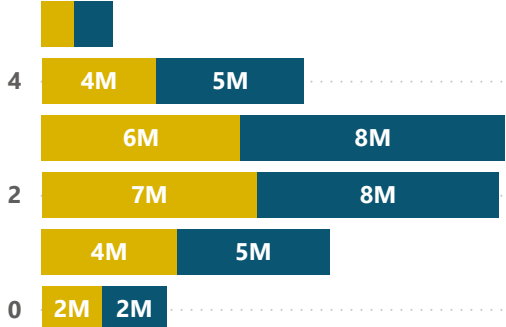
4,55,33,021

58,75,99,783.0

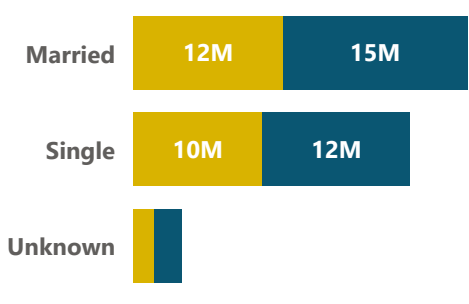
Education Level



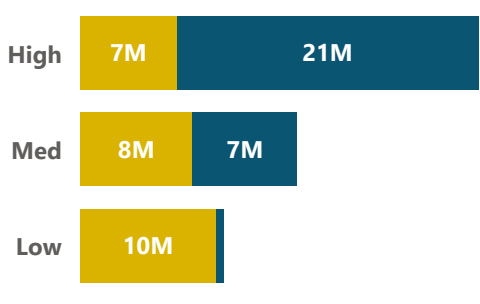
Dependent count



Marital Status



Salary Group



Top 5 States

