

Credit_Card Project Insights-Week 53(31 December)

WOW Change:-

- Revenue increased by 28.8%
- Total Transaction amount 35.04%

Overview YTD:

- Overall revenue is 57M
- Total interest is 8M
- Total Transaction amount is 46M
- Male Customer are contributing more in revenue (Male-31M and Female 26 M)
- Blue Credit card is contributing to maximum revenue (40M)
- Overall activation rate is 57.5%
- Overall Delinquent rate is 6.06 and Self-employed customers have high delinquent Rate.