

# PROJECT INSIGHTS- WEEK 52 (24<sup>TH</sup> DEC)

## Wow Change:

- 1- Revenue Decreased by 12.83 %
- 2- Customer count increased by 11K

## Wow Change:

- 1- Overall Revenue is 55M
- 2- Total interest is 7.84M
- 3- Total transaction amount is 45M
- 4- Overall Activation rate is 57.47 %
- 5- Male customers are contributing more in revenue 30M , female 25M
- 6- Overall Delinquent rate is 6.07 %