

Credit Card Transaction Report

Total Revenue

56.52M

Interest
Earned

7.98M

Transaction
Amount

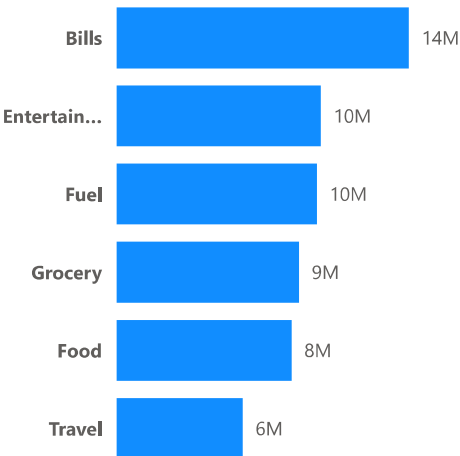
46M

Transaction
Count

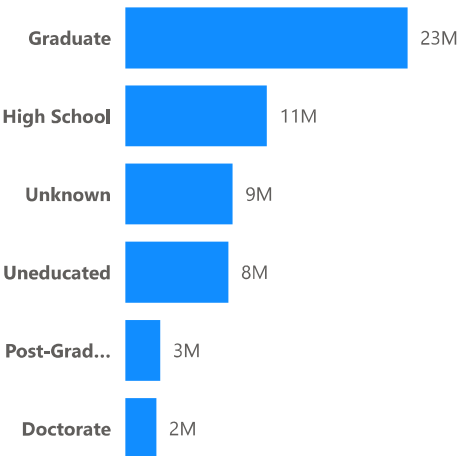
667K

card_category	Sum of revenue	Sum of interest_earned	Sum of annual_fees
Blue	4,71,88,611.62	66,14,172.62	27,33,690
Silver	56,59,108.98	8,21,922.98	1,89,590
Gold	25,33,682.16	3,84,755.16	57,565
Platinum	11,35,608.05	1,61,629.05	20,665
Total	5,65,17,010.81	79,82,479.81	30,01,510

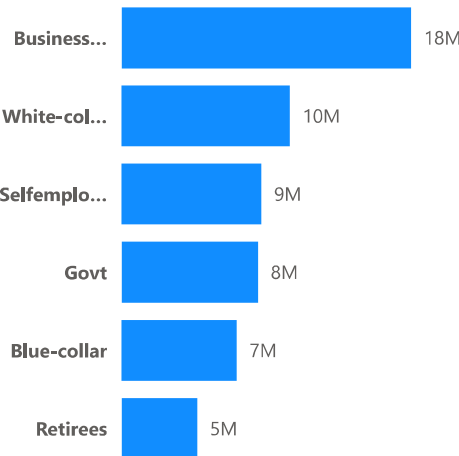
Revenue by Expenditure Type



Revenue by Education



Revenue by Customer Job



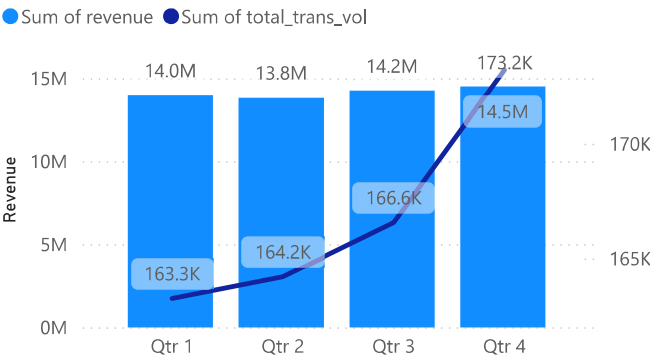
Qtr 1

Qtr 2

Qtr 3

Qtr 4

Quarterly Revenue and Transaction Count



Select Week

All

Gender

F

M

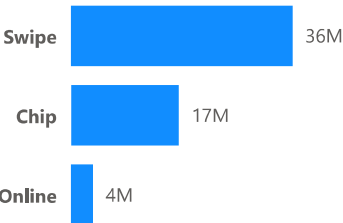
Income Level

High

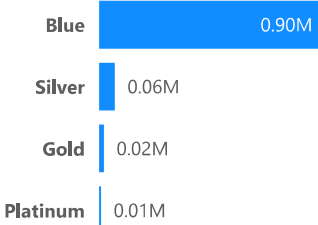
Low

Mid

Revenue by Use Type



Customer Acquisition Cost



Credit Card Customer Report

Total Revenue

56.52M

Total Interest

7.98M

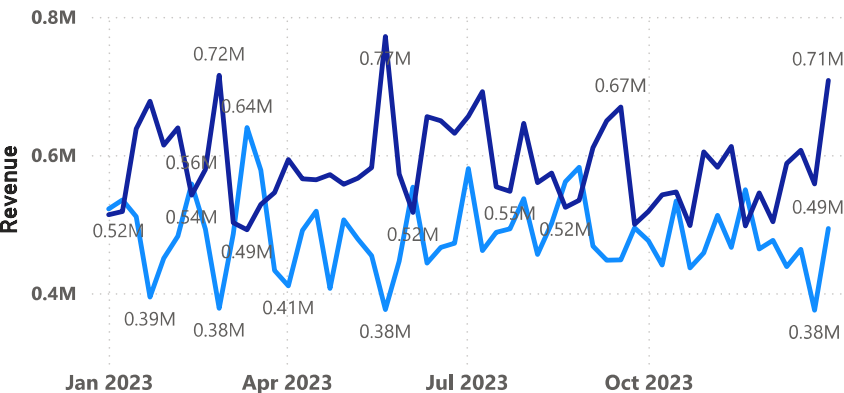
Total Income

588M

Customer
Satisfaction

3.19

Revenue by Gender



Qtr 1

Qtr 2

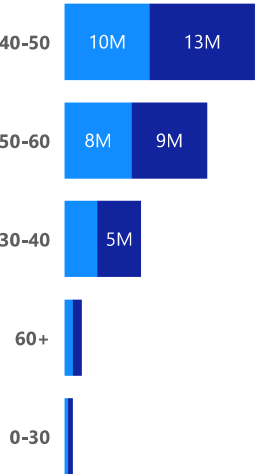
Qtr 3

Qtr 4

Select Week

All

Dependent Count



Blue

Platinum

Gold

Silver

M

F

Income Level

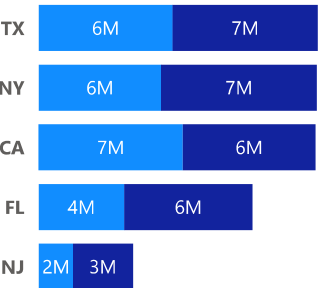
High

Low

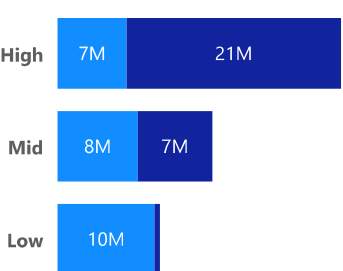
Mid

customer_job	Sum of revenue	Sum of total_trans_amt	Sum of income
Businessman	1,76,97,472.01	1,45,38,883	19,03,50,431
White-collar	1,02,83,123.92	83,59,688	10,56,18,475
Govt	83,35,533.84	67,01,573	9,08,34,727
Selfemployeed	85,42,826.40	66,40,301	7,76,59,931
Blue-collar	70,40,606.42	56,02,930	7,35,16,911
Retirees	46,17,448.22	36,89,646	4,96,19,308
Total	5,65,17,010.81	4,55,33,021	58,75,99,783

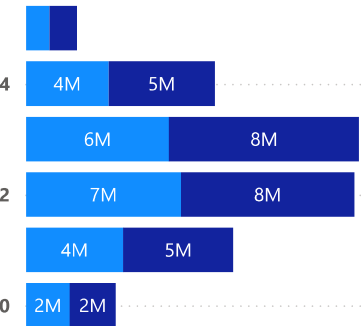
Top 5 states revenue



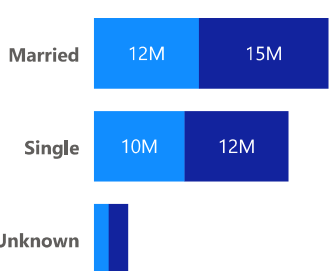
Revenue by Income



Dependent Count



Marital Status



Education Level

