

CREDIT CARD WEEKLY STATUS REPORT

PROJECT INSIGHTS- CREDIT CARD TRANSACTION REPORT

- People in low income group generate revenue of 10 M.
- Blue card is the most used card.
- There was a huge difference in the transaction amount between male(6.39M) and female(4.74M) in quarter 2.
- High income group people are mostly businessman.
- In all three income groups Graduate's are earning more than Post Graduate's.

PROJECT INSIGHTS- CREDIT CARD CUSTOMER REPORT

- In high income group there is majority of males(22M) in comparison to females(7M).
- Marital status does not have a very high impact on revenue.
- The customer satisfaction rate is more of female(3.20) than male(3.18).
- The age group 30-60 consists of highest amount of customers.
- Most revenue comes from 5 states that is TX, NY, CA, FL, NJ.