

Credit Card Transaction Report

Total Revenue

57M

Total Interest

8.0M

Transaction Amount

46M

Transaction Count

667K

Card_Category Revenue Sum of Interest_Earned Sum of Annual_Fees

Blue 47188612 6614172.6 2733690

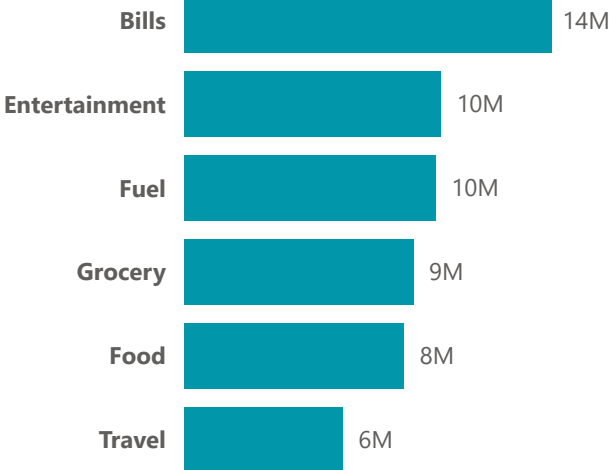
Silver 5659109 821923.0 189590

Gold 2533682 384755.2 57565

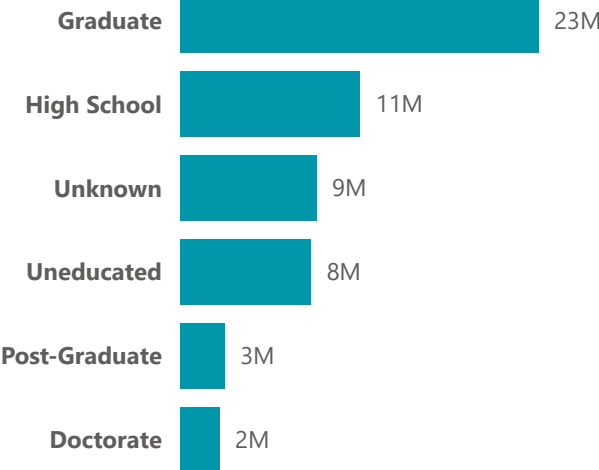
Platinum 1135608 161629.1 20665

Total 56517011 7982479.8 3001510

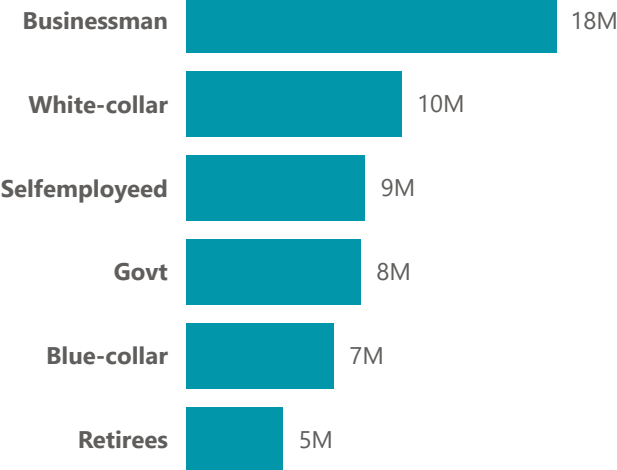
Revenue by Expenditure Type



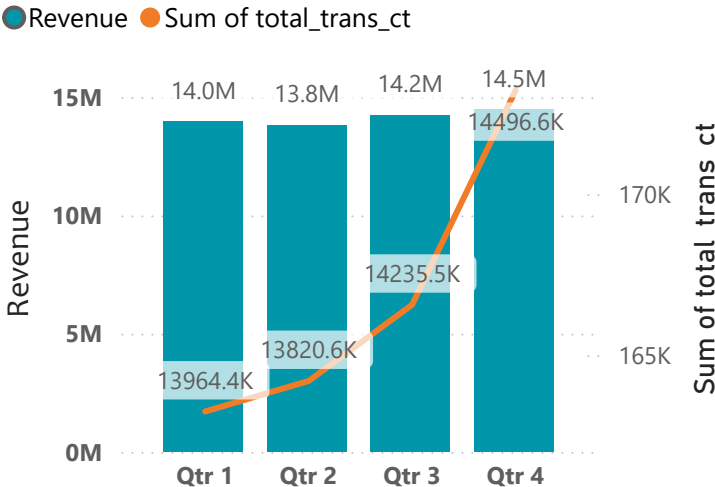
Revenue by education



Revenue by customer job



Qtr Revenue & Transaction Count



Week_start_date

All

M

F

High

Med

Low

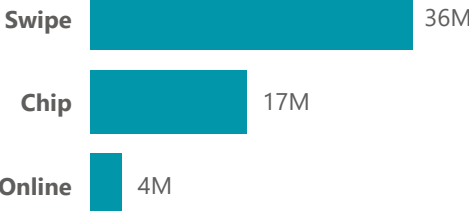
Gold

Silver

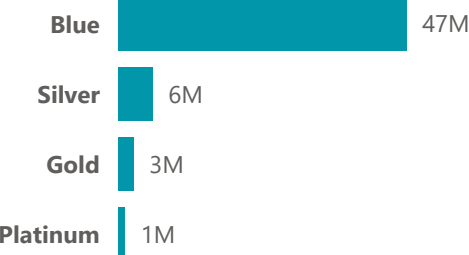
Blue

Platinum

Revenue by Use Chip



Customer Acq Cost



Credit Card Customer Report

Total Revenue

57M

Total Interest

8.0M

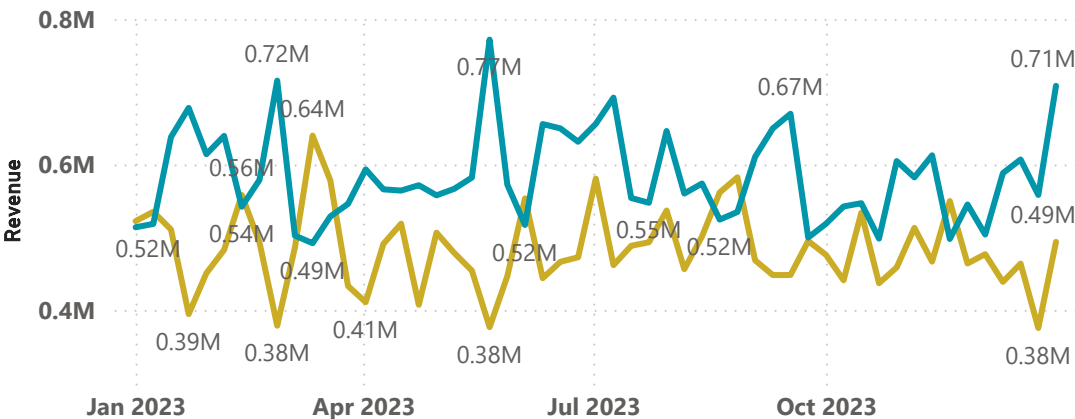
Total Income

588M

CSS

3.19

Revenue vs gender



Qtr 4

Qtr 3

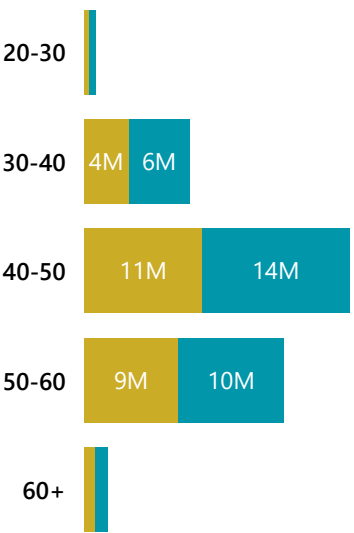
Qtr 2

Qtr 1

Week_start_date

All

Age Group



M

31M

F

26M

High

Med

Low

Gold

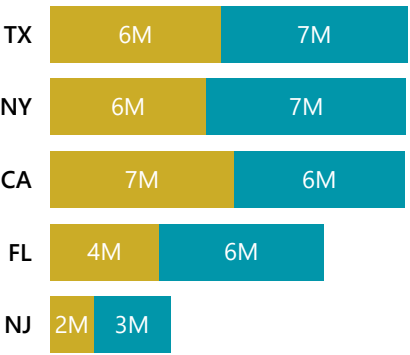
Silver

Blue

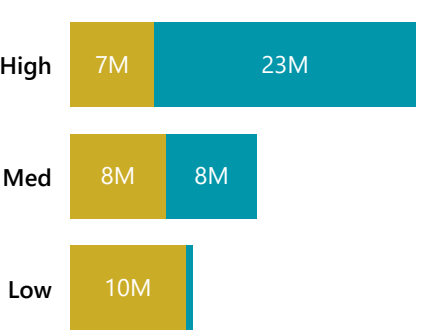
Platinum

| Customer_Job | Revenue | Sum of Total_Trans_Amt | Sum of Income |
|--------------|----------|------------------------|---------------|
| White-collar | 10283124 | 8359688 | 105618475 |
| Selfemployed | 8542826 | 6640301 | 77659931 |
| Retirees | 4617448 | 3689646 | 49619308 |
| Govt | 8335534 | 6701573 | 90834727 |
| Businessman | 17697472 | 14538883 | 190350431 |
| Blue-collar | 7040606 | 5602930 | 73516911 |
| Total | 56517011 | 45533021 | 587599783 |

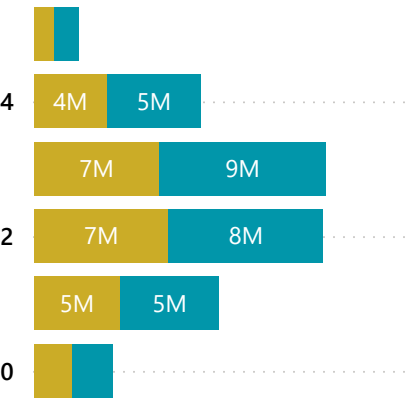
Top 5 States



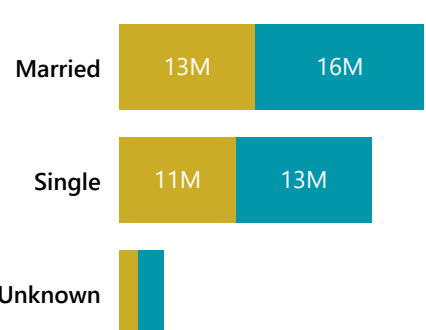
Salary Group



Dependent Count



Marital Status



Education Level

