

# Credit Card Transaction Report

Total Revenue  
55.3M

Total Interest  
7.8M

Transaction  
Amount  
45M

Transaction  
Count  
656K

Card Category	Revenue	Sum of Interest Earned	Sum of Annual Fees
Silver	5586332.3	812081.3	187505.0
Platinum	1135608.1	161629.1	20665.0
Gold	2454072.2	373784.2	56210.0
Blue	46139397.7	6495887.7	2685635.0
Total	55315410.2	7843382.2	2950015.0

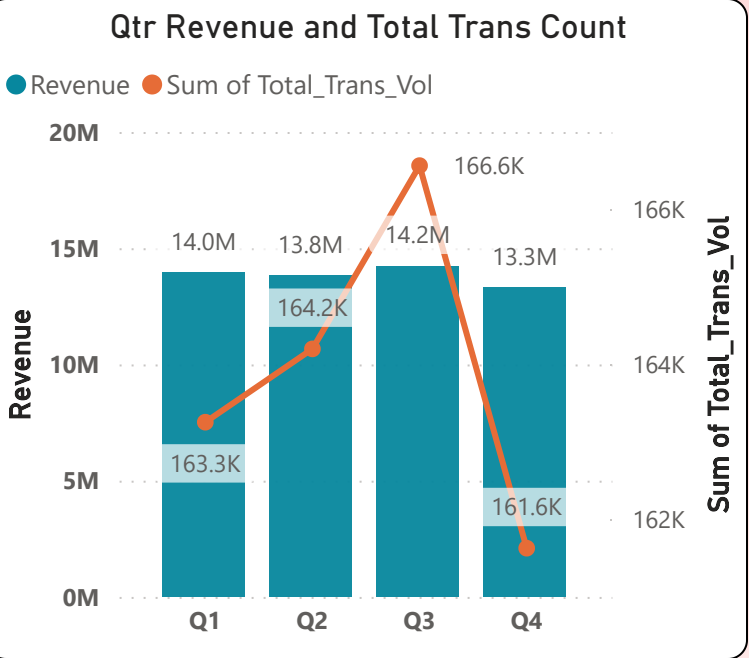
Q4Q3Q2Q1

Week Start Date  
All

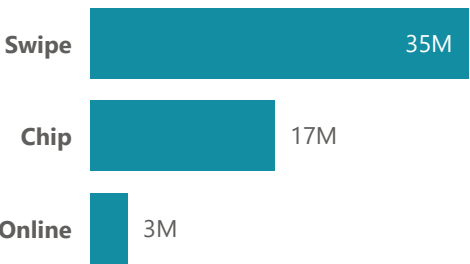
F M

Med Low High

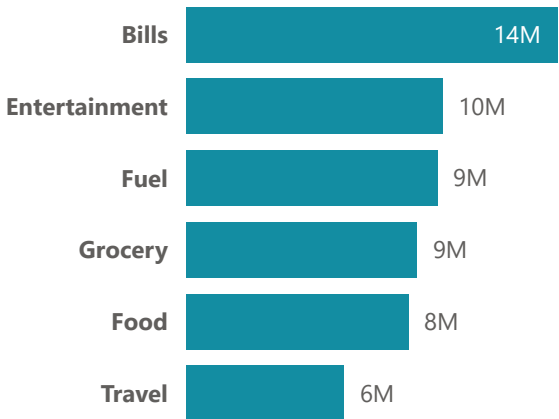
Silver Blue Gold Platinum



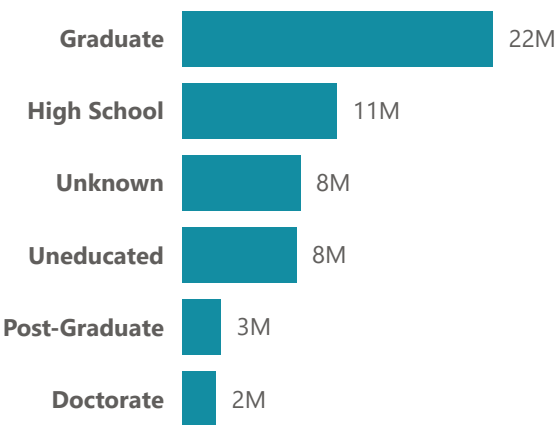
## Revenue by Use Chip



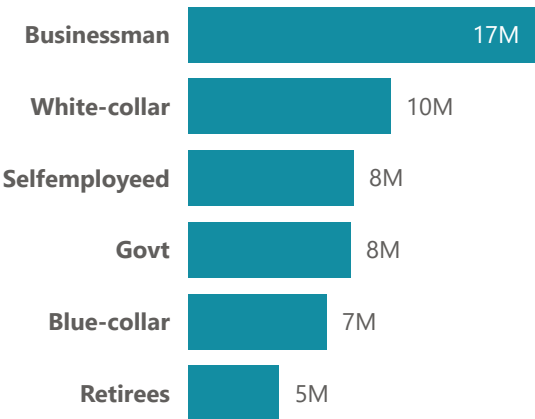
## Revenue by Expenditure Type



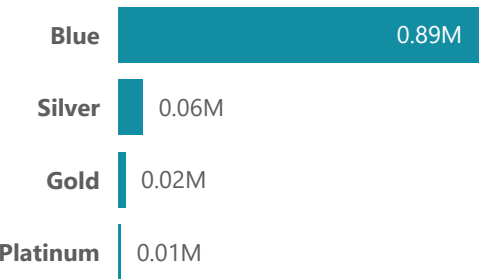
## Revenue by Education



## Revenue by Customer Job



## Customer Acq Cost



# Credit Card Customer Report

Total Revenue

55.3M

Total Interest

7.8M

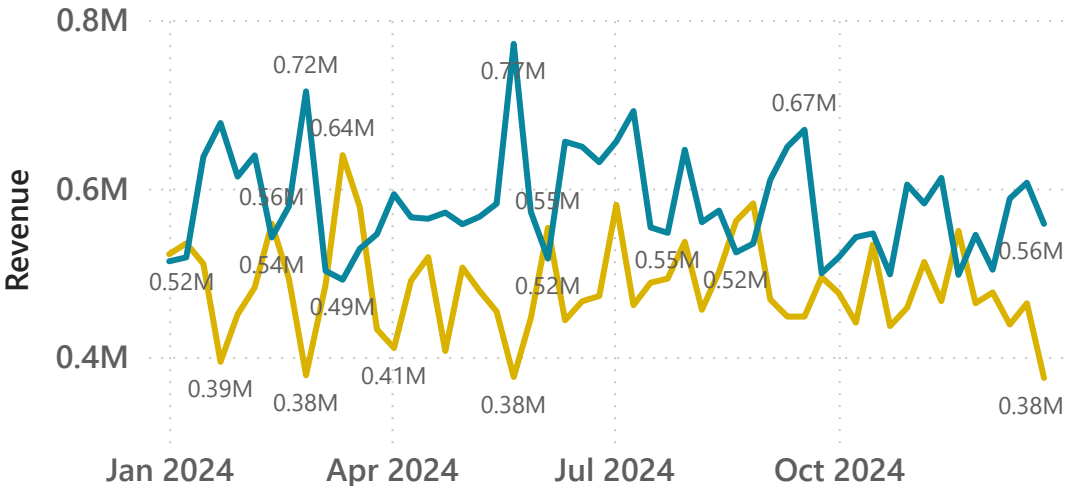
Total Income

576M

CSS

3.19

Revenue v/s Gender



Q4

Q3

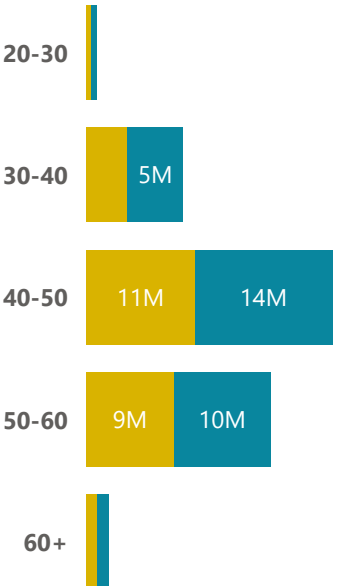
Q2

Q1

Week Start Date

All

Age Group



M

30M

F

25M

Swipe

Online

Chip

Silver

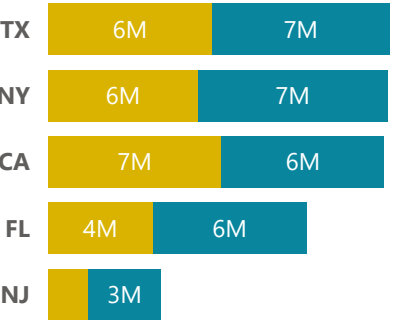
Blue

Gold

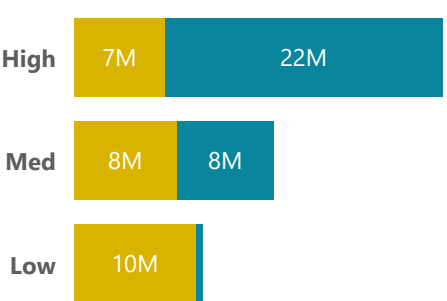
Platinum

Customer Job	Revenue	Sum of Total Trans Amt	Sum of Income
Blue-collar	6904278.6	5488838	72262158
Businessman	17387832.3	14285412	186959919
Govt	8111701.4	6507875	88773989
Retirees	4535184.2	3623120	48675030
Selfemployed	8261757.8	6395026	75313288
White-collar	10114655.9	8221742	103930055
Total	55315410.2	44522013	575914439

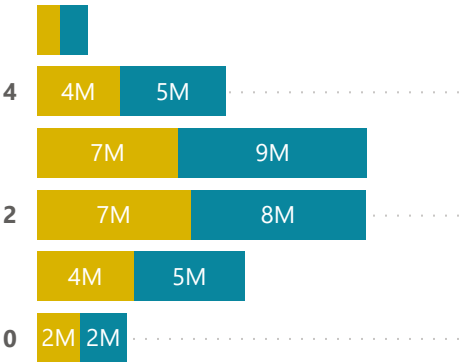
Top 5 States



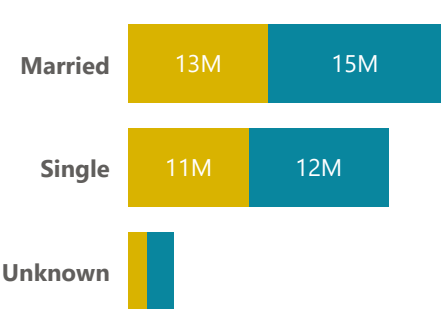
Salary Group



Dependent Count



Marital Status



Education Level

