PROJECT INSIGHTS -WEEK 52 (24th Dec)

Week of Week Change:

* Revenue decreased by 12.8%.
* Total Transaction Amount and Count is decreased by 0.26 & 0.21%.
* Customer Count decreased by 0.03%.
* Customer Satisfaction Score decreased by 1.03%.

Overview of YTD :

* Overall revenue is 55.3M
* Total interest is 7.8M
* Total transaction amount is 45M
* Male customers are contributing more in revenue 30M,female 25M
* Blue and Silver credit card are contributing to 93% of overall transactions
* TX, NY & CA states are contributing to 68%
* Overall activation rate is 57.47 %
* Overall delinquent rate is 6.07%