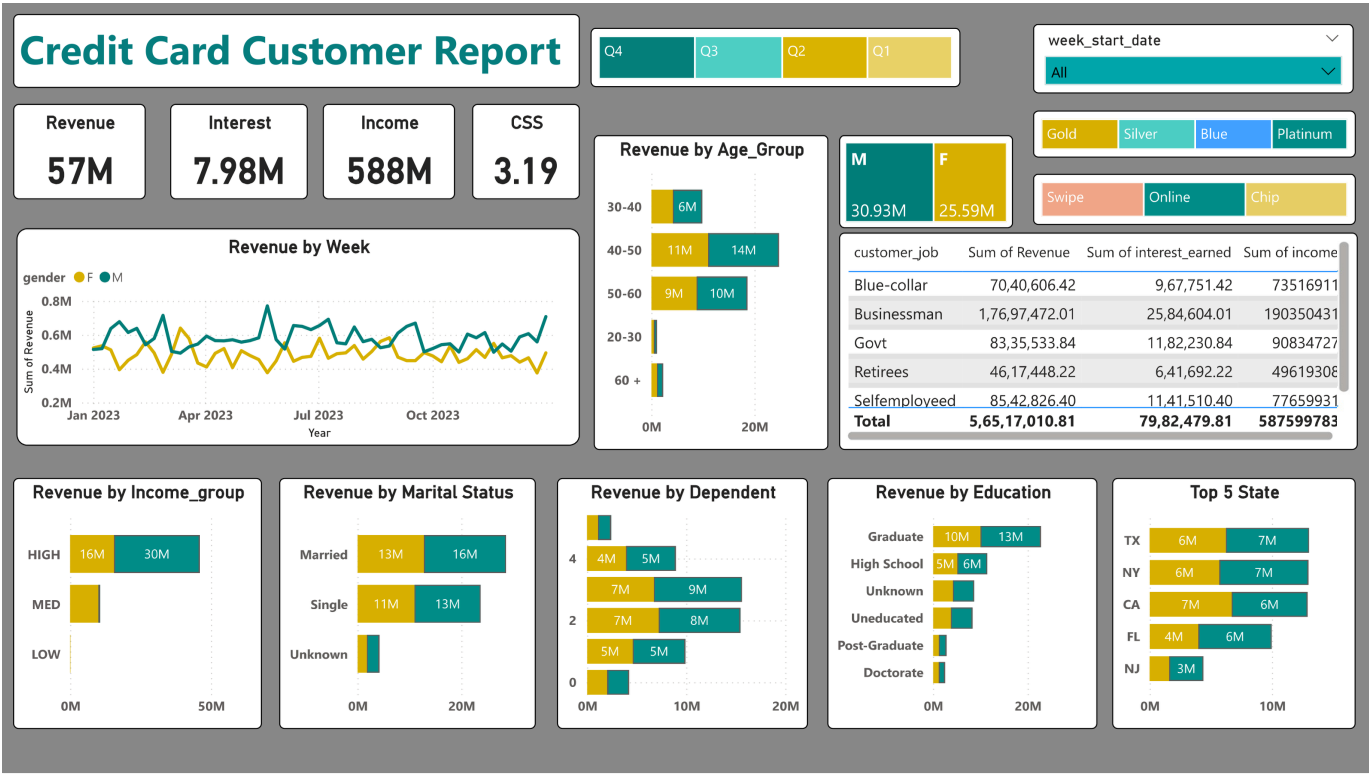


# Credit Card Financial Dashboard Customer



## Project Insights

### WoW change:

- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by 0.84M to 0.92M
- Customer count increased by 10.9M to 12.1M

### Overview YTD:

- Overall revenue is 57M
- Total interest is 8M
- Total transaction amount is 46M
- Male customers are contributing more in revenue 31M, female 26M
- Blue & Silver credit card are contributing to 93% of overall transactions
- TX, NY & CA is contributing to 68%
- Overall Activation rate is 57.5%
- Overall Delinquent rate is 6.06%

