



Customer Credit Card Analysis



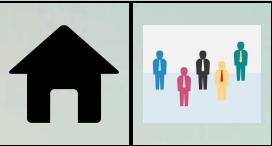
Credit Card Transaction
Report

INSIGHT GENERATED



Credit Card Customer
Report

Credit Card Transaction Report



Govt Retirees Selfemplo... Businessm... Blue-collar White-collar

Gold Silver Blue Plati...

F M

Q4 Q3 Q2 Q1

Week_Start_Date
All

Revenue

57M

Total Interest

8M

Transaction amount

46M

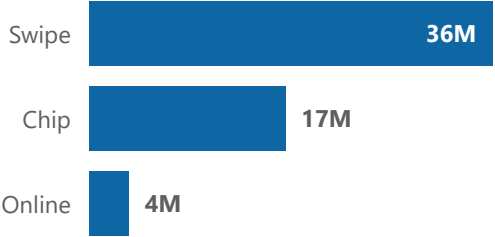
Transaction Count

667K

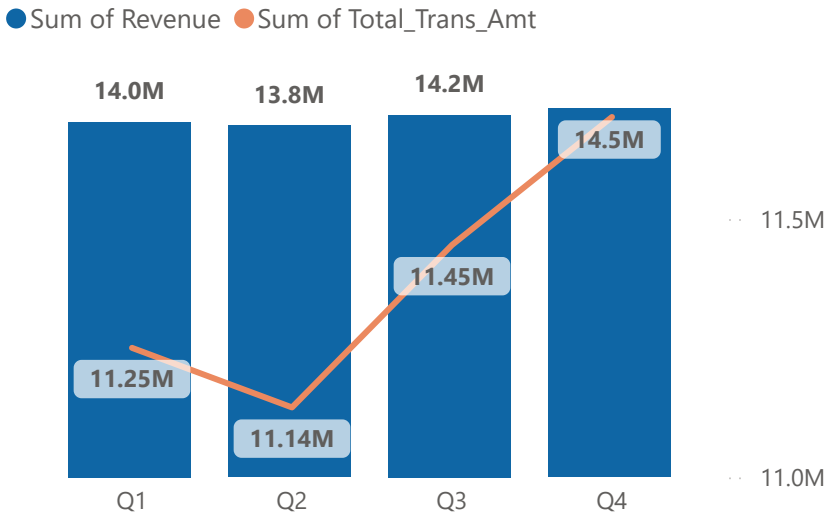
Low Med High

Card_Category	Sum of Revenue	Sum of Total_Trans_Amt	Sum of Interest_Earned
Blue	47188612	37840749	6614173
Gold	2533682	2091362	384755
Platinum	1135608	953314	161629
Silver	5659109	4647596	821923
Total	56517011	45533021	7982480

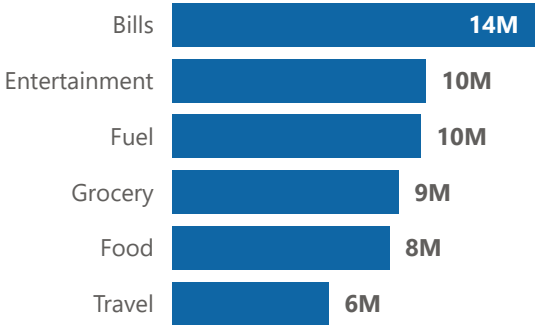
Revenue by Chip Used



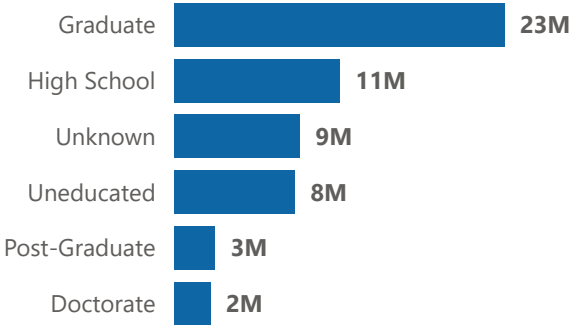
QTR Revenue And Total Trans Count



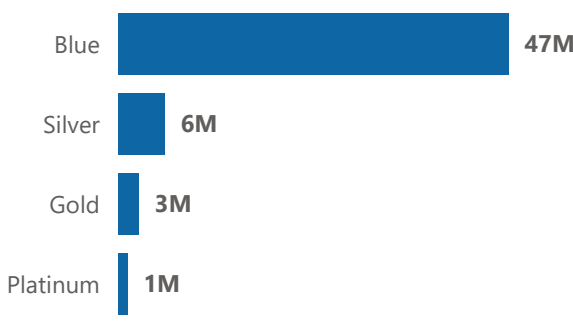
Revenue by Expenditure Type



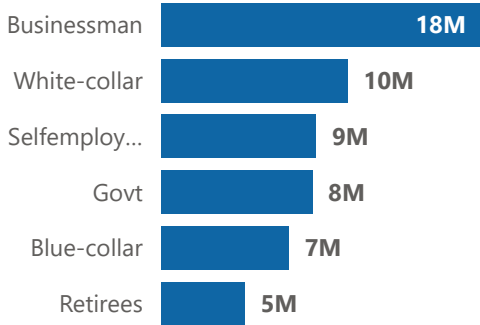
Revenue by Education Level



Revenue by Card Type



Revenue by Customer Job



Credit Card Customer Report

Q4

Q3

Q2

Q1

Week_Start_Date

All



Govt

Retirees

Selfemploy...

Businessman

Blue-collar

White-collar

Revenue

57M

Total Interest

8M

Income

588M

CSS

3.19

M

31M

F

Gold

Silver

Blue

Plati...

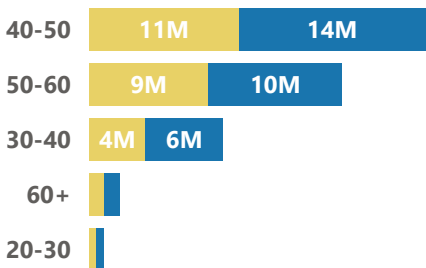
Swipe

Online

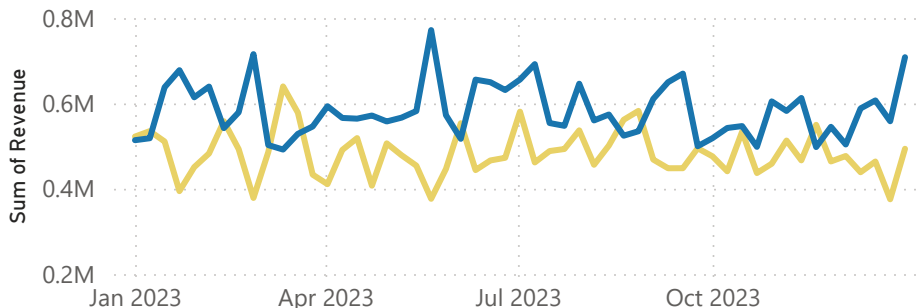
Chip

Customer_Job	Sum of Revenue	Sum of Interest_Earned	Sum of Income
White-collar	10283124	1464691	105618475
Selfemployeed	8542826	1141510	77659931
Retirees	4617448	641692	49619308
Govt	8335534	1182231	90834727
Total	56517011	7982480	587599783

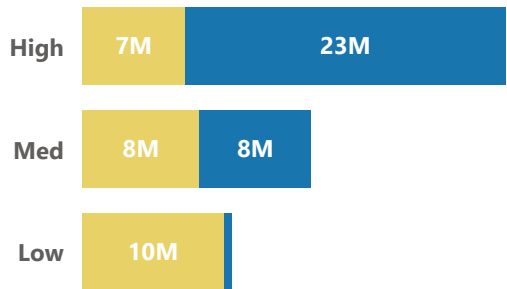
Revenue by Age Group



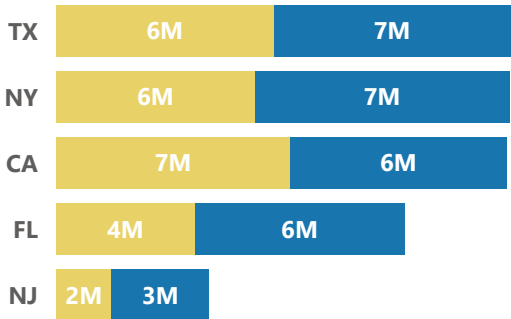
Revenue by week



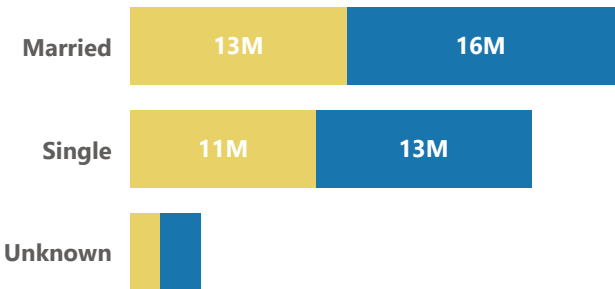
Revenue by Income Group



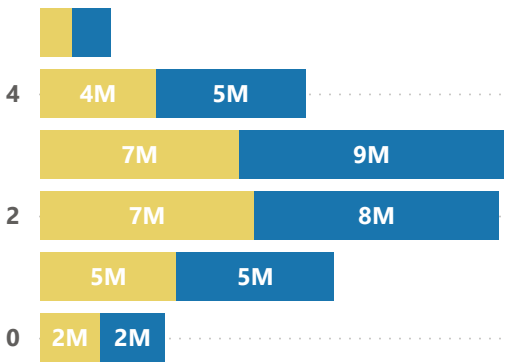
Revenue by State



Revenue by Marital Status



Revenue by Dependent



Insight Generated



Q4

Q3

Q2

Q1

Week_Start_Date

All

Govt

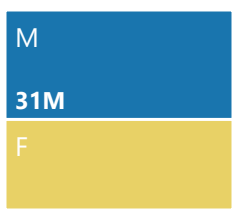
Retirees

Selfemploy...

Businessman

Blue-collar

White-collar



Gold

Silver

Blue

Plati...

Swipe

Online

Chip

Revenue

57M

10293

Total Customer

97%

Blue silver transaction

69%

Total rev TX NY CA

Activation_30_Days Activation rate

0	42.54%
1	57.46%
Total	100.00%

Delinquent_Acc % Delinquent

0	93.94%
1	6.06%
Total	100.00%

Week_num2	Week_Num	current_week_revenue	Previous_week_revenue	wow_revenue %
53	Week-53	1201601	933134	28.8%
52	Week-52	933134	1070439	-12.8%
51	Week-51	1070439	1026549	4.3%
50	Week-50	1026549	980152	4.7%
49	Week-49	980152	1008777	-2.8%
48	Week-48	1008777	1047120	-3.7%
47	Week-47	1047120	1078915	-2.9%
46	Week-46	1078915	1094927	-1.5%

Week_num2	Week_Num	Current_week_transaction	Previous_week_transaction	wow_transaction %
53	Week-53	1011008	748677	35.0%
52	Week-52	748677	865275	-13.5%
51	Week-51	865275	824791	4.9%
50	Week-50	824791	791352	4.2%
49	Week-49	791352	808623	-2.1%
48	Week-48	808623	847375	-4.6%
47	Week-47	847375	865727	-2.1%
46	Week-46	865727	883695	-2.0%
Total		1011008	748677	35.0%

Delinquent_Acc % Delinquent

0	93.94%
1	6.06%
Total	100.00%

Activation_30_Days Activation rate

0	42.54%
1	57.46%
Total	100.00%