

Credit Card

Weekly Status Report



Presented By:
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Objective

To Develop a comprehensive credit card dashboard that provides key performance metrix and trends, enabling stakeholders to monitor and analyse credit card operations effectively

Project Insights

- **Revenue** : Revenue of 52 week is decreased by 10% from 51 week.
- **Activation rate**: 57.4% is the activation rate.

Gender Based Analysis:

- Female customers are 39% more than male, but the total number of transitions done by male customers is 2.78% and the revenue generation is 3.7% more than female.
- Women have 37.9% more delinquent accounts than men
- Females are more happy with the services than Males. The average satisfaction score of females is 3.20 and males is 3.18.
- The customer acquisition cost of per female is \$94.61 and per male is \$98.53 which is more than female by 4.1%..



Analysis Based on Card Type :

- Maximum revenue is generated through blue card .
- Blue Card holders are most happy with the company services with maximum satisfaction count and maximum average of score.
- The lowest customer acquisition cost is of gold card holders which is \$93.31.
- Highest revenue is generated in December month and lowest is in November.



THANK YOU



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