

Credit Card Transaction Report

Qtr

Q1

Q2

Q3

Q4

Weeks

All

Silver

Blue

Gold

Plati...

Med

Low

High

Revenue

55M

Transaction Amount

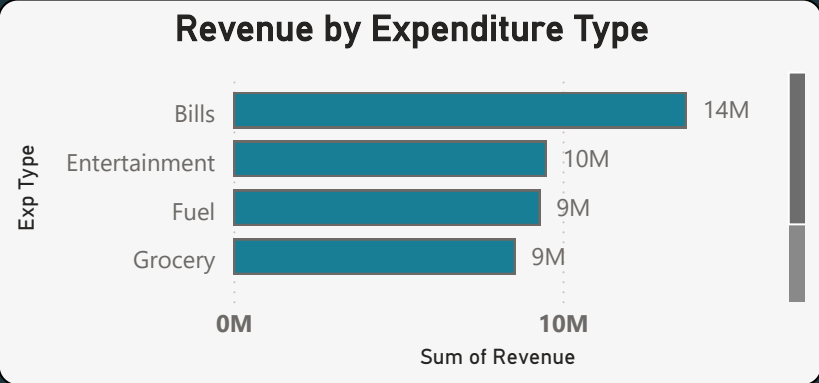
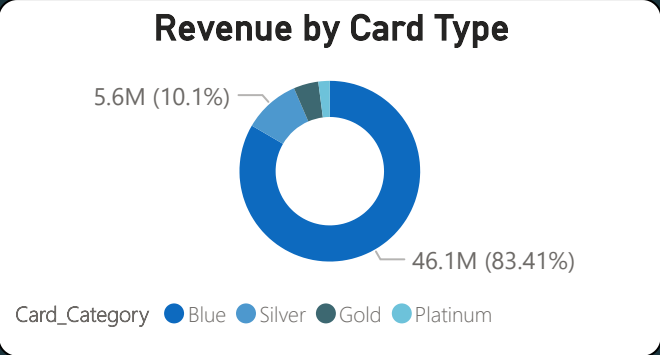
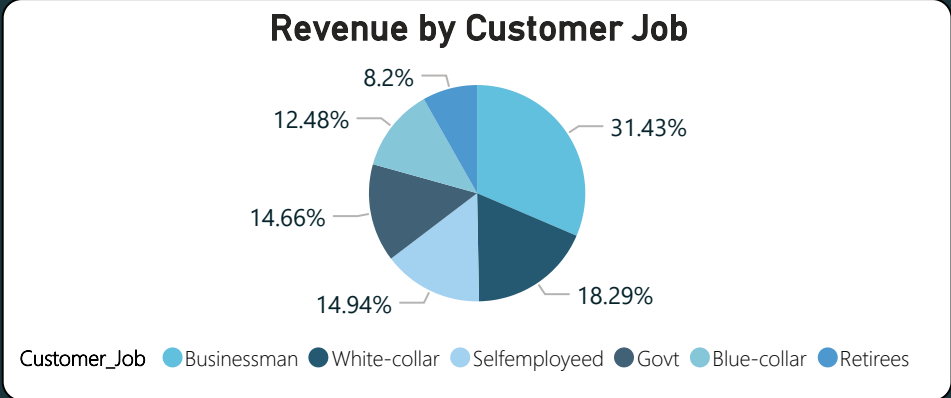
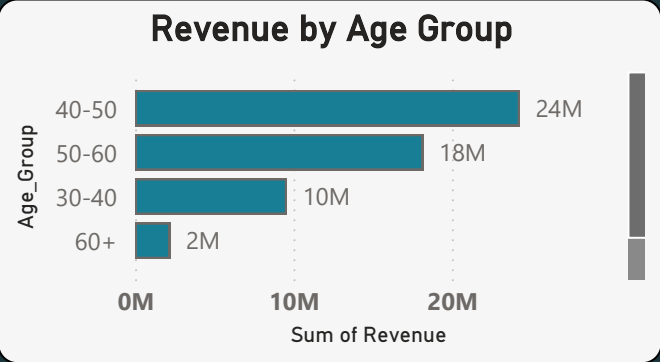
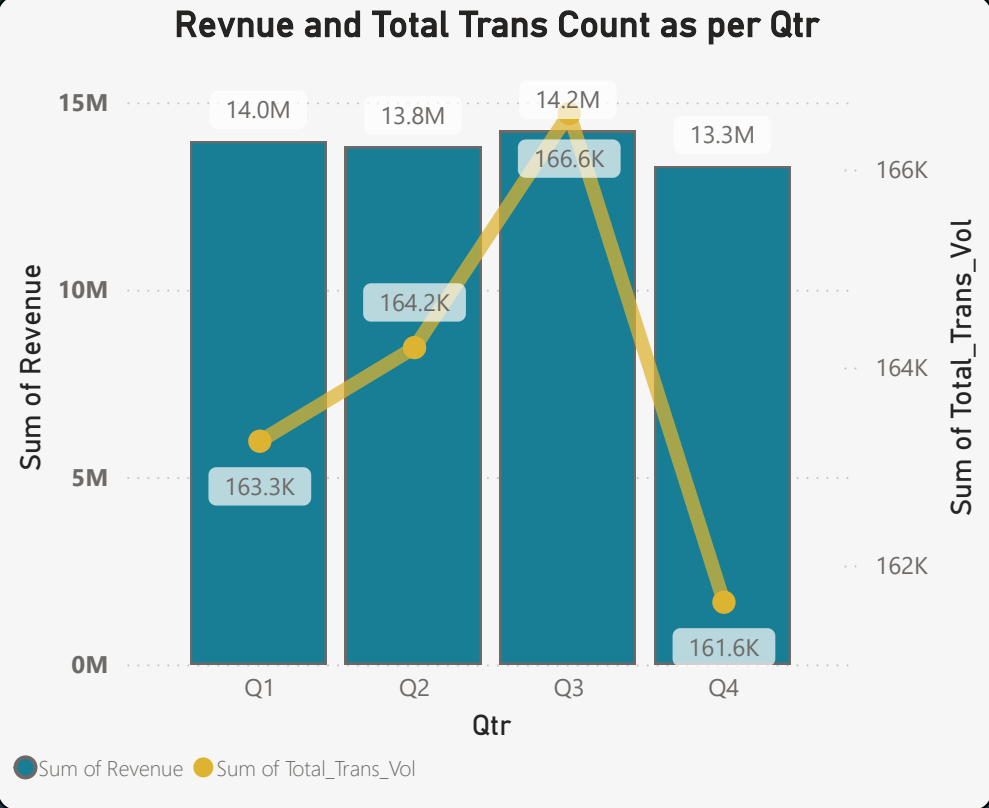
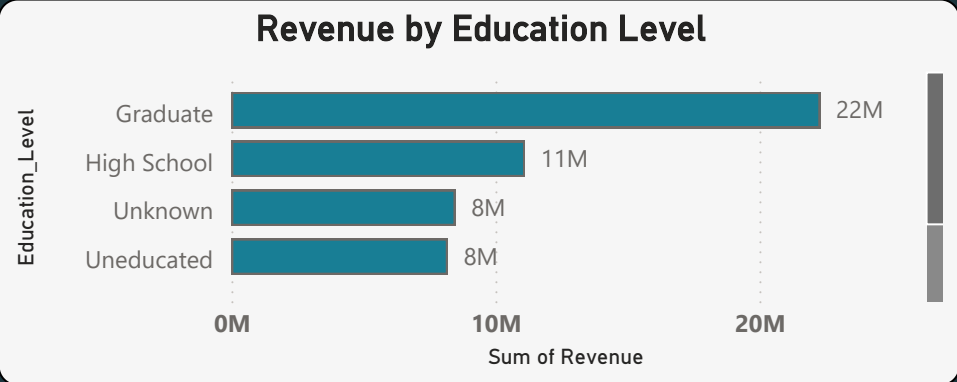
45M

Transaction Count

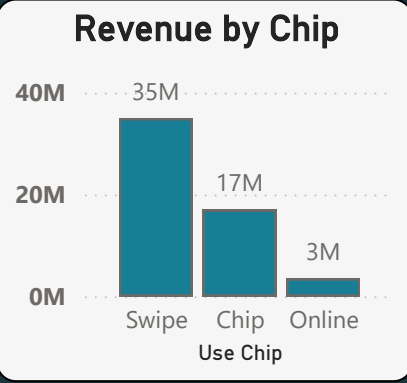
656K

Interest

8M



Card_Category	Sum of Revenue	Sum of Total_Trans_Amt	Sum of Interest_Earned
Blue	46139397.7	36957875	64,95,887.74
Gold	2454072.2	2024078	3,73,784.16
Platinum	1135608.1	953314	1,61,629.05
Silver	5586332.3	4586746	8,12,081.28
Total	55315410.2	44522013	78,43,382.23



Credit Card Customer Report

Revenue

55M

Income

576M

CSS

32K

Interest

8M

Weeks

All

Expenditure Type

All

Qtr

Q1

Q2

Q3

Q4

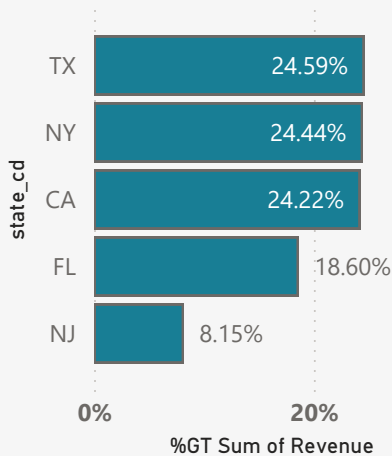
F

5.88K

M

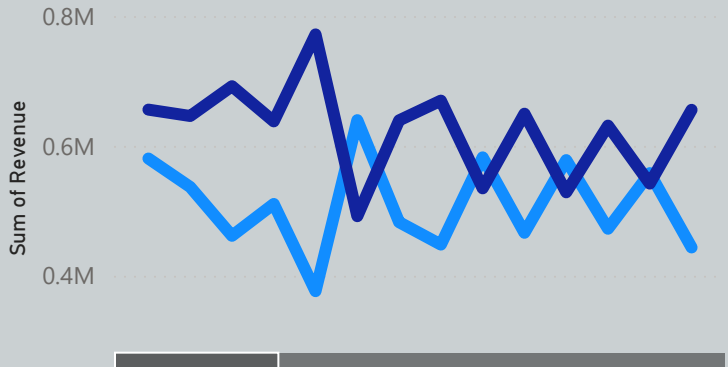
4.23K

Revenue by State



Sum of Revenue by Week_Start_Date and Gender

Gender F M



Customer_Job

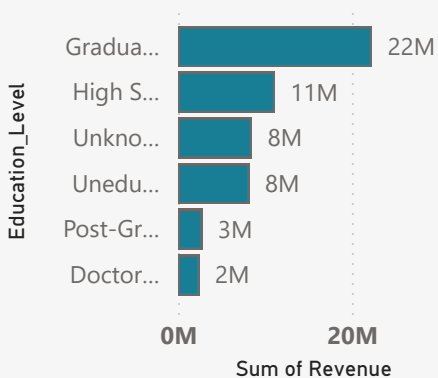
Sum of Interest_Earned

Sum of Income

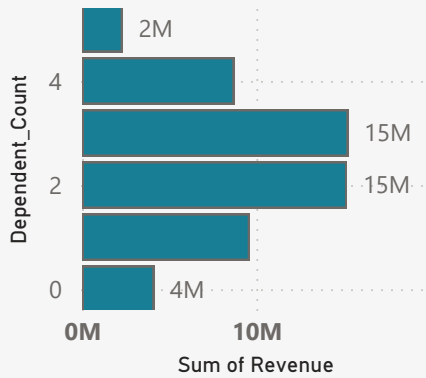
Sum of Revenue

Businessman	25,39,390.31	186959919	17387832.3
White-collar	14,41,073.93	103930055	10114655.9
Govt	11,60,016.37	88773989	8111701.4
Selfemployeed	11,19,741.81	75313288	8261757.8
Blue-collar	9,52,800.57	72262158	6904278.6
Retirees	6,30,359.24	48675030	4535184.2
Total	78,43,382.23	575914439	55315410.2

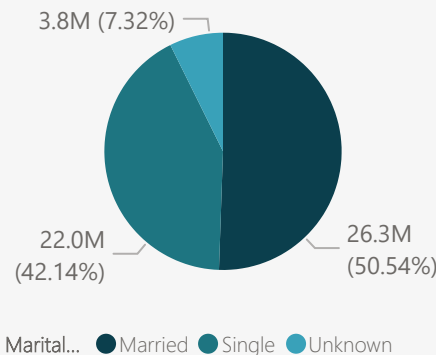
Revenue by Education Level



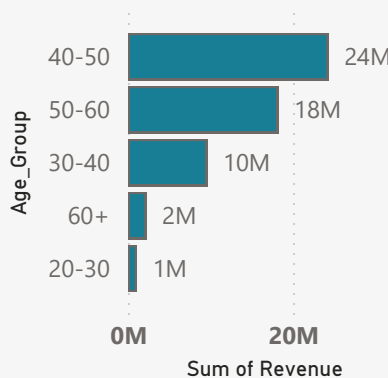
Revenue by Dependent



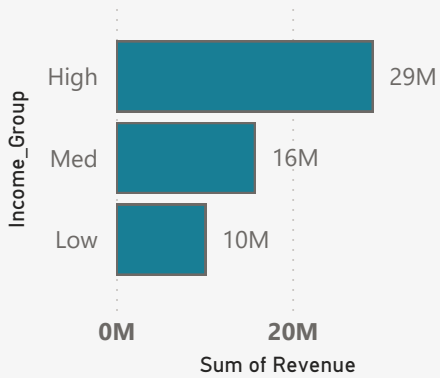
Revenue by Marital Status



Revenue by Age Group



Revenue by Income Group



INSIGHTS AND CONCLUSIONS

WOW Revenue Analysis			
Week_Num2	Previous_Week	Current_Week_Revenue	Week_over_week_Revenue
52	10,70,439.10	9,33,134.43	-12.83%
51	10,26,549.11	10,70,439.10	4.28%
50	9,80,152.37	10,26,549.11	4.73%
49	10,08,776.60	9,80,152.37	-2.84%
48	10,47,120.33	10,08,776.60	-3.66%
Total	10,70,439.10	9,33,134.43	-12.83%

- 1.The Revenue Decreased by 12%
- 2.Majority of the Customers are satisfied with the Service 3
- 3. Majority of the customers are between 40-50 yrs of age
- 4.The Customers majorily belong to the High Income Group (Income > 70000)
- 5.Customers engaged in Busines generated the highest Revenue
- 6.3^rd Quarter generated the Highest Revenue
- 7.Blue Card is seen to generate the highest revenue as per now and gold being the lowest
- 8.TX,NY & CA contributes 68% to the revenue
- 9.Overall Deliquent Rate is 6.06%
- 10.Majority of the customers used the card to pay the bills and used the least for travel purpose
- 11.Male occupy 54% percent of the customers
- 12.Overall Activation Rate is 57.5%

