

CREDIT CARD TRANSACTION REPORT

Q1

Q2

Q3

Q4

Weekly Dates

All



LOW

MEDIUM

HIGH

F

M

Blue

Gold

Platinum



Total Revenue

56.52M

Total Tran.
Amount

46M

Total Interest

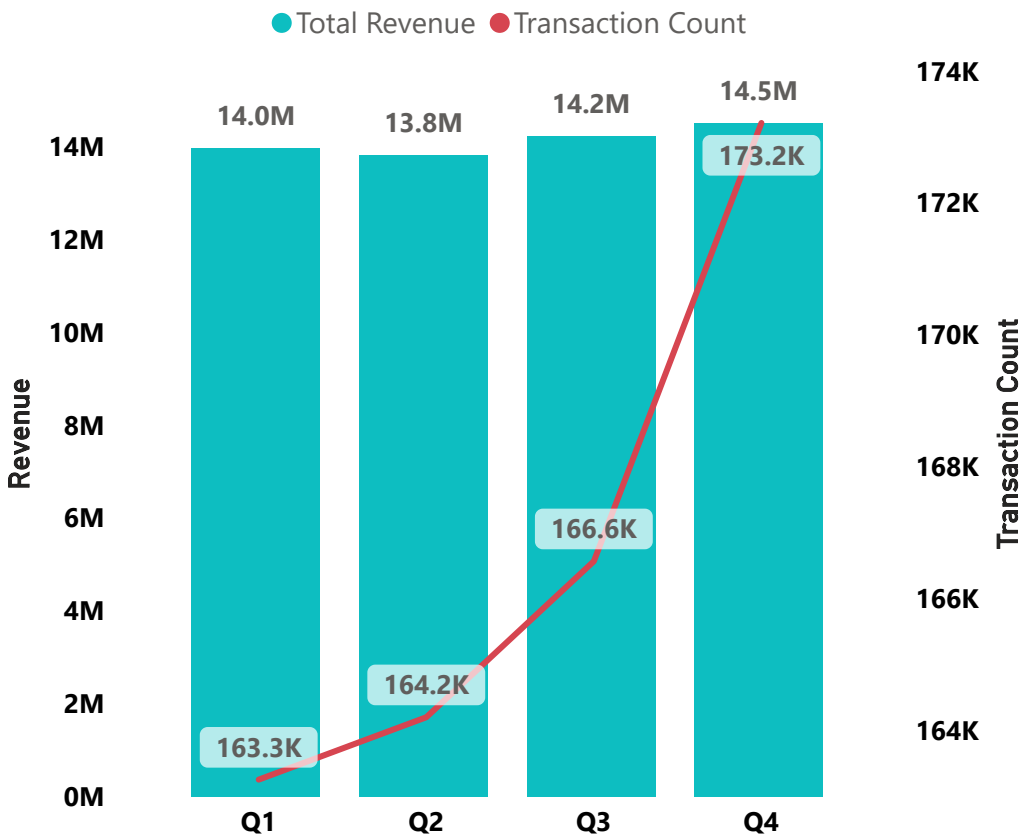
7.98M

Total Tran.
Count

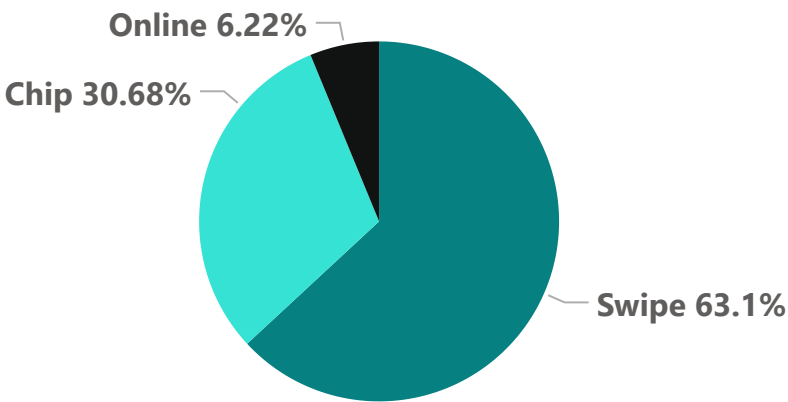
667K

Card Category	Total Revenue	Total Interest	Total Annual Fees	Total Transaction Count
Blue	4,71,88,611.62	66,14,172.62	27,33,690	591791
Silver	56,59,108.98	8,21,922.98	1,89,590	49172
Gold	25,33,682.16	3,84,755.16	57,565	18781
Platinum	11,35,608.05	1,61,629.05	20,665	7490
Total	5,65,17,010.81	79,82,479.81	30,01,510	667234

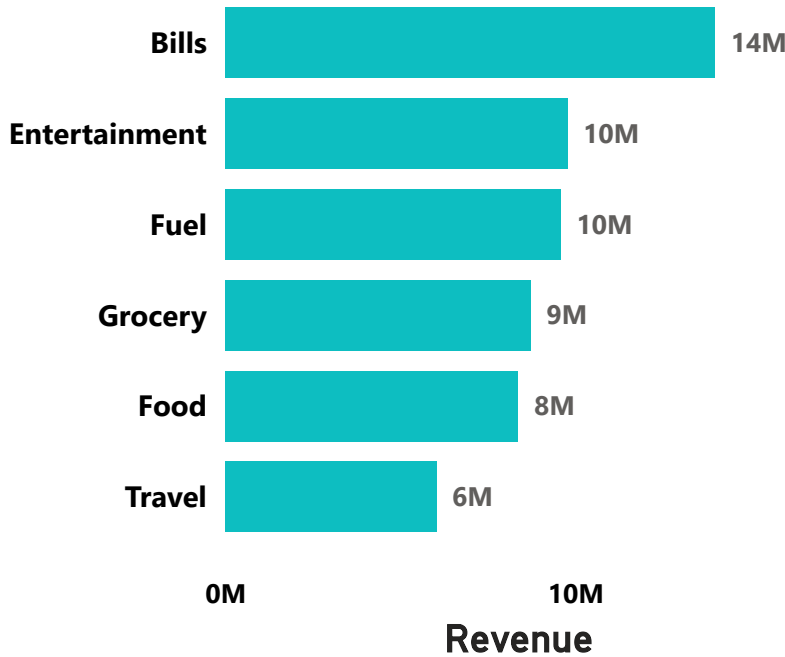
Total Revenue And Total Transaction Count By Quarter



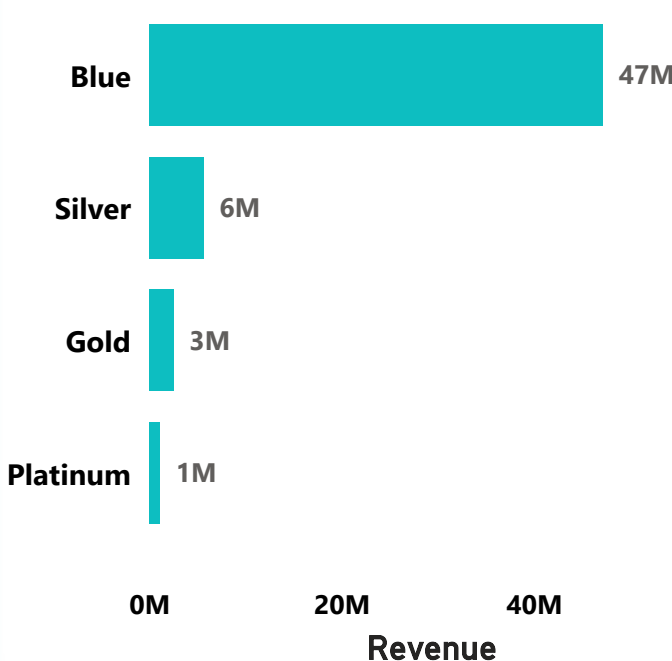
Total Revenue By Use Chip



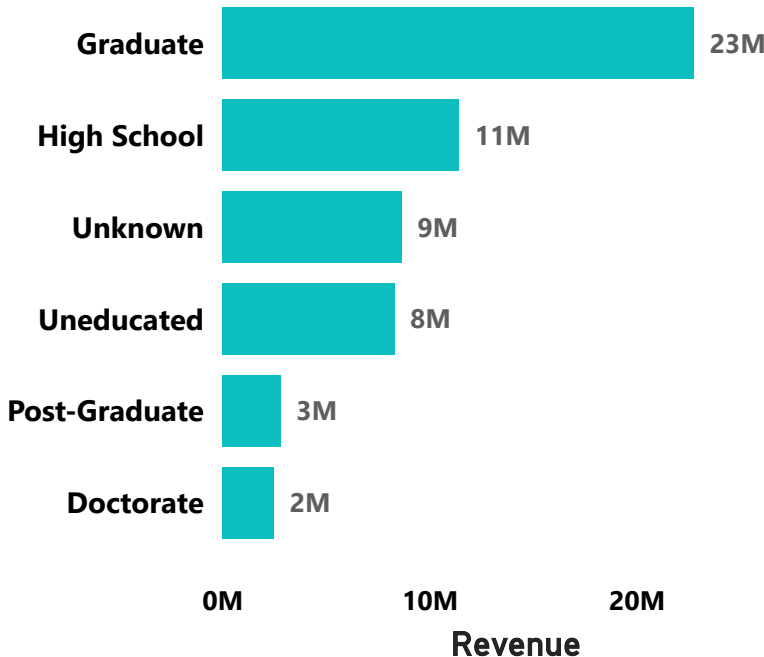
Total Revenue By Expenditure



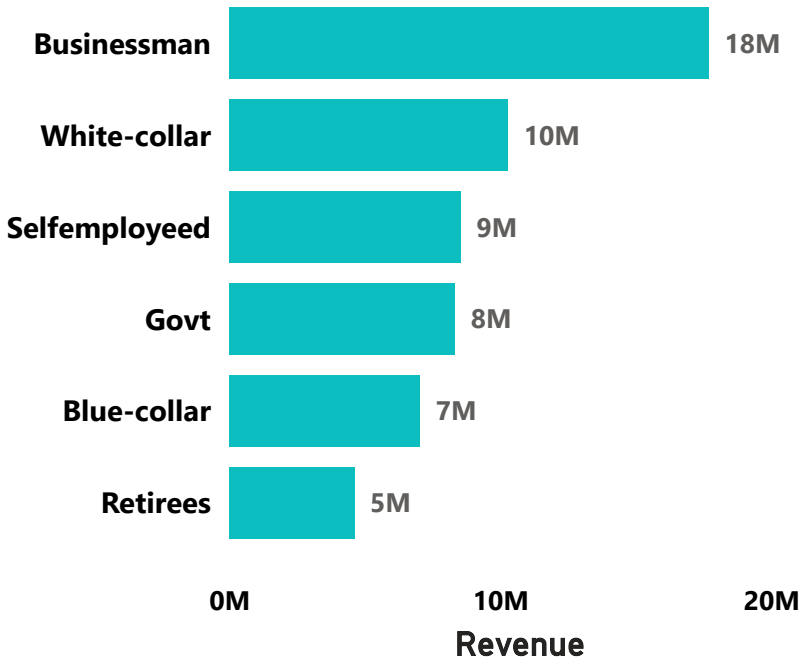
Total Revenue By Card Category



Total Revenue By Education



Total Revenue By Customer Job



CREDIT CARD CUSTOMER REPORT

Q1

Q2

Q3

Q4

Weekly Dates

All

Total Revenue

56.52M

Total Tran. Amount

46M

Total Interest

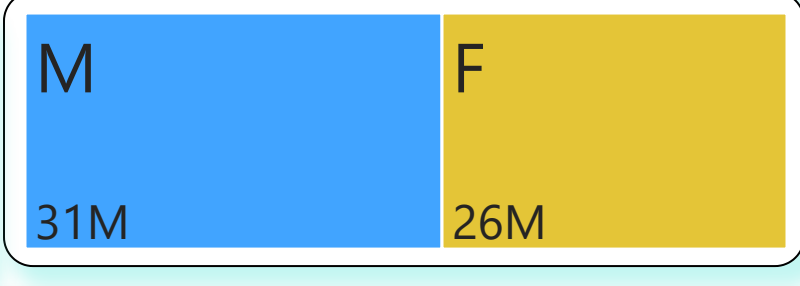
7.98M

Total Income

588M

Avg. Customer Satif. Score

3



Blue

Gold

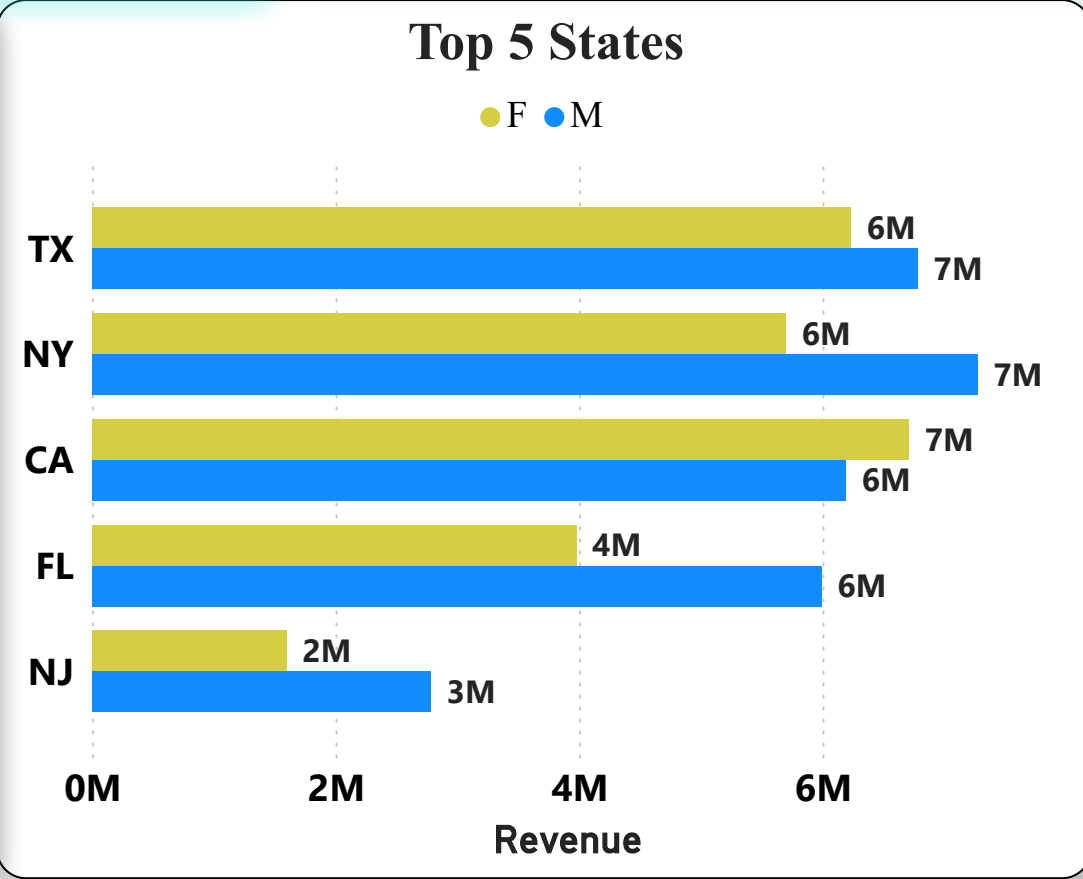
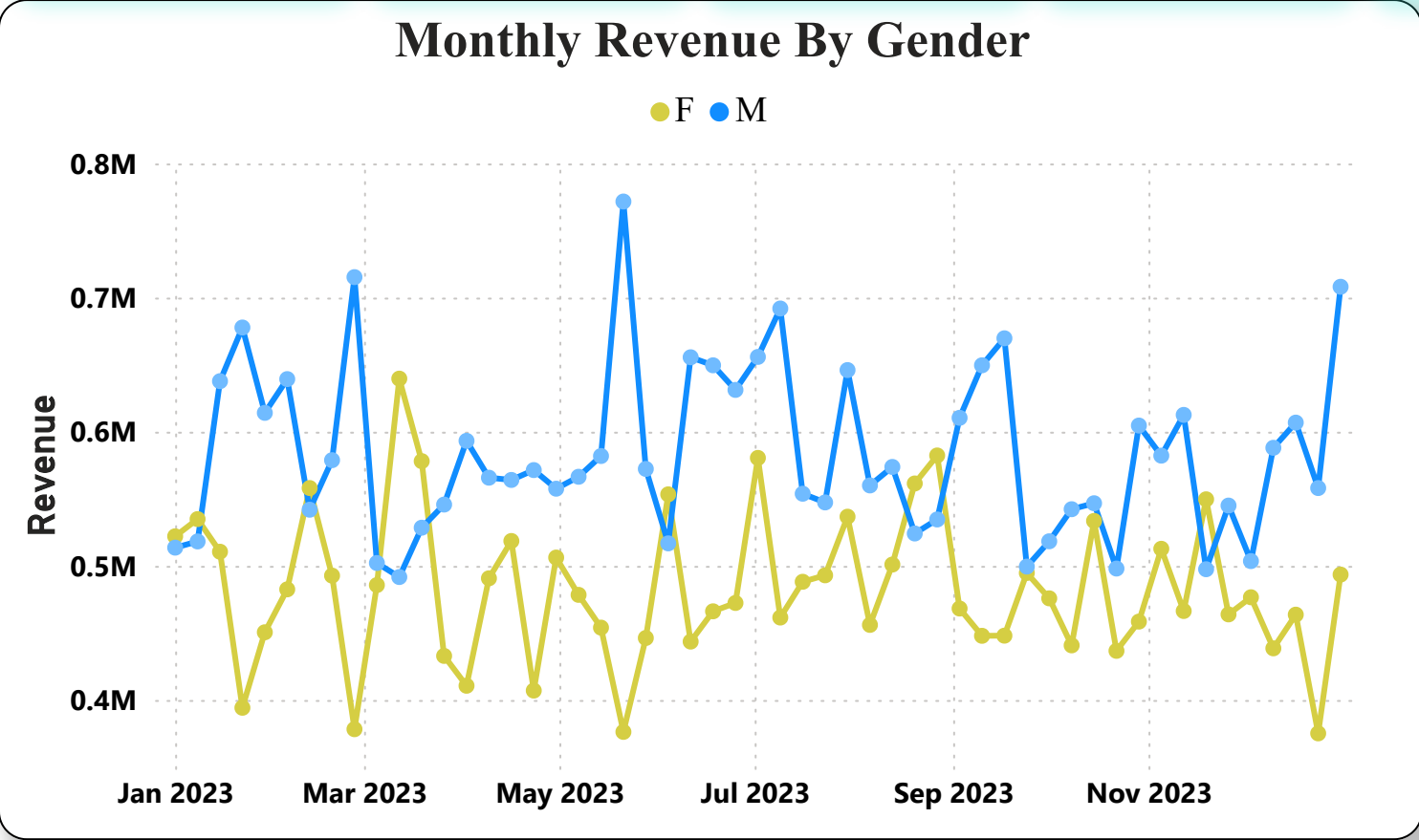
Platinum

Silver

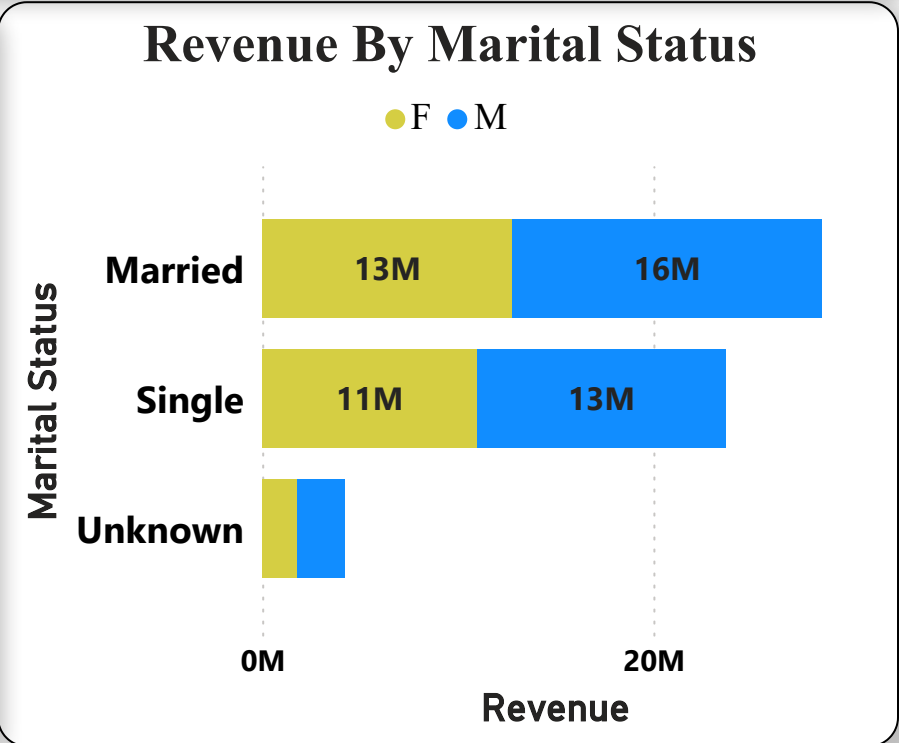
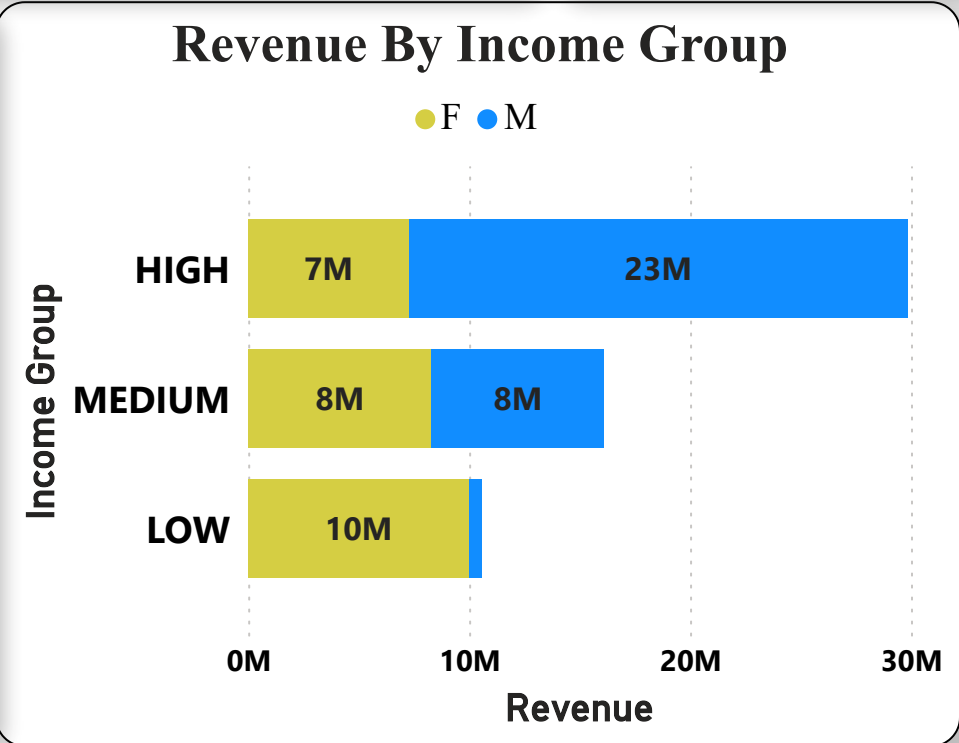
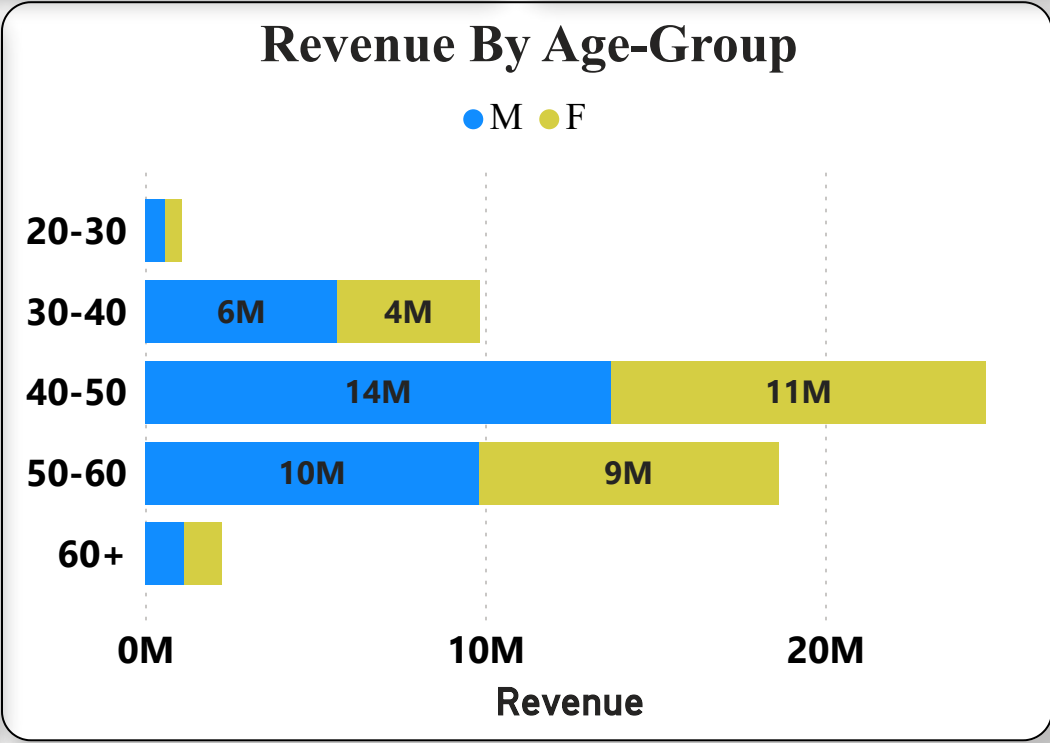
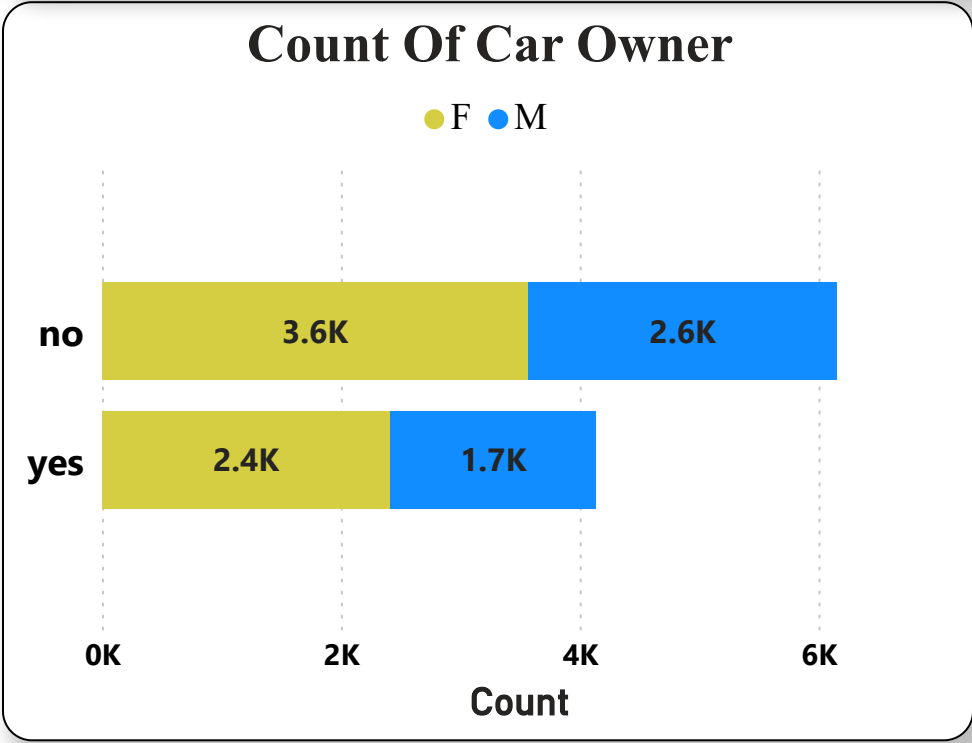
Chip

Online

Swipe

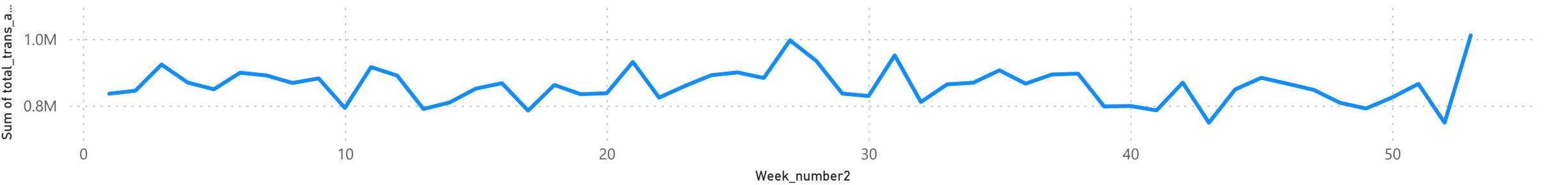


Education	Total Revenue	Total Interest	Total Annual Fees	Total Tra
Graduate	2,27,85,679.93	32,01,205.93	12,27,365	
High School	1,14,34,012.27	16,36,435.27	5,94,705	
Unknown	86,66,468.05	12,27,752.05	4,55,180	
Uneducated	83,12,915.13	11,64,937.13	4,38,190	
Post-Graduate	28,19,671.01	4,04,034.01	1,54,600	
Doctorate	24,98,264.42	3,48,115.42	1,31,470	
Total	5,65,17,010.81	79,82,479.81	30,01,510	



week_num	Week_number2	Sum of Revenue	pre_week_rev	rev_per_week_increase	Sum of total_trans_amt	amount_measure	pre_growth_a mount	Count of total_trans_ct	count_measure	trean_count	Co
Week-53	53	12,01,600.58	933134.43	28.77%	10,11,008	7,48,677	35.04%	185	164	12.80%	
Week-52	52	9,33,134.43	1070439.10	-12.83%	7,48,677	8,65,275	-13.48%	164	195	-15.90%	
Week-51	51	10,70,439.10	1026549.11	4.28%	8,65,275	8,24,791	4.91%	195	195	0.00%	
Week-50	50	10,26,549.11	980152.37	4.73%	8,24,791	7,91,352	4.23%	195	195	0.00%	
Week-49	49	9,80,152.37	1008776.60	-2.84%	7,91,352	8,08,623	-2.14%	195	195	0.00%	
Week-48	48	10,08,776.60	1047120.33	-3.66%	8,08,623	8,47,375	-4.57%	195	195	0.00%	
Week-47	47	10,47,120.33	1078915.24	-2.95%	8,47,375	8,65,727	-2.12%	195	195	0.00%	
Week-46	46	10,78,915.24	1094926.59	-1.46%	8,65,727	8,83,695	-2.03%	195	195	0.00%	
Week-45	45	10,94,926.59	1063063.37	3.00%	8,83,695	8,48,559	4.14%	195	195	0.00%	
Total		5,65,17,010.81	933134.43	5956.68%	4,55,33,021	7,48,677	5981.80%	10293	164	6176.22%	

Sum of total_trans_amt by Week_number2



delinquent_acc %GT Count of delinquent_acc

0	93.94%
1	6.06%
Total	100.00%

activation_30_days %GT Count of activation_30_days

1	57.46%
0	42.54%
Total	100.00%

INSIGHTS : -

1. - Revenue increased by 28.8% .
2. - Total Transaction Amt & Count increased by 34.04 % & 12.80 % .
3. - Overall revenue is 57M.
4. - Total interest is 8M.
5. - Total transaction amount is 46M.
6. - Male customers are contributing more in revenue 31M, female 26M.
7. - Blue & Silver credit card are contributing to 93% of overall transactions.
8. - TX, NY & CA is contributing to 68%.
9. - Overall Activation rate is 57.5%.
10. - Overall Delinquent rate is 6.06%.
11. - The maximum Revenue we are getting from expenditures like Bills, Entertainment and Fuel.
12. - maximum customer use swipe chip which is up to 63.1% as compare to others.
13. - In education wise the max revenue we are getting from Graduates which is 23M as compare to other - - Education Category .
14. - Businessman are contributing more in revenue which is up to 18 M.
15. - 83% interest we are getting from blue card while the 2.02% from platinum.
16. - 57.46 % people activating there Card within 30 days .
17. - 50% People contributing more with material status ""Married " .