

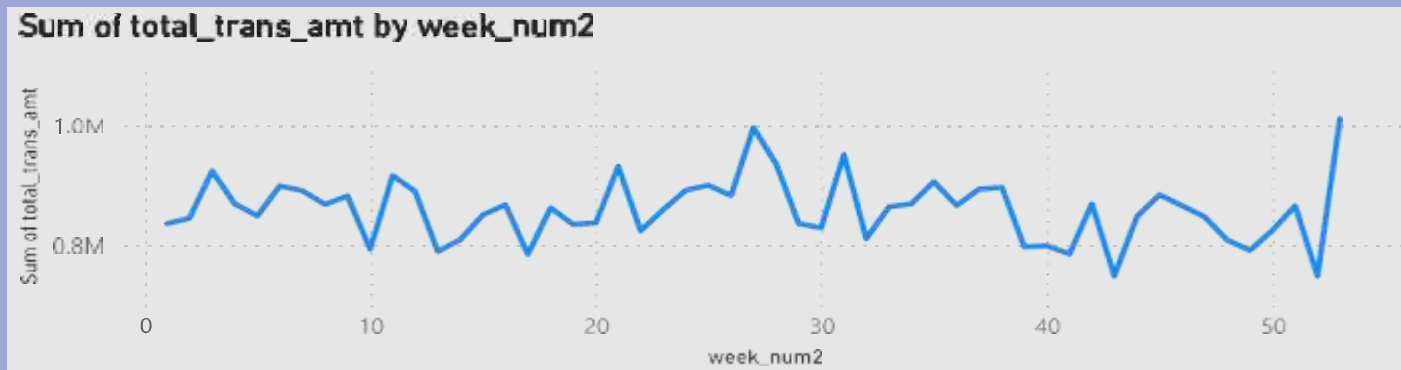
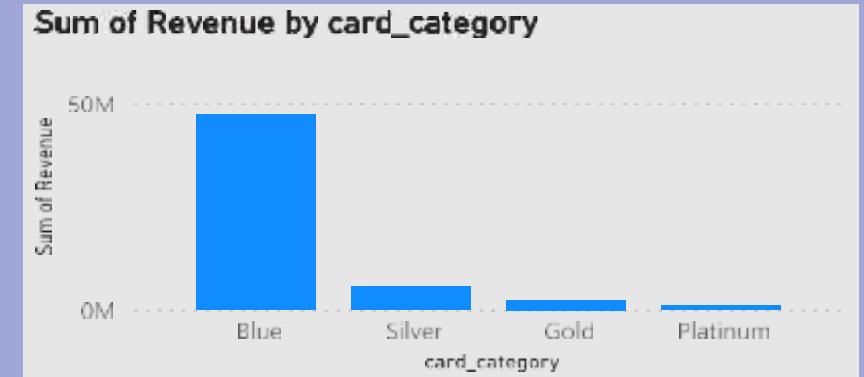
CREDIT CARD

WEEKLY STATUS REPORT



Credit card week over week report

week_num2	Previous_week_Revenue	Current_week_Revenue	wow_revenue
53	9,33,134.43	12,01,600.58	28.8%
52	10,70,439.10	9,33,134.43	-12.8%
51	10,26,549.11	10,70,439.10	4.3%
50	9,80,152.37	10,26,549.11	4.7%
49	10,08,776.60	9,80,152.37	-2.8%
48	10,47,120.33	10,08,776.60	-3.7%
47	10,78,915.24	10,47,120.33	-2.9%
46	10,94,926.59	10,78,915.24	-1.5%
45	10,63,063.37	10,94,926.59	3.0%
44	9,34,631.07	10,63,063.37	13.7%
Total	9,33,134.43	12,01,600.58	28.8%



activation_30_days	%GT Sum of activation_30_day
0	0.00%
1	100.00%
Total	100.00%

delinquent_acc	Blue-collar	Businessman	Govt	Retirees	Selfemployeed	White-collar	Total
0	14.75%	17.81%	14.00%	9.16%	23.87%	14.35%	93.94%
1	0.85%	0.99%	1.10%	0.61%	1.66%	0.85%	6.06%
Total	15.60%	18.80%	15.10%	9.77%	25.53%	15.19%	100.00%

Project Objective

To develop a comprehensive credit card weekly dashboard that provides real-time insights into key performance metrics and trends, enabling stakeholders to monitor and analyze credit card operations effectively.



Project Insights- Week 53 (31st Dec)

WoW change:

- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by xx% & xx%
- Customer count increased by xx%

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%

