

Project insights – Week 53 (31st December)

- WoW Change :
 - Revenue increased by : 28.8%
 - Total transaction amount and total count increased by 35% and 3.4% respectively
 - Customer count increased by :28.3%
- Overview :
 - Overall revenue is 57M
 - Total interest is 8M
 - Total transaction amount is 46M
 - Male customers are contributing more in revenue 31M, female 26M
 - Overall activation rate is 57.5%
 - Overall delinquent rate is 6.06%