

Credit Card Transaction Report

Blue

Gold

Platinum

Silver

All

Revenue

55M

Interest

7.84M

Amount

45M

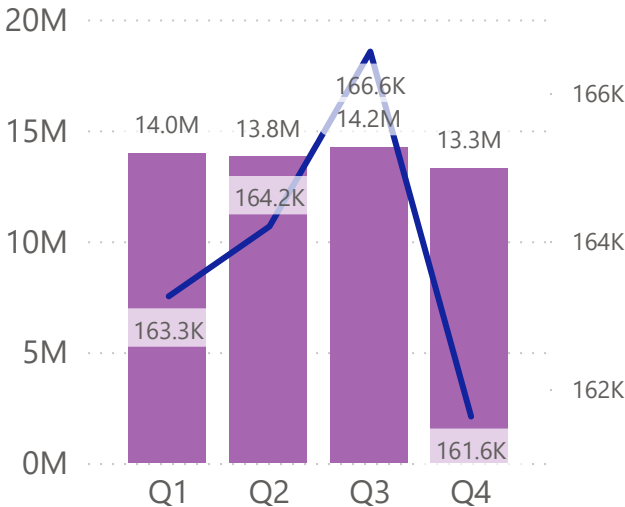
Count

656K

Card_Category	Revenue	Sum of Interest_Earned	Sum of Annual_Fees
Blue	46139398	6,495,887.74	2685635
Gold	2454072	373,784.16	56210
Platinum	1135608	161,629.05	20665
Silver	5586332	812,081.28	187505
Total	55315410	7,843,382.23	2950015

Qtr Revenue & Sales Transaction

Revenue Total_Trans_Vol



Q1

Q2

Q3

Q4

F

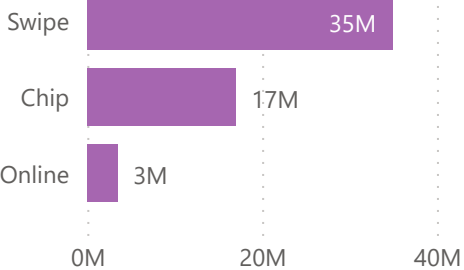
M

High

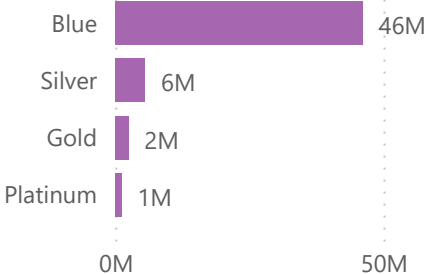
Low

Med

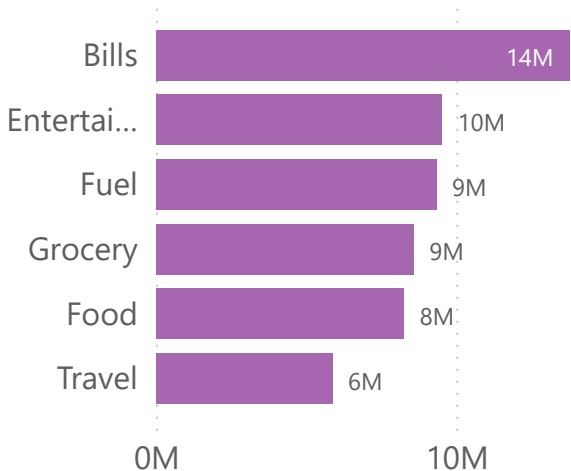
Customer Acq Cost



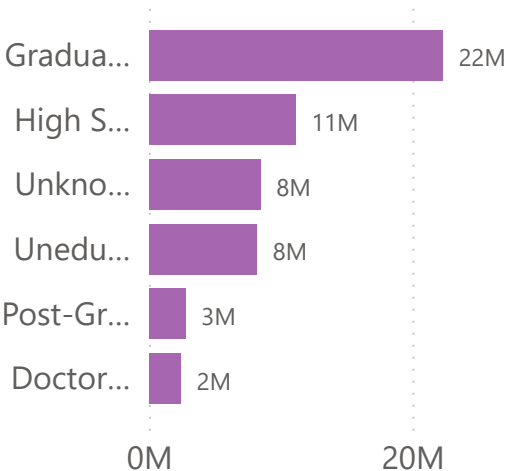
Customer Acq Cost



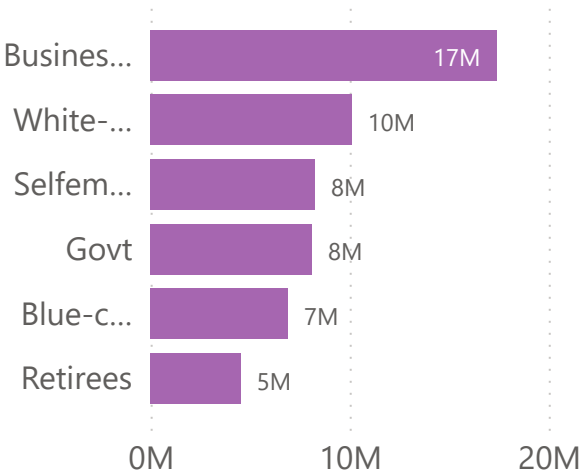
Revenue by Expenditure Type



Revenue by Education Type



Revenue by Customer Jobs



Credit Card Customer Report

Q3

Q1

Q2

Q4

All

Revenue

55M

Interest

7.84M

Amount

576M

CSS

3.19

M

30M

F

25M

Blue

Gold

Platinum

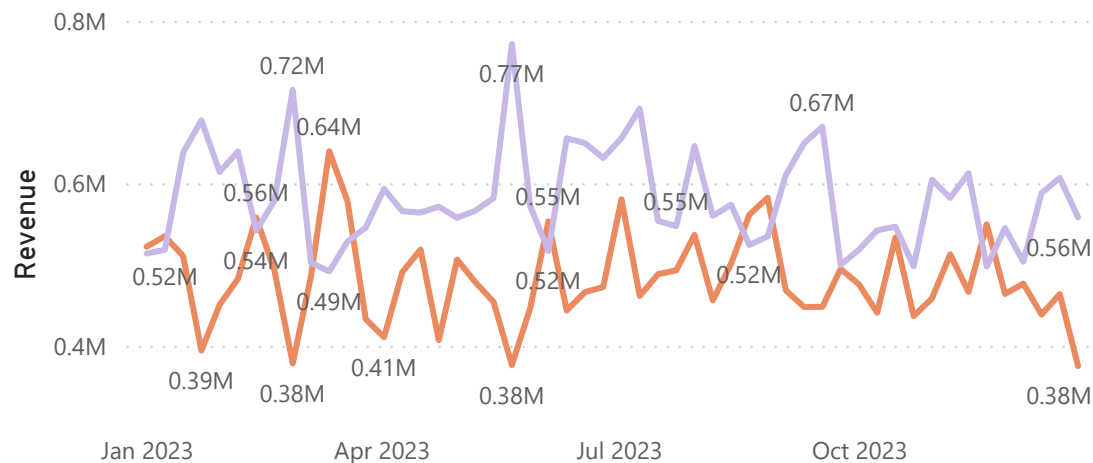
Silver

High

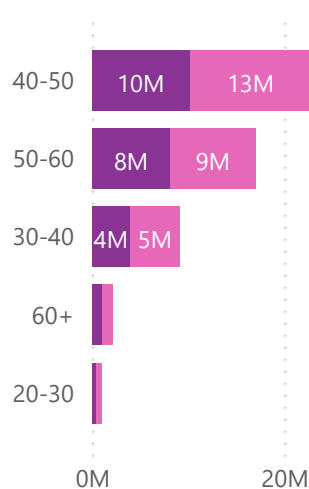
Low

Med

Revenue vs Gender

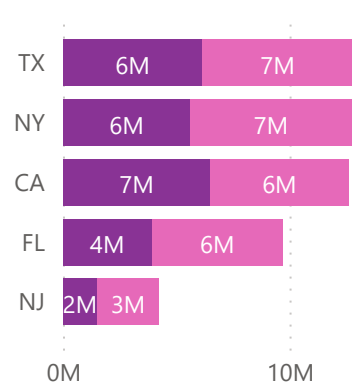


Age Group

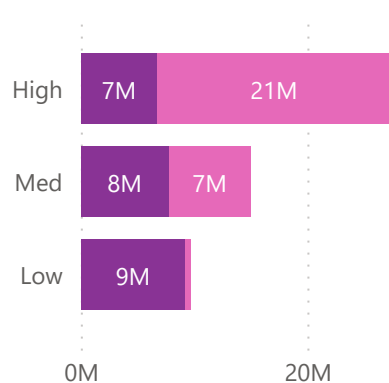


Customer_Job	Revenue	Total_Trans_Amt	Income
Businessman	17387832	14285412	186959919
White-collar	10114656	8221742	103930055
Selfemployed	8261758	6395026	75313288
Govt	8111701	6507875	88773989
Blue-collar	6904279	5488838	72262158
Retirees	4535184	3623120	48675030
Total	55315410	44522013	575914439

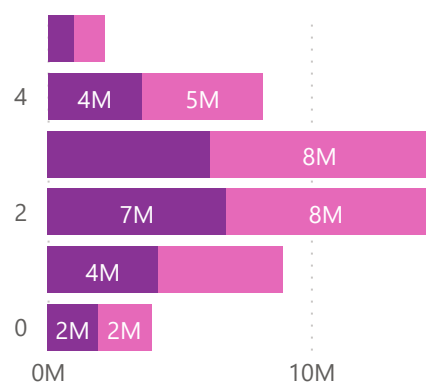
Top 5 States



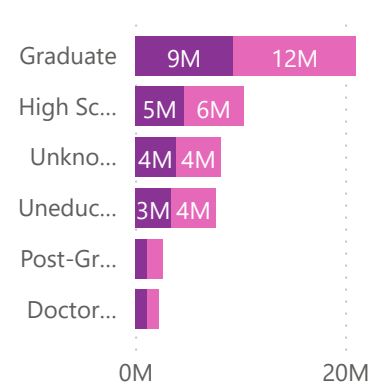
Salary Group



Dependent Count



Dependent Count



Marital Status

