



Credit Card Performance Dashboard

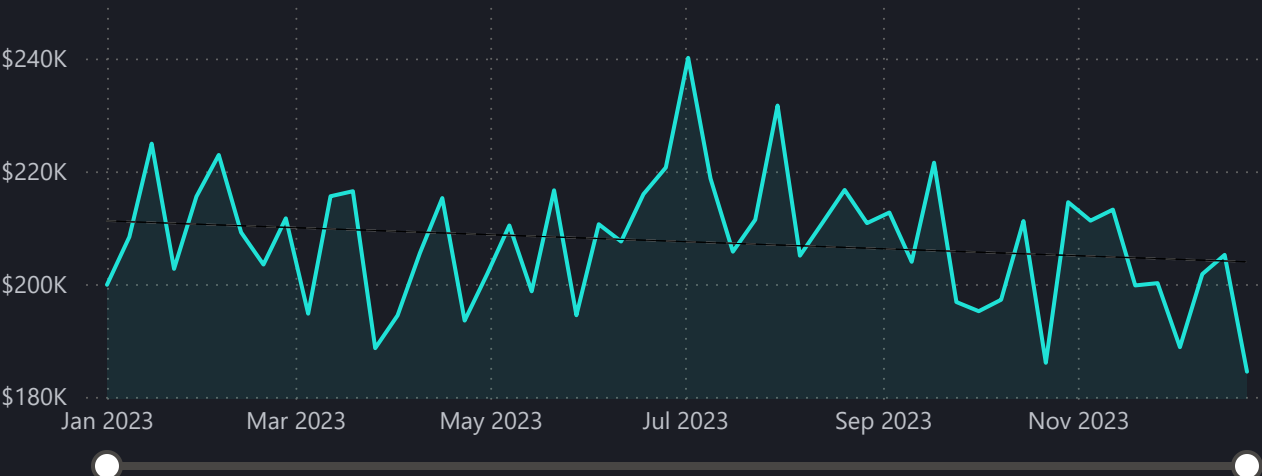
Revenue
\$10.8M

Transaction Amount
\$44.5M

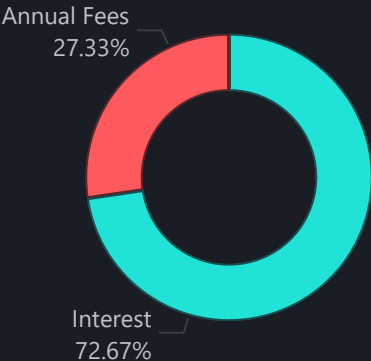
Total Transactions
655.7K

Total Interest
\$7.8M

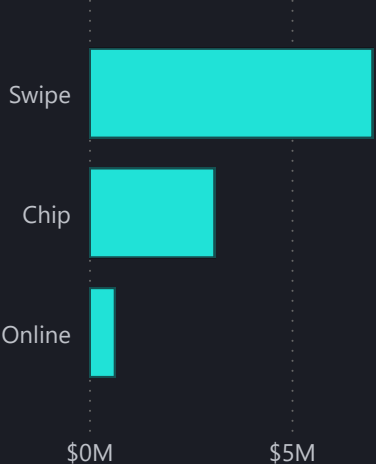
Revenue Trending



Revenue Split: Interest vs. Fees



Revenue by Payment Method



Category	Revenue	% of Revenue	Transactions	Interest Earned	Total Annual Fees
Blue	\$91,81,523	85.1%	5,81,338	\$64,95,888	\$26,85,635
Gold	\$4,29,994	4.0%	18,224	\$3,73,784	\$56,210
Platinum	\$1,82,294	1.7%	7,490	\$1,61,629	\$20,665
Silver	\$9,99,586	9.3%	48,599	\$8,12,081	\$1,87,505

Weekly Revenue

\$1,84,457!
Prev Week: \$2,05,164

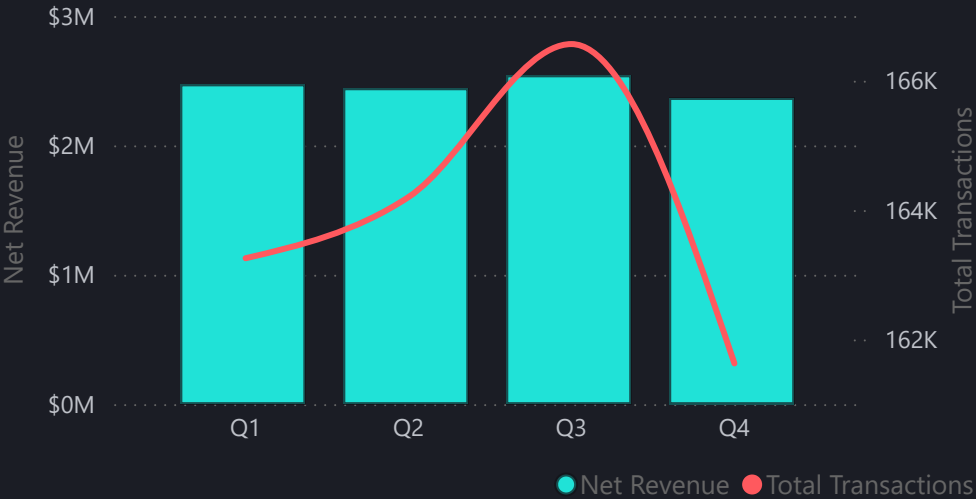
Weekly Transactions

11,203!
Prev Week: 12,587

Quarterly Predicted Churn Risk

24.6%!
Prev Quarter: 24.1%

Quarterly Net Revenue and Transactions





Customer Insights Dashboard

Total Customers

10,108

Revenue per Customer

\$1,068

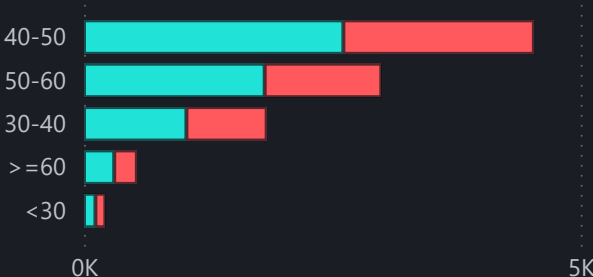
Average Utilisation

27.5%

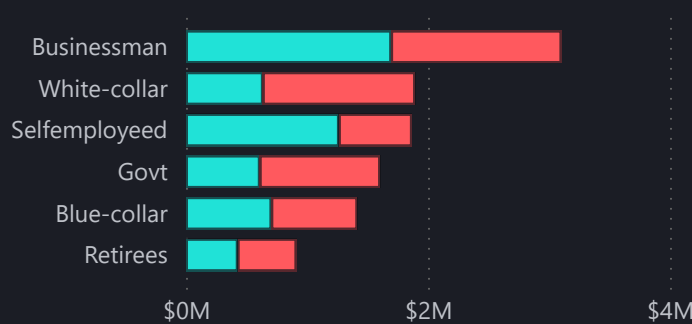
Average CSS

3.19

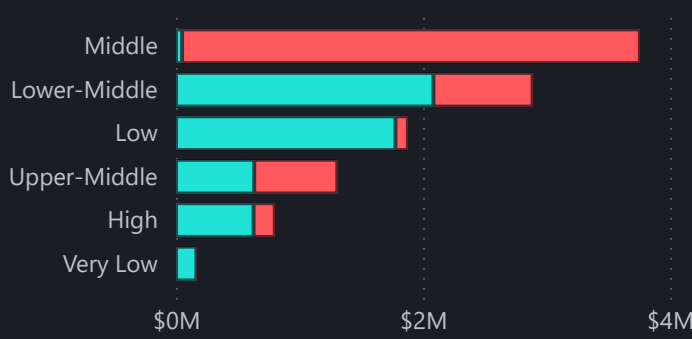
Customers by Age Group



Revenue by Customer Job



Revenue by Income Level

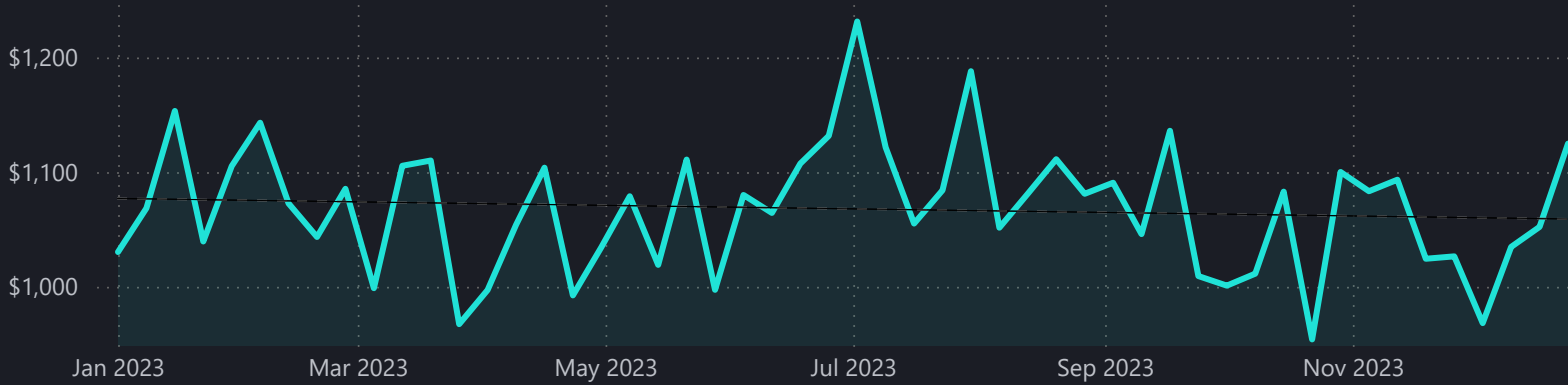


Revenue per Customer

CAC per Customer

Average Customer Satisfaction Score

Average Utilisation



Top 10 Customers by Revenue

Customer ID	Revenue	Transactions	Card Category	Utilisation %
713758758	\$5,155	109	Gold	17.3%
770977833	\$5,130	102	Silver	0.0%
717663033	\$5,015	123	Platinum	3.1%
709398708	\$4,968	124	Gold	15.5%
712438308	\$4,957	122	Platinum	0.0%
712206033	\$4,951	119	Blue	36.6%
713036208	\$4,933	107	Blue	30.3%
757786608	\$4,925	107	Silver	59.0%
794573883	\$4,868	111	Silver	14.1%
779422458	\$4,863	120	Blue	34.1%

Risk vs Value Customer Matrix

Churn Risk	Low	Mid	High
At Risk (Dormant High Value)		1,504	357
Healthy		1,196	216
High Risk (Delinquent)	254	309	51
Low Engagement	1,469	433	
Stable	2,069	1,801	196
Watchlist (Heavy Revolver)	106	145	2

State

All

