Sum of Revenue by Card_Category
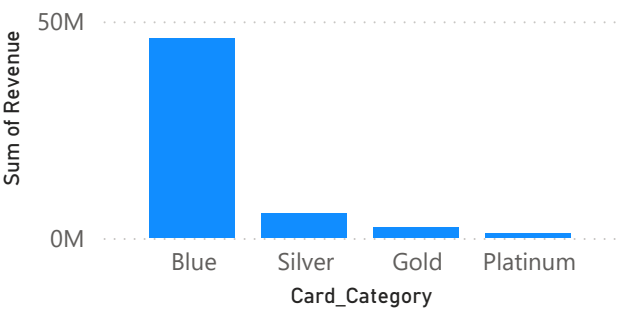
week_num2	Current_week_Reveneue	Previous_week_Reveneue	wow_revenue
52	933,134.43	1070439	-12.8%
51	1,070,439.10	1078915	-0.8%
50	1,078,915.24	1131281	-4.6%
49	1,131,280.79	2108686	-46.4%
48	2,108,685.99	1047120	101.4%

Sum of Total_Trans_Amt by week_num2
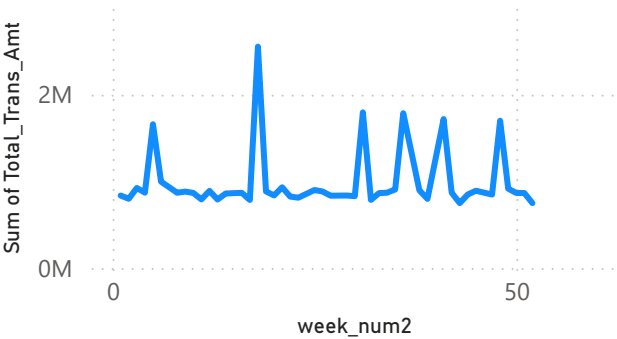
Delinquent_Acc	Blue-collar	Businessman	Govt	Retirees	Selfemployeed	White-collar	Total
0	14.76%	17.81%	13.97%	9.15%	23.82%	14.41%	**93.93%**
1	0.86%	1.00%	1.12%	0.60%	1.65%	0.84%	**6.07%**
Total	**15.62%**	**18.81%**	**15.09%**	**9.75%**	**25.47%**	**15.26%**	**100.00%**

Activation_30_Days	%GT Count of Activation_30_Days
1	57.47%
0	42.53%
Total	**100.00%**

Credit Card Transaction Report

Week_Start_Date

| Q4 | Q3 | Q2 | Q1 |

All

| F | M |
| Silver | Blue | Gold | Platinum |
| Med | Low | High |

	Revenue	Total Transaction	Transaction Amount	Transaction Count
	55M	45M	8M	656K

Card_Category	Sum of Revenue	Sum of Total_Trans_Amt	Sum of Interest_Earned
Blue	46,139,397.74	36957875	6495888
Gold	2,454,072.16	2024078	373784
Platinum	1,135,608.05	953314	161629
Silver	5,586,332.28	4586746	812081
Total	**55,315,410.23**	**44522013**	**7843382**

QTR Revenue and total trans count

● Sum of Revenue   ● Sum of Total_Trans_Vol

- 15M
- Q1 14.0M 163.3K
- Q2 13.8M 164.2K
- Q3 14.2M 166.6K
- Q4 13.3M 161.6K
- 165K
- 160K

Revenue by Use Chip

- Swipe 35M
- Chip 17M
- Online 3M
- 0M 20M 40M
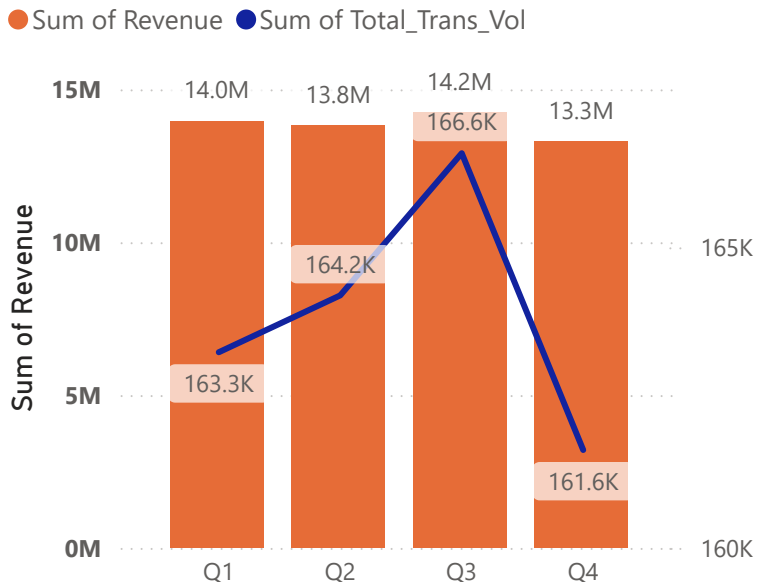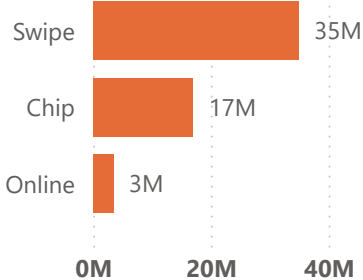
Revenue by Expenditure Type

- Bills 14M
- Entertainment 10M
- Fuel 9M
- Grocery 9M
- Food 8M
- Travel 6M
- 0M 10M

Revenue by Education Type

- Graduate 22M
- High School 11M
- Unknown 8M
- Uneducated 8M
- Post-Graduate 3M
- Doctorate 2M
- 0M 20M

Revenue by Customer Job

- Businessman 17M
- White-collar 10M
- Selfemployed 8M
- Govt 8M
- Blue-collar 7M
- Retirees 5M
- 0M 10M 20M

Customer Acq Cost

- Blue 46M
- Silver 6M
- Gold 2M
- Platinum 1M
- 0M 50M
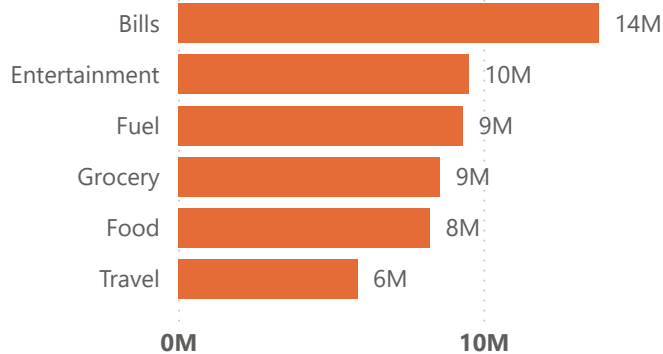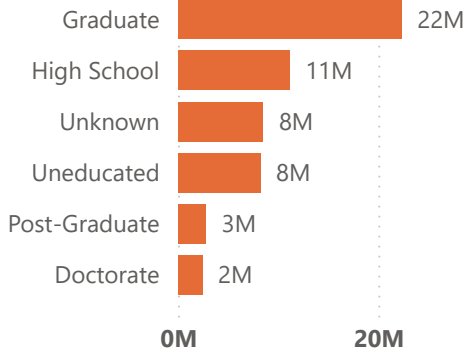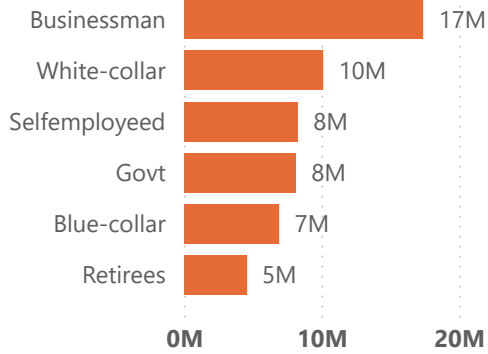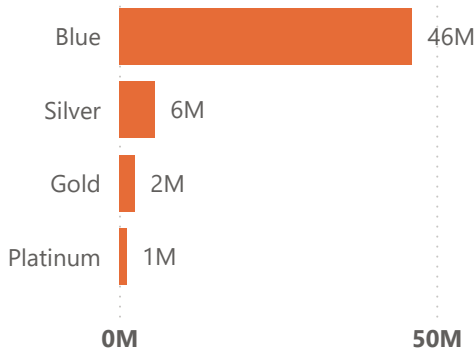
Credit Card Customer Report

Week_Start_Date
All

| Q4 | Q3 | Q2 | Q1 |

Silver | Blue | Gold | Platinum
Swipe | Online | Chip

Revenue
55M

Total Interest
8M

Income
576M

CSS
3.19

| M | F |
| 30.22M | 25.09M |

Revenue by Age Group

- 20-30
- 30-40: 5M
- 40-50: 11M | 14M
- 50-60: 9M | 10M
- 60+
- unknown

(axis: 0M — 20M)

Revenue by Week

(Sum of Revenue: 0.8M, 0.6M, 0.4M, 0.2M)
(Weeks: Week-27, Week-31, Week-28, Week-3, Week-21, Week-11, Week-6, Week-38, Week-35, Week-25, Week-12, Week-26, Week-7, Week-24, Week-37, Week-45, Week-9, Week-34, Week-16, Week-42, Week-46, Week-36, Week-33, Week-4)

Customer_Job	Sum of Revenue	Sum of Income
Blue-collar	6,904,278.57	72262158
Businessman	17,387,832.31	186959919
Govt	8,111,701.37	88773989
Retirees	4,535,184.24	48675030
Selfemployed	8,261,757.81	75313288
White-collar	10,114,655.93	103930055
Total	**55,315,410.23**	**575914439**

Top 5 States

- TX: 6M | 7M
- NY: 6M | 7M
- CA: 7M | 6M
- FL: 4M | 6M
- NJ: 3M

(axis: 0M — 10M)
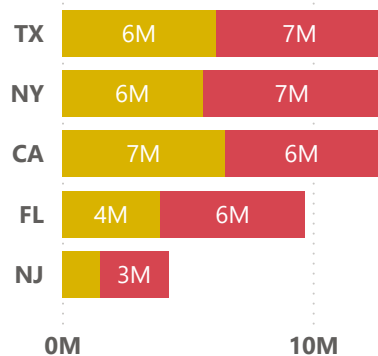
Revenue by Martial Status

- Married: 13M | 15M
- Single: 11M | 12M
- Unknown

(axis: 0M — 20M)

Revenue by Income Group

- High: 7M | 22M
- Med: 8M | 8M
- Low: 10M

(axis: 0M — 20M)
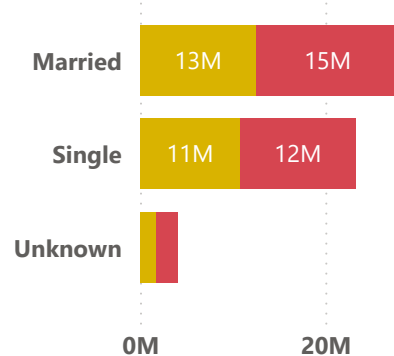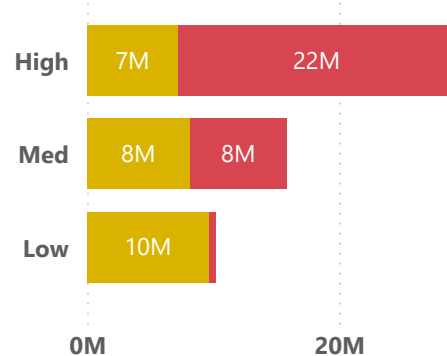
Revenue by Dependent Group

- 4: 4M | 5M
- (3): 7M | 9M
- 2: 7M | 8M
- (1): 4M | 5M
- 0

(axis: 0M — 10M — 20M)

Revenue by Education

- Graduate: 10M | 12M
- High Sc...: 5M | 6M
- Unknown: 4M | 4M
- Uneduc...: 4M | 4M
- Post-Gr...
- Doctorate

(axis: 0M — 20M)