Credit Card Transaction Report

| Q4 | Q3 | Q2 | Q1 |

Week_Start_Date

All

Revenue	Interest	Tran Amount	Tran Count
55M	7.84M	45M	656K

Card_Category	Sum of Revenue	Sum of Total_Trans_Amt	Sum of Interest_Earned
Blue	4,61,39,398	36957875	64,95,888
Gold	24,54,072	2024078	3,73,784
Platinum	11,35,608	953314	1,61,629
Silver	55,86,332	4586746	8,12,081
Total	**5,53,15,410**	**44522013**	**78,43,382**

Revenue and Total Trans Count

- Sum of Revenue
- Sum of Total_Trans_Vol
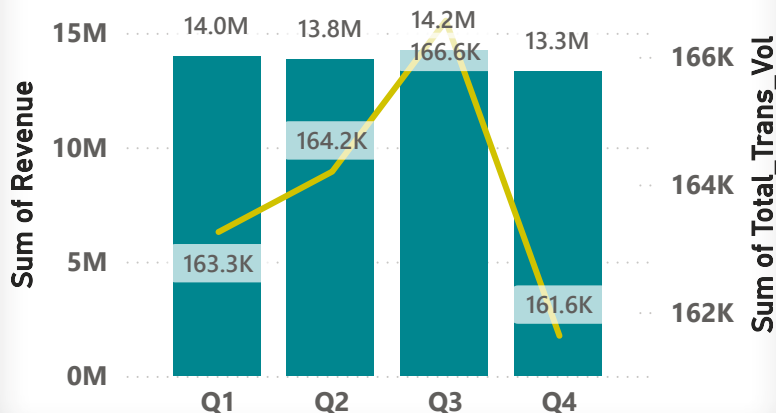
| | F | M |

| Silver | Gold |
| Blue | Platinum |

| Medium | Low | High |

Revenue by Expenditure Type

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

Revenue by Education Level

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

Revenue by Job

- Businessman — 17M
- White-collar — 10M
- Selfemployeed — 8M
- Govt — 8M
- Blue-collar — 7M
- Retirees — 5M
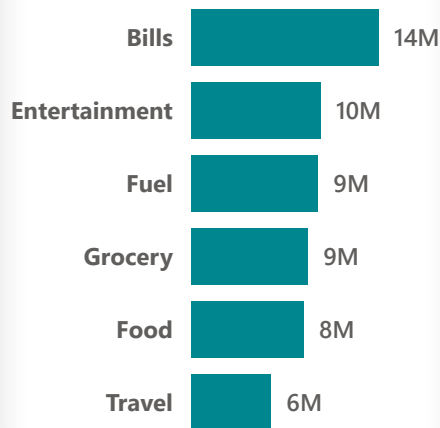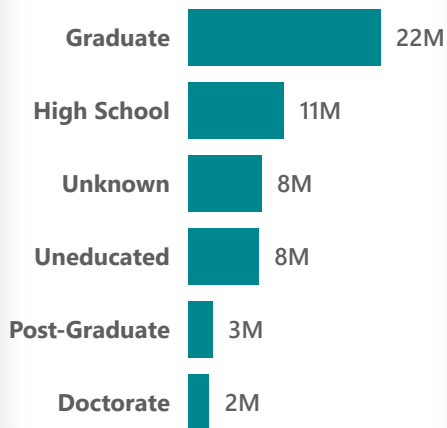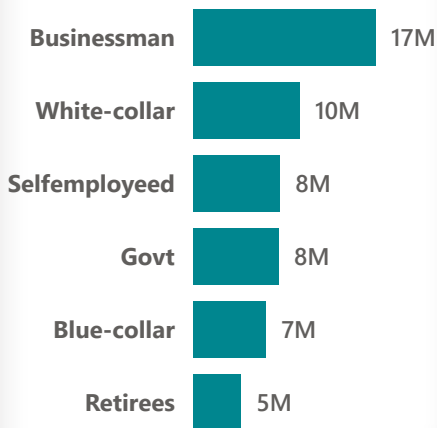
Revenue by Card Category

- Blue — 46M
- Silver — 6M
- Gold — 2M
- Platinum — 1M

## Revenue by Use Chip

- Swipe — 35M
- Chip — 17M
- Online — 3M

Transaction Forecasting

2.44K
Next Month Forecast

7.94%
YoY Growth (Forecast vs Last Actual)

Actual vs Forecast Trend

● Sum of y ● Sum of yhat
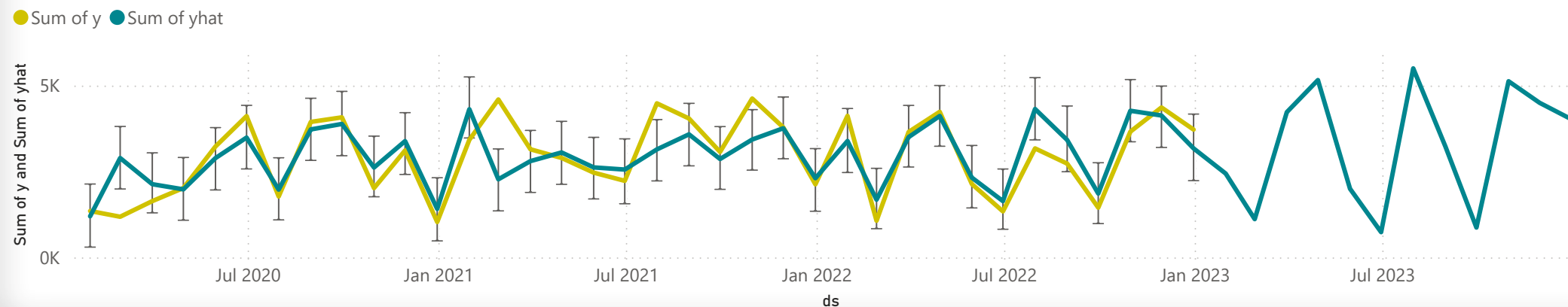
Actual vs Forecast

● Sum of y ● Sum of yhat
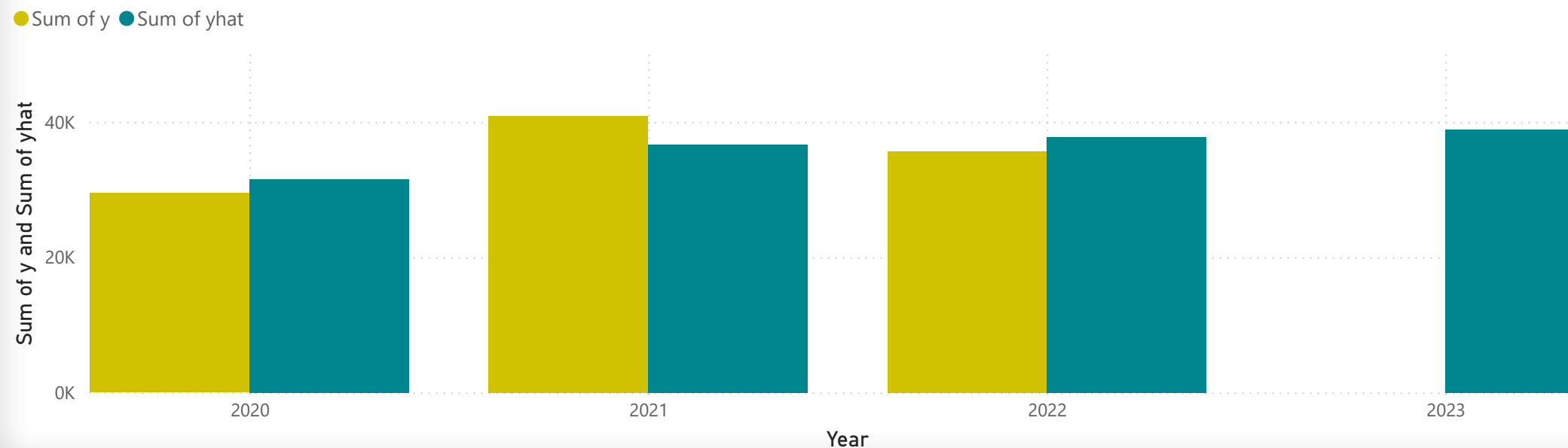
Date

- ∧ ☐ 2020
  - ☐ Qtr 1
  - ☐ Qtr 2
  - ☐ Qtr 3
  - ☐ Qtr 4
- ∧ ☐ 2021
  - ☐ Qtr 1
  - ☐ Qtr 2
  - ☐ Qtr 3
  - ☐ Qtr 4
- ∧ ☐ 2022
  - ☐ Qtr 1
  - ☐ Qtr 2
  - ☐ Qtr 3
  - ☐ Qtr 4
- ∧ ☐ 2023
  - ☐ Qtr 1
  - ☐ Qtr 2
  - ☐ Qtr 3

Credit Card Customer Report

Q4 Q3 Q2 Q1

Revenue	Total Interest	Income	CSS
55M	7.84M	576M	3.19

Silver Blue Gold Platinum

M	F
30.22M	25.09M

Revenue by Income Group

High	7M	22M
Medium	8M	8M
Low	10M	

Revenue by Age Group

20-30	
30-40	4M	5M
40-50	11M	14M
50-60	9M	10M
60+	
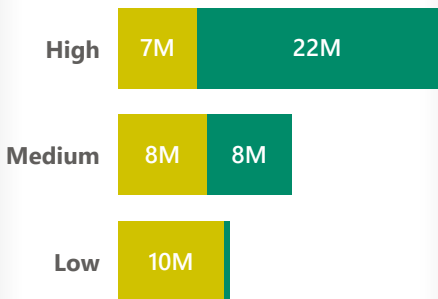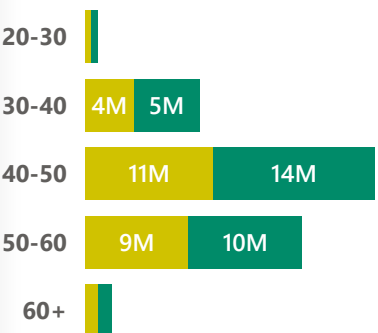
Customer_Job	Sum of Revenue	Sum of Interest_Earned	Sum of Income
Retirees	45,35,184	6,30,359	48675030
Blue-collar	69,04,279	9,52,801	72262158
Selfemployeed	82,61,758	11,19,742	75313288
Govt	81,11,701	11,60,016	88773989
White-collar	1,01,14,656	14,41,074	103930055
Businessman	1,73,87,832	25,39,390	186959919
Total	**5,53,15,410**	**78,43,382**	**575914439**

Revenue by Marital Status

Married	13M	15M
Single	11M	12M
Unknown	

Revenue by Week

Sum of Revenue: 0.8M, 0.6M, 0.4M

Jan 2023 Apr 2023 Jul 2023 Oct 2023
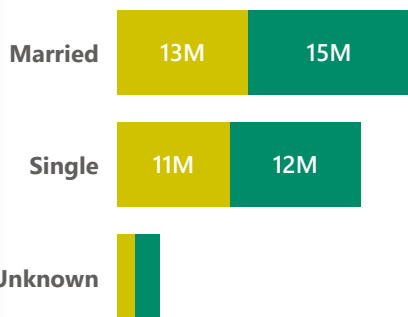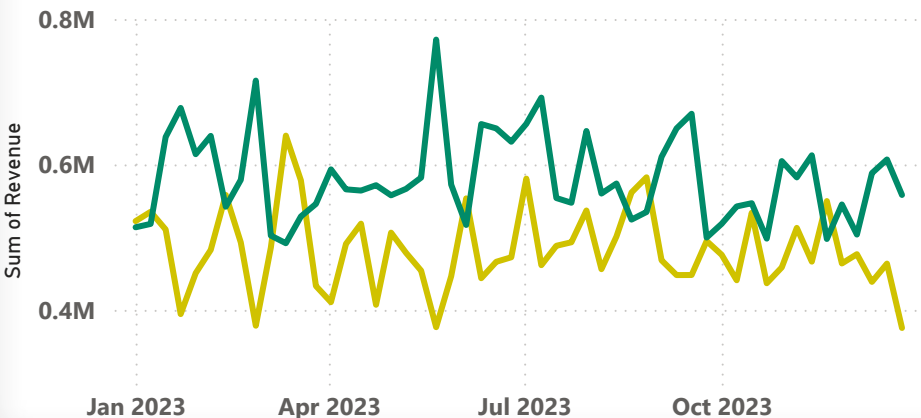
Revenue by Dependent Count

4	4M	5M
	7M	9M
2	7M	8M
	4M	5M
0	2M	2M

Revenue by Education Level

Graduate	10M	12M
High School	5M	6M
Unknown	4M	4M
Uneducated	4M	
Post-Graduate	
Doctorate	

Revenue by State

TX	6M	7M
NY	6M	7M
CA	7M	6M
FL	4M	6M
NJ	2M	3M
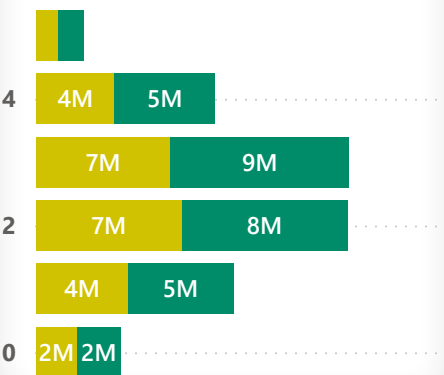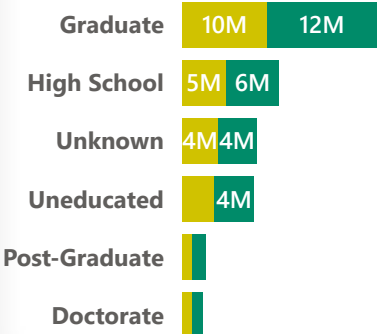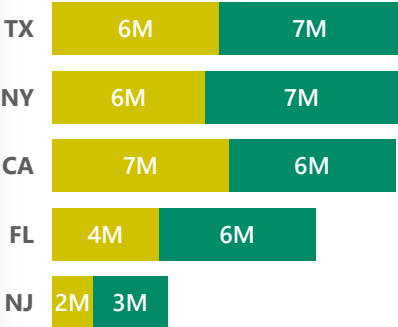
Customer Churn Insights

21.12%
Avg Churn Probability

98
High Risk Customers

Churn Risk Distribution

High 9.8%
Medium 9.9%

ChurnRiskCategory
- Medium
- Low
- High

Low 80.3%

Top Churn Drivers

Sum of Importance 0.03 ▬▬▬ 0.23

Feature	
Balance	
CreditScore	
TransactionsLastM...	
Age	
TenureYears	
IsActive	

0.0   0.1   0.2
Sum of Importance
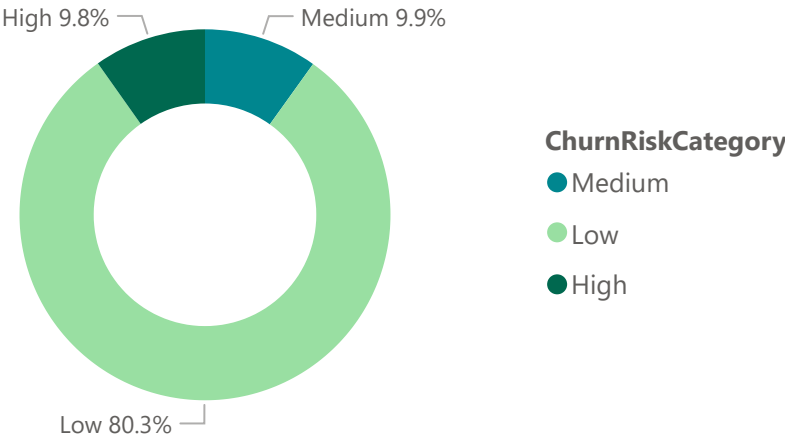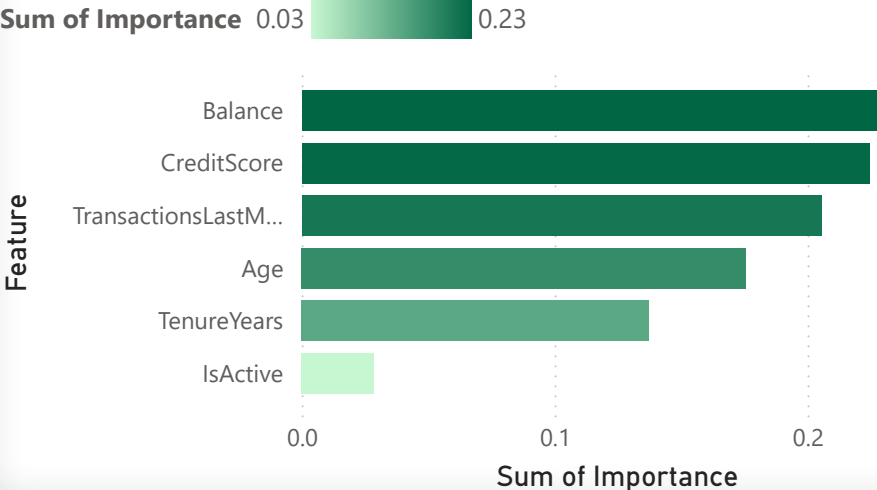
CustomerID	Age	Balance	CreditScore	Churn_Probability
1	56	5,372.91	561	71.00%
2	69	2,500.46	582	69.50%
3	46	2,765.51	766	2.50%
4	32	3,835.11	679	6.50%
5	60	298.70	661	76.00%
6	25	3,288.58	748	14.00%
7	38	2,193.34	740	2.00%
8	56	3,342.22	392	68.50%
9	36	1,285.65	723	9.50%
10	40	8,916.22	441	8.00%
11	28	5,976.57	590	13.50%
12	28	6,823.11	731	78.00%
13	41	7,912.80	348	6.50%
14	53	5,034.58	601	1.50%
15	57	960.51	489	12.00%
16	41	5,417.35	435	7.00%
17	20	5,909.73	703	5.50%
18	39	7,479.85	640	7.50%
19	19	4,373.43	617	10.50%
20	41	1,363.04	662	5.00%
21	61	2,909.38	681	68.50%
22	47	3,694.51	532	10.00%
23	55	6,494.58	643	62.50%
24	19	5,750.71	848	42.00%
25	38	3,625.36	828	5.50%
26	50	9,866.50	482	17.00%