

# CREDIT CARD ANALYSIS DASHBOARD

Transaction Analysis

Customer Analysis

# CREDIT CARD TRANSACTION ANALYSIS

Customer Analysis

Week

All

Total Revenue

55.32M

Total Interest

7.84M

Transaction Amount

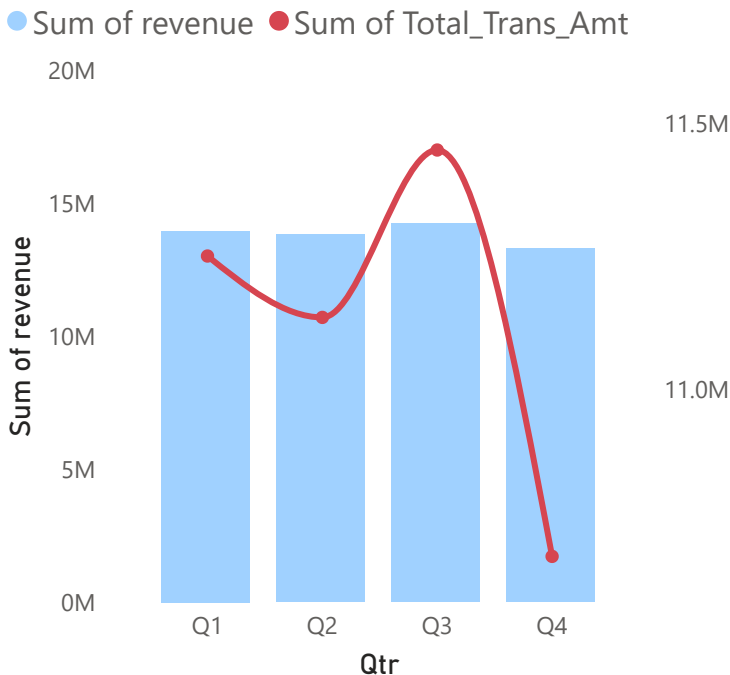
45M

Transaction Count

656K

## Analysis by Card Category

Card_Category	Sum of revenue	Sum of Interest_Earned	Sum of Annual_Fees
Blue	46.14M	6.50M	2.69M
Silver	5.59M	0.81M	0.19M
Gold	2.45M	0.37M	0.06M
Platinum	1.14M	0.16M	0.02M
Total	55.32M	7.84M	2.95M



Quarter

Q2

Q3

Q1

Q4

F

M

High

Low

Med

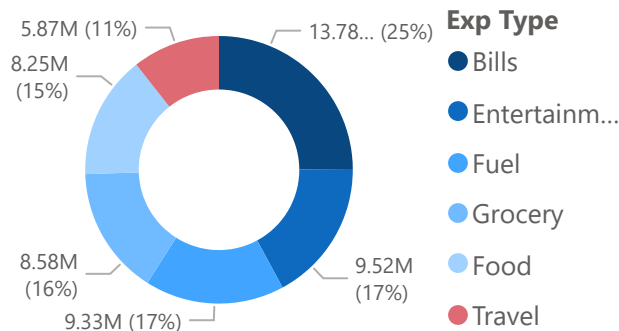
Blue

Platinum

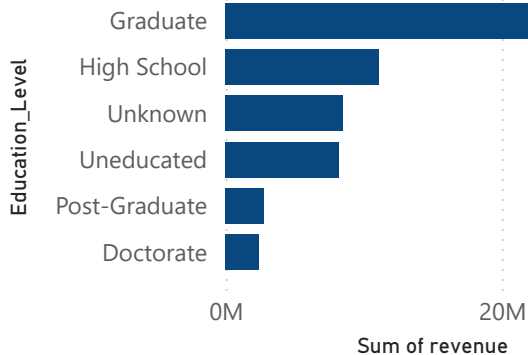
Gold

Silver

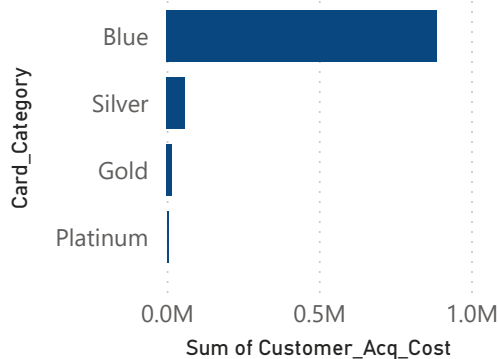
## Revenue by Exp Type



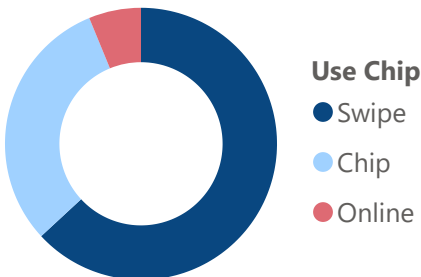
## Revenue by Education\_Level



## Customer\_Acq\_Cost



## Revenue by Use Chip



# CREDIT CARD CUSTOMER REPORT

Transaction Analysis

Week

All

Total Revenue

55.32M

Total Interest

7.84M

Transaction Amount

45M

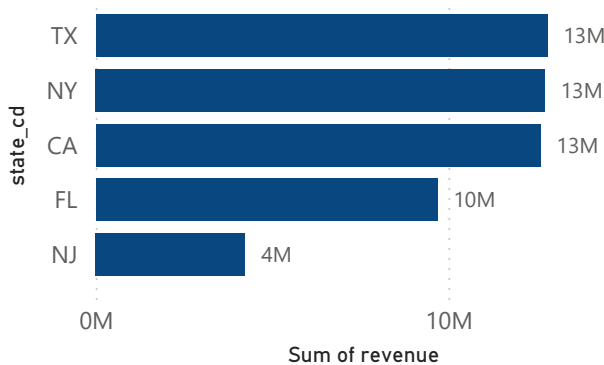
CSS

3.2

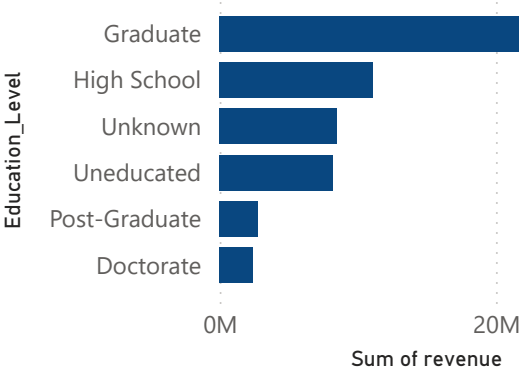
## Analysis by Job Type

Customer_Job	Sum of revenue	Sum of Interest_Earned	Sum of Annual_Fees
Businessman	17.39M	2.54M	0.56M
White-collar	10.11M	1.44M	0.45M
Selfemployeed	8.26M	1.12M	0.75M
Govt	8.11M	1.16M	0.44M
Blue-collar	6.90M	0.95M	0.46M
Retirees	4.54M	0.63M	0.28M
Total	55.32M	7.84M	2.95M

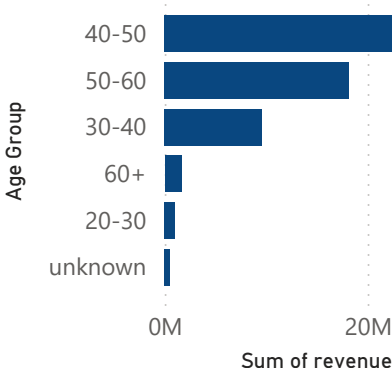
## Top 5 States



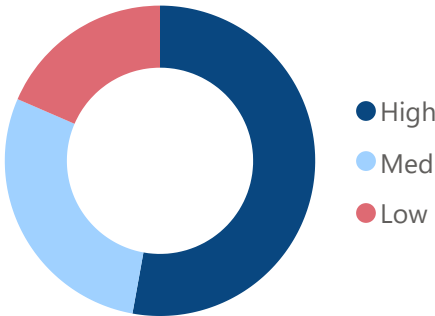
## Revenue by Education\_Level



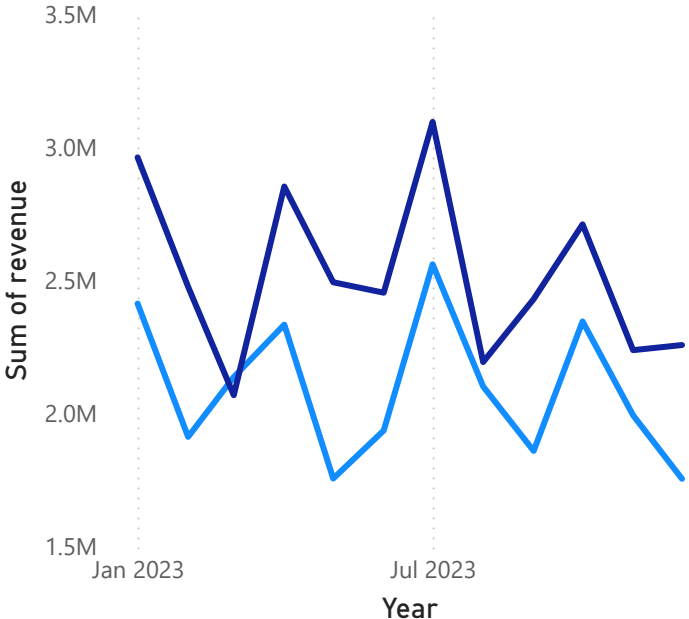
## Revenue by Age



## Revenue by Income Group



Gender F M



Quater

Q2

Q3

Q1

Q4

F

M

High

Low

Med

Blue

Platinum

Gold

Silver