**Project Insights : 53 week Data**

**Week on week change:**

1. Revenue increased by 28.8%,
2. Total Transaction Amt & Count increased by 46M& 667k
3. Customer count increased by xx%

**Overview Credit Card :**

1. Overall revenue is 57M
2. Total interest is 8M
3. Total transaction amount is 46M
4. Male customers are contributing more in revenue 31M, female 26M
5. Blue & Silver credit card are contributing to 93% of overall transactions
6. TX, NY & CA is contributing to 68%
7. Overall Activation rate is 57.5%
8. Overall Delinquent rate is 6.06%