

# Credit Card Transaction Report

Silver Blue Gold Platinum

F M

Week\_Start\_Date

All

Q4

Q3

Q2

Q1

Total Revenue

\$55.32M

Transaction Amount

\$44.52M

Total Interest

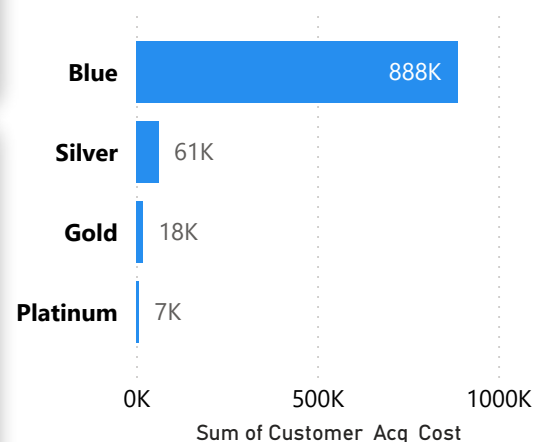
\$7.84M

Transaction Count

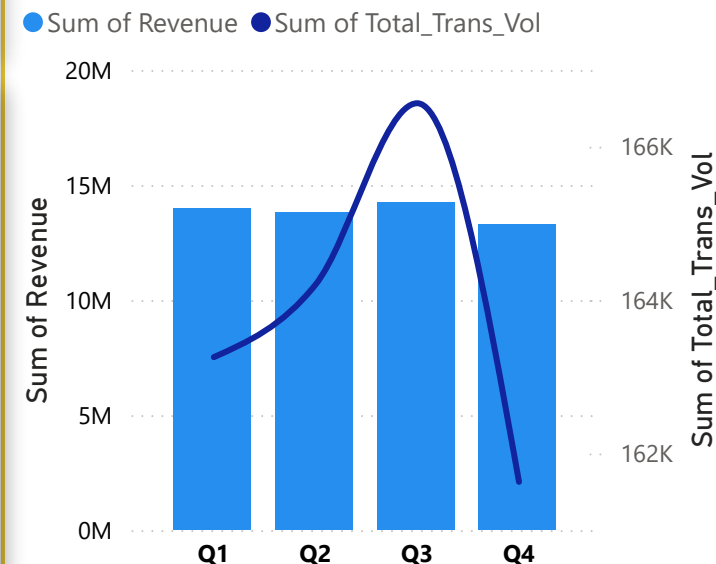
655.65K

Card_Category	Revenue	Total Interest Earned	Total Transaction Amount
Blue	46139398	6,495,887.74	36957875
Gold	2454072	373,784.16	2024078
Platinum	1135608	161,629.05	953314
Silver	5586332	812,081.28	4586746
<b>Total</b>	<b>55315410</b>	<b>7,843,382.23</b>	<b>44522013</b>

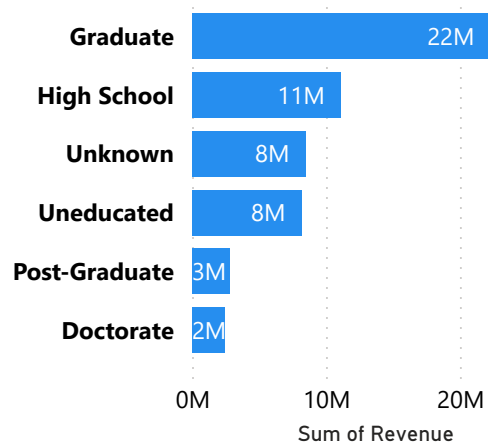
Customer Acq Cost



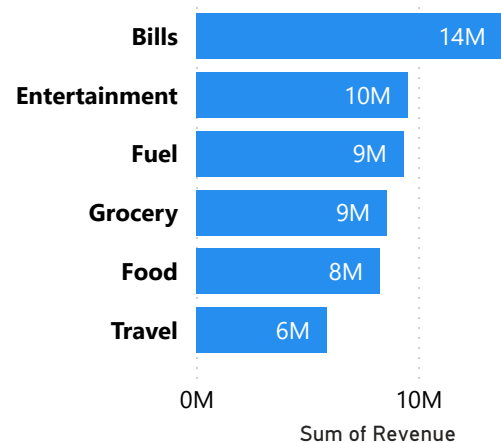
QTR Revenue & Transaction Count



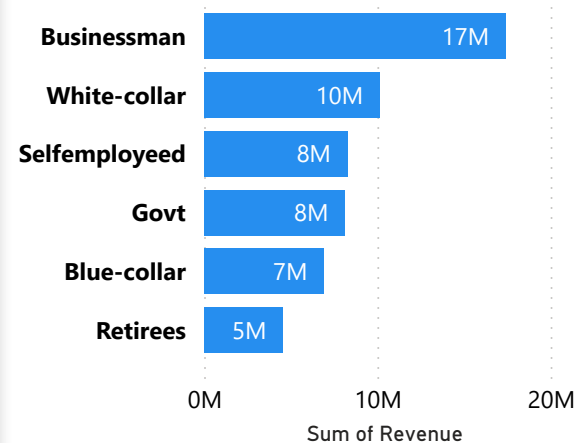
Revenue by Education



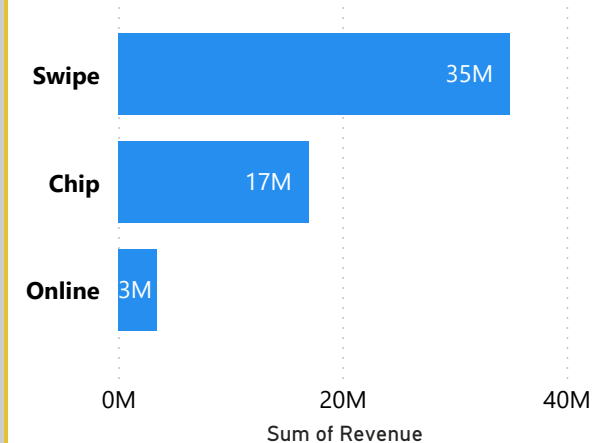
Revenue by Expenditure Type



Revenue by Customer Job



Revenue by Use Type



# Credit Card Customer Report

Q4

Q3

Q2

Q1

Week\_Start\_Date

All

Total Revenue

\$55.32M

Total Interest

\$7.84M

Total Income

\$575.91M

CSS

3.19

Age Group

20-30

30-40

40-50

50-60

60+

M 30M

F 25M

Silver

Blue

Gold

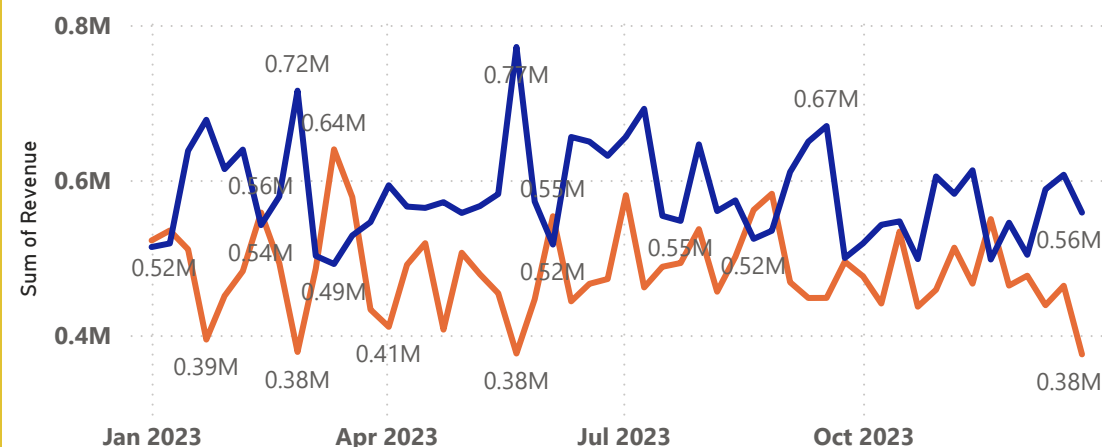
Platinum

Swipe

Online

Chip

Revenue vs Gender



Customer_Job	Revenue	Total Income	Total Interest Earned
Blue-collar	6904279	72262158	952,800.57
Businessman	17387832	186959919	2,539,390.31
Govt	8111701	88773989	1,160,016.37
Retirees	4535184	48675030	630,359.24
Selfemployed	8261758	75313288	1,119,741.81
White-collar	10114656	103930055	1,441,073.93
Total	55315410	575914439	7,843,382.23

Income Group

High

7M 22M

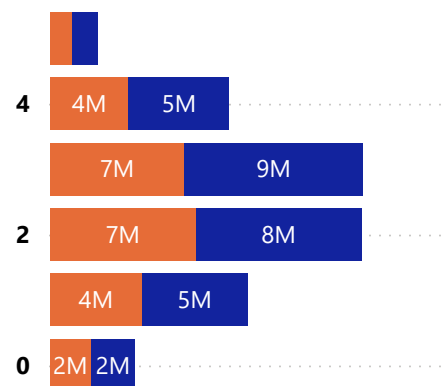
Medium

8M 8M

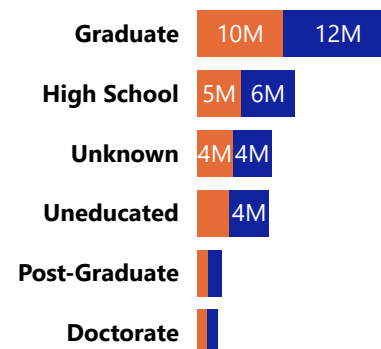
Low

10M

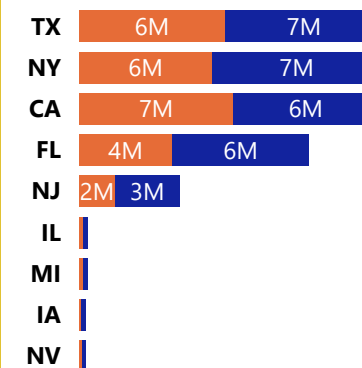
Dependent Count



Education Level



Top 5 States



Marital Status

Married

13M 15M

Single

11M 12M

Unknown

1M