

Insights Generation Table

Q4

Q3

Q2

Q1

Week Start

All



Revenue

57M

Amount

46M

Count

667K

Total Interest

8M

Gold

Silver

Blue

Platinum

F

M

card_category %GT Sum of Revenue

Blue 83.49%

Silver 10.01%

Gold 4.48%

Platinum 2.01%

state_cd %GT Sum of Revenue

TX 23.03%

NY 22.95%

CA 22.83%

FL 17.64%

NJ 7.75%

activation_30_days %GT Count of activation_30_days

0 42.54%

1 57.46%

Total 100.00%

use_chip %GT Count of Revenue

Chip 23.87%

Online 5.87%

Swipe 70.26%

delinquent_acc	Blue-collar	Businessman	Govt	Retirees	Selfemployed	White-collar	Total
0	14.75%	17.81%	14.00%	9.16%	23.87%	14.35%	93.94%
1	0.85%	0.99%	1.10%	0.61%	1.66%	0.85%	6.06%
Total	15.60%	18.80%	15.10%	9.77%	25.53%	15.19%	100.00%

week_num2	Previous_week_Revenue	Current_week_Revenue	wow_revenue
53	933134	1201601	28.8%
52	1070439	933134	-12.8%
51	1026549	1070439	4.3%
50	980152	1026549	4.7%
49	1008777	980152	-2.8%