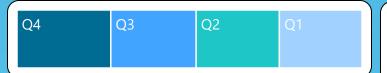
## **Insights Generation Table**





Revenue

57M

Amount

**46M** 

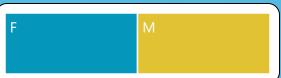
Count

667K

**Total Interest** 

**8M** 





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	Selfemployeed	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%