

Data Analysis for Credit Card Transaction

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Introduction

- Data analysis is the process of systematically applying statistical and logical techniques to describe, condense, recap and evaluate data.
- It's a critical component of many fields including business, science, social sciences and more helping to transform raw data into meaningful insights.

THE DATA ANALYSIS PROCESS



Quick Insight

A quick insights for credit card Transaction

Revenue

57M

Income

588M

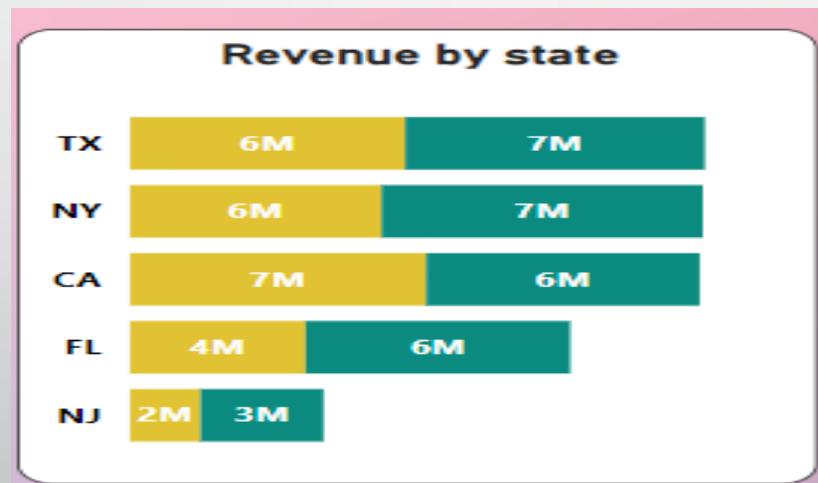
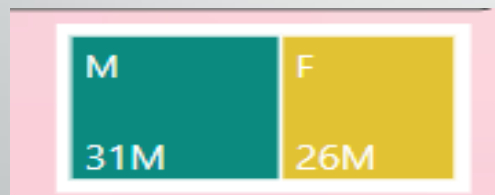
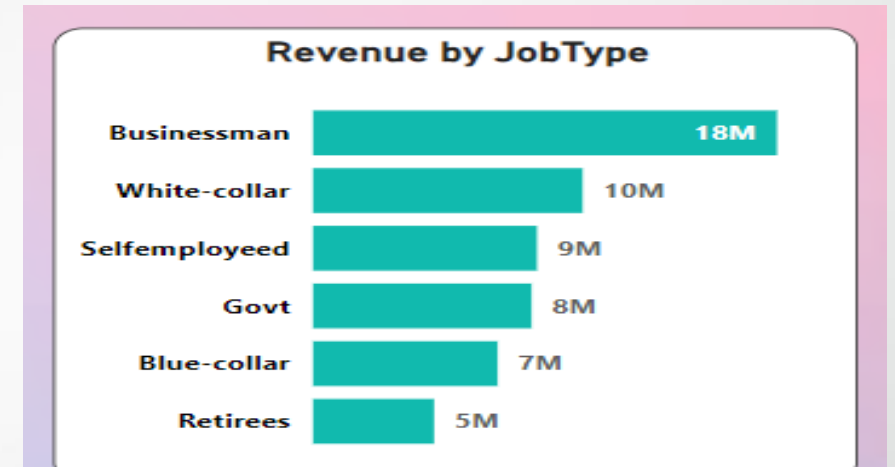
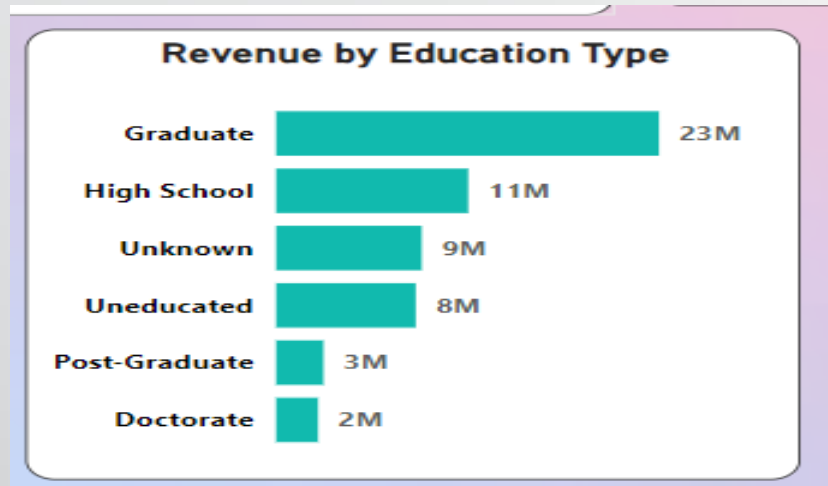
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3.19

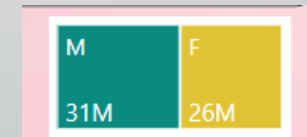
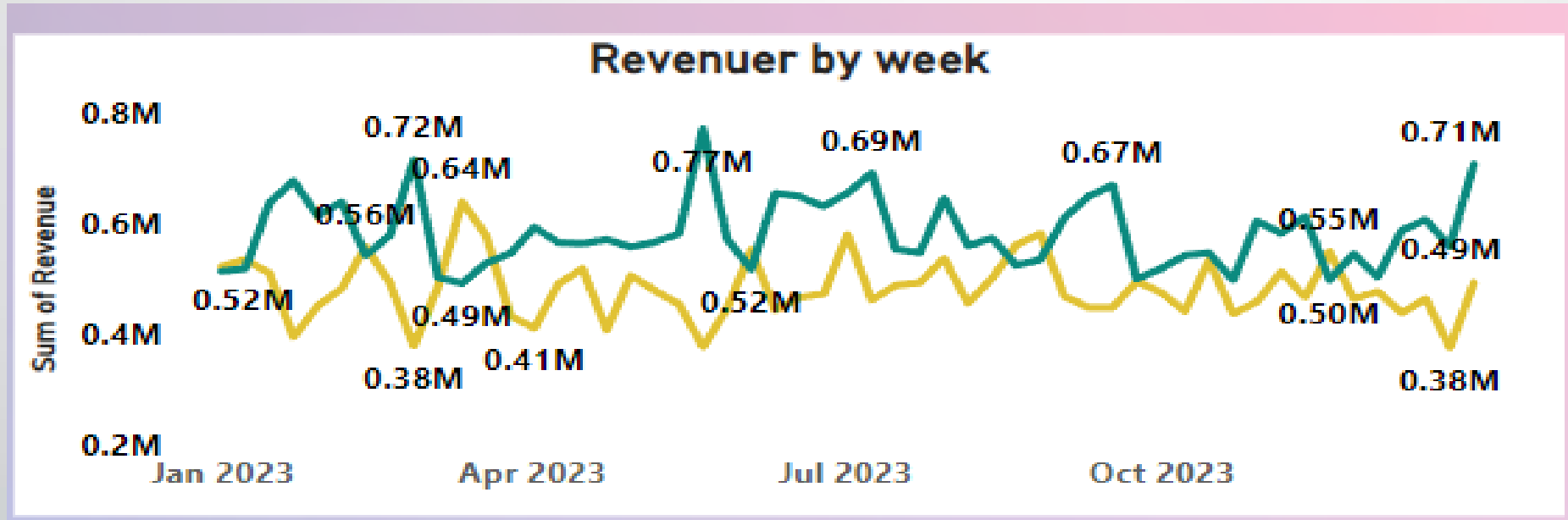
Total Interest

8M

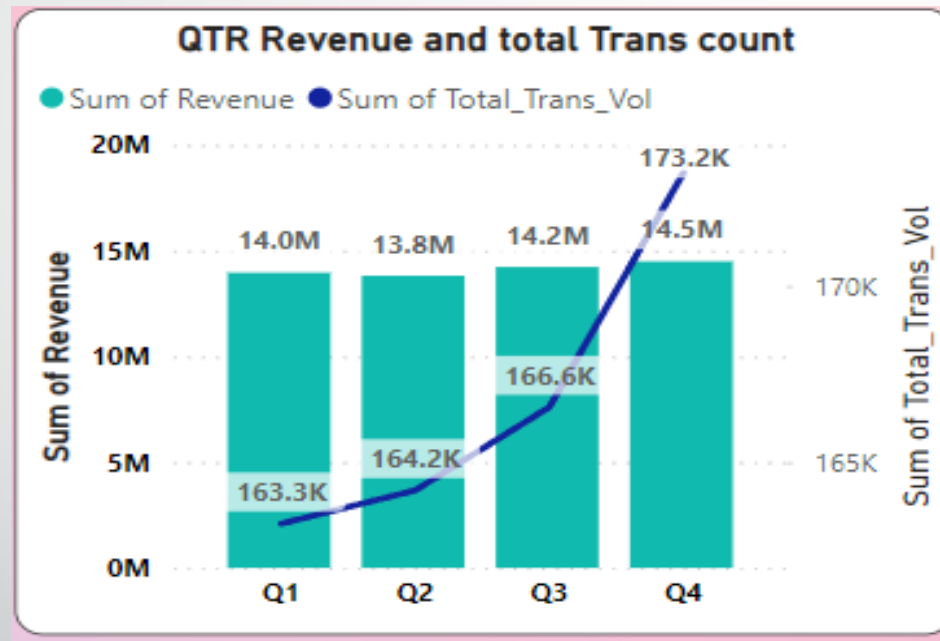
Revenue by Education and Job type & State wise



Revenue by week



Revenue by QTR and transaction count



insight

- Total Revenue Increased 28.8%
- Total Revenue is 57M
- Total Interest is 8M
- Total Transaction amount is 46M
- Total Income is 588M
- Contribution of Male customer is 31M & Female Customer is 26M
- Blue and Silver Credit Card contribution 93.32%

Insight

- Overall Delayed Rate Is 6.06%
- Overall Activation Rate is 57.46%
- Overall Delayed rate by Category wise is Self-Employed is 1.66%
- TX, NY, CY contribution to 73.05%
- Customer satisfaction rate by Job category is Self-Employed is 25.77%



Thank you