Project Insights – Week 53 (31st Dec)

WOW Changes :

* Revenue increased by 28.8%,
* Total Transaction Amount & Count increased by 35% & 3.4%
* Customer count increased by 16.3%

Overview Year To Date :

* Overall revenue is 57M
* Total interest is 8M
* Total transaction amount is 46M
* Male customers are contributing more in revenue 31M, female 26M
* Blue & Silver credit card are contributing to 93% of overall transactions
* TX, NY, CA is contributing to 68% in the total revenue.
* Overall Activation rate is 57.46%
* Overall Delinquent rate is 6.06%