Project Objectives :

* Drive revenue growth by analyzing trends and optimizing high-performing sectors.
* Increase total transaction volume and customer count through data-driven strategies.
* Enhance male and female customer contributions by targeting their specific needs.
* Focus on promoting Blue and Silver credit cards to maximize transaction share.
* Strengthen contributions from top-performing states to sustain overall revenue growth.
* Improve overall activation rate while reducing the delinquency rate through focused initiatives.