\*\* Project Objectives: \*\*

1. Drive revenue growth by analyzing trends and optimizing high-performing sectors.

2. Increase total transaction volume and customer count through data-driven strategies.

3. Enhance male and female customer contributions by targeting their specific needs.

4. Focus on promoting Blue and Silver credit cards to maximize transaction share.

5. Strengthen contributions from top-performing states to sustain overall revenue growth.

6. Improve overall activation rate while reducing the delinquency rate through focused initiatives.