CREDIT CARD TRANSACTION REPORT

| Q4 | Q3 | Q2 | Q1 |

week_start_date
All

Revenue	Total Interest	Amount	Count
56.5M	8.0M	45.5M	667.2K

| F | M |
| Low | Med | High |

Table

Card_category	Sum of Revenue	Sum of Total_trans_amt	Sum of Total_interest_earned
Platinum	1135608	953314	161629
Gold	2533682	2091362	384755
Silver	5659109	4647596	821923
Blue	47188612	37840749	6614173
Total	**56517011**	**45533021**	**7982480**

Qtr Revenue and total_trans_ct

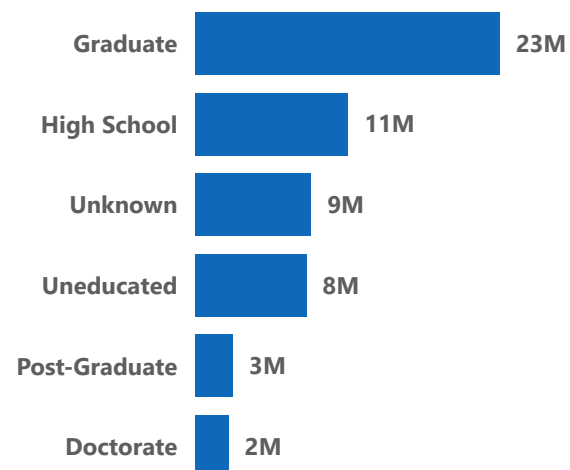● Revenue ● Sum of total_trans_ct

- Q1: 14.0M, 163.3K
- Q2: 13.8M, 164.2K
- Q3: 14.2M, 166.6K
- Q4: 14.5M, 173.2K
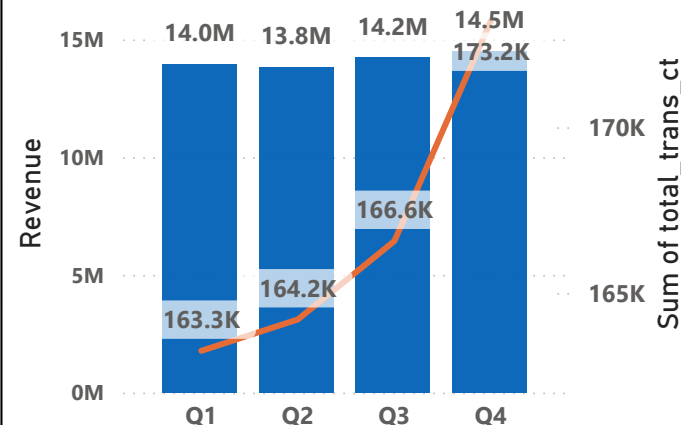
Revenue by Transaction type

- Swipe: 36M
- Chip: 17M
- Online: 4M
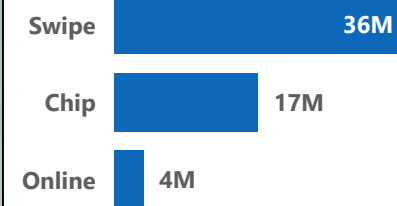
Revenue by Expenditure type

- Bills: 14M
- Entertainment: 10M
- Fuel: 10M
- Grocery: 9M
- Food: 8M
- Travel: 6M
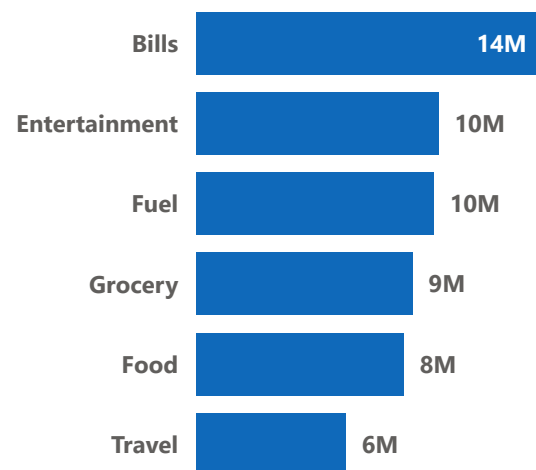
Revenue by Qualification

- Graduate: 23M
- High School: 11M
- Unknown: 9M
- Uneducated: 8M
- Post-Graduate: 3M
- Doctorate: 2M

Revenue by Occupation

- Businessman: 18M
- White-collar: 10M
- Selfemployeed: 9M
- Govt: 8M
- Blue-collar: 7M
- Retirees: 5M
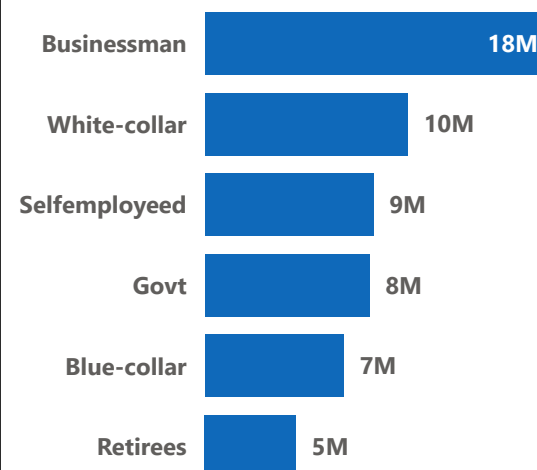
Revenue by Card Category

- Blue: 47M
- Silver: 6M
- Gold: 3M
- Platinum: 1M
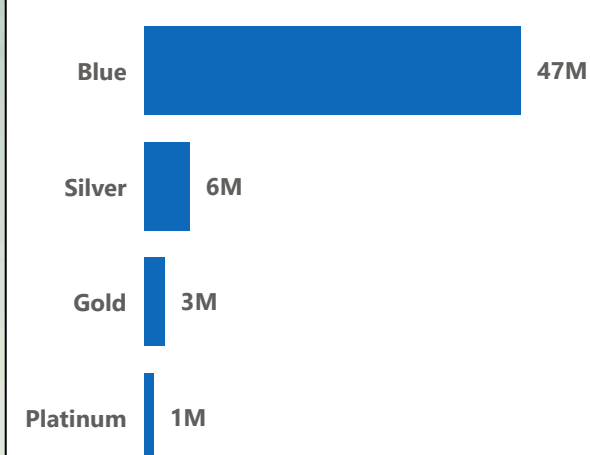
CREDIT CARD CUSTOMER REPORT

| Q4 | Q3 | Q2 | Q1 |

week_start_date ⌄

All ⌄

Revenue	Total Interest	Average Income	CSS
56.5M	8.0M	57.1K	3.19

Revenue by Week
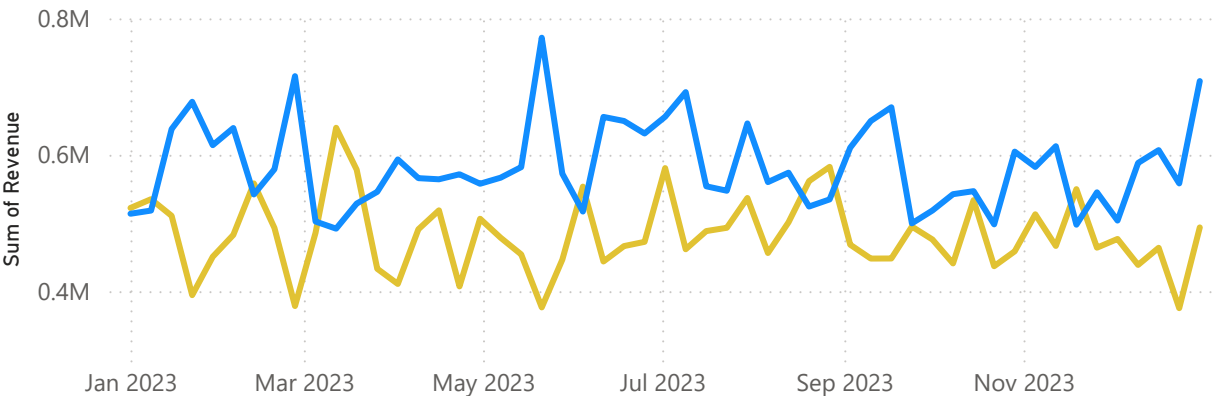
Revenue by Age group

gender ● F ● M

Age	F	M
60+		
50-60	9M	10M
40-50	11M	14M
30-40	4M	6M
20-30		
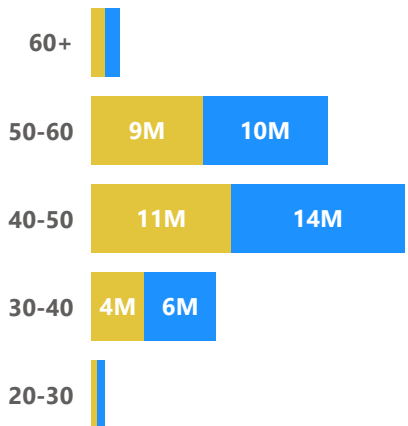
| F | M |

| Swipe | Online | Chip |

Personal_loans

60+ 5.28%
30-40 18.23...
40-50 44.75%
50-60 29.61%

Age Group
● 40-50
● 50-60
● 30-40
● 60+
● 20-30
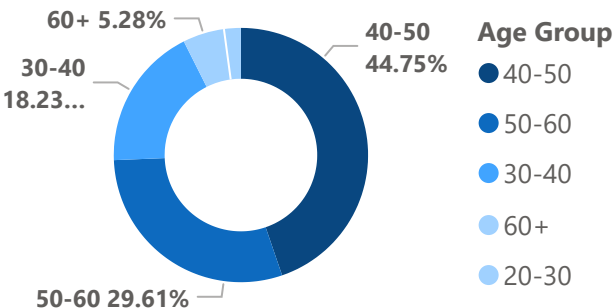
Top 5 Revenue by states

gender ● F ● M

	F	M
TX	6M	7M
NY	6M	7M
CA	7M	6M
FL	4M	6M
NJ		3M
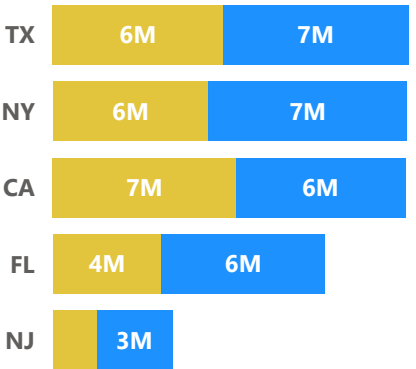
Revenue by Marital status

gender ● F ● M

	F	M
Married	13M	16M
Single	11M	13M
Unknown		
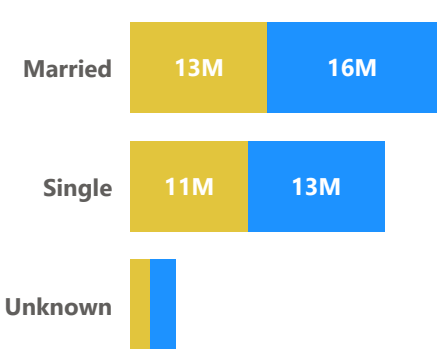
Revenue by Income group

gen... ● F ● M

	F	M
High	7M	23M
Med	8M	8M
Low	10M	
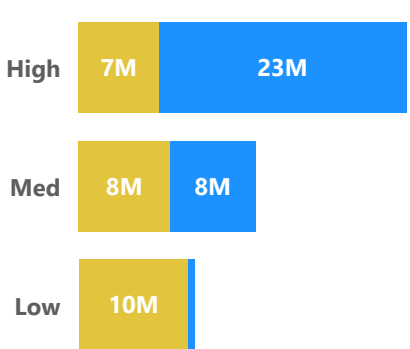
Revenue by Dependent

gender ● F ● M

	F	M
4	4M	5M
	7M	9M
2	7M	8M
	5M	5M
0		2M

Customer Acquisation cost

gender ● F ● M

	F	M
Graduate	0.23M	0.17M
High School		
Unknown		
Uneducated		
Post-Graduate		
Doctorate		

Revenue Generated

	Blue	
Blue	26M	21M
Silver		
Gold		
Platinum		

20M   40M