

Credit Card Weekly Status Report

Project Insights- Week 52

WoW change:

- Revenue decreased by 12.8%,
- Total Transaction Amt & Count decreased by 13.5% & 11%
- Customer count decreased by 15.9% Overview

YTD:

- Overall revenue is 55M
- Total interest is 7.84M
- Total transaction amount is 45M
- Male customers are contributing more to revenue 30M, female 25M
- Blue & Silver credit card are contributing to 93.51% of overall transactions
- TX, NY & CA is contributing to 68.99%
- Overall Activation rate is 57.47%
- Overall Delinquent rate is 6.07%