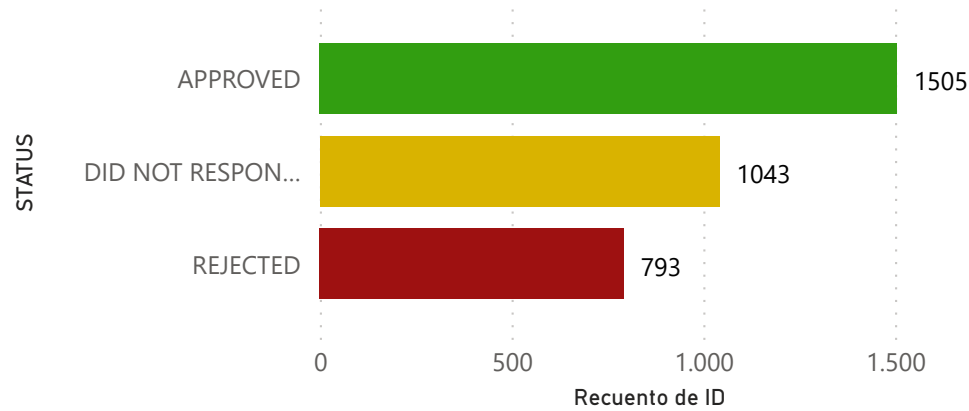




OPERATIONS

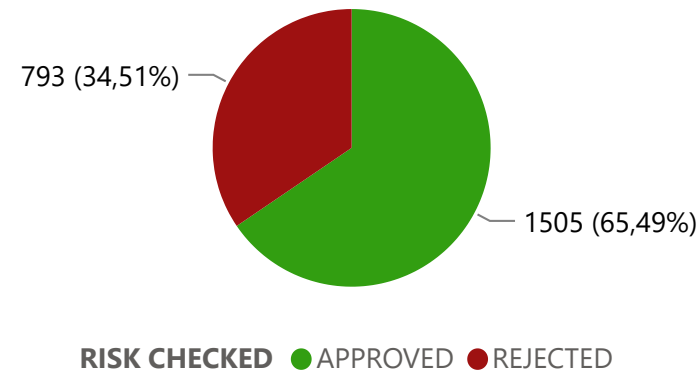
3341

TOTAL PEOPLE REACHED



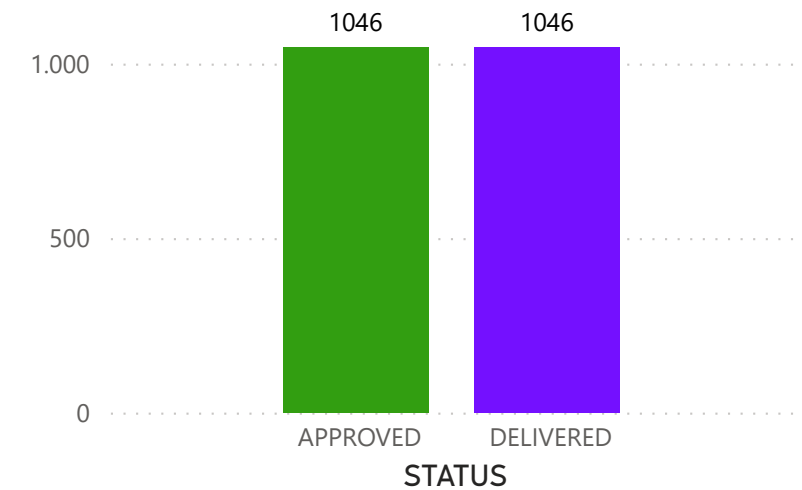
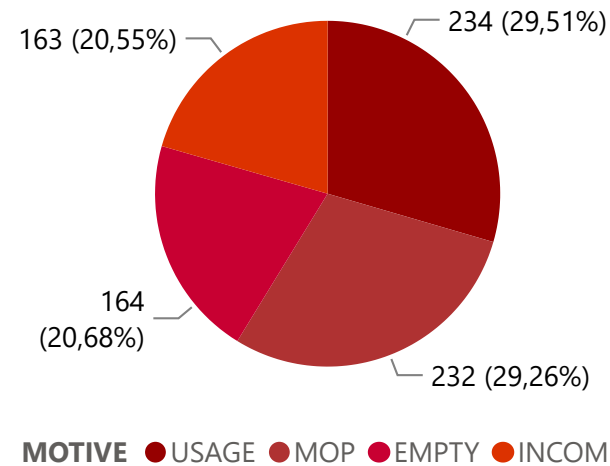
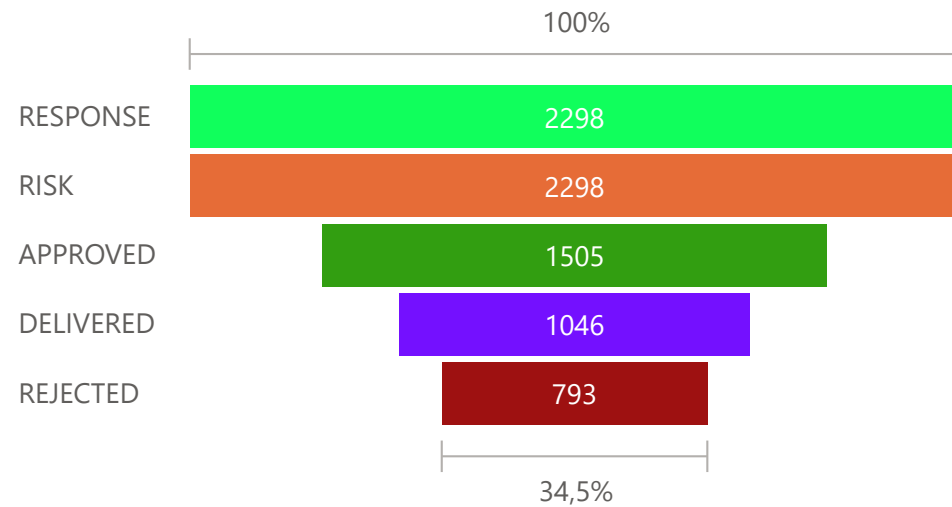
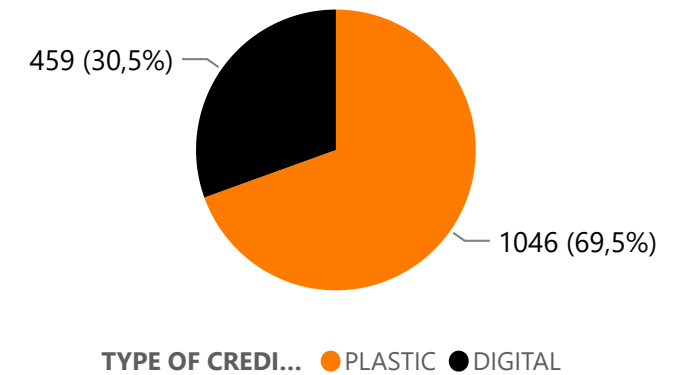
2298

CUSTOMERS CHECKED ON RISK MODEL



1505

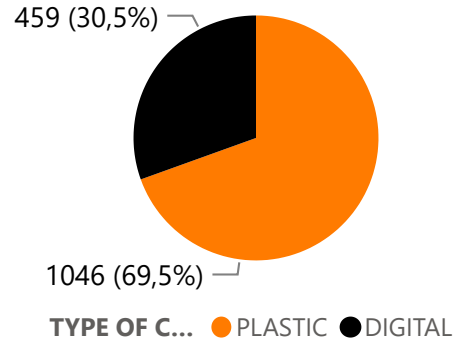
APPROVED CUSTOMERS





FINANCE

TYPE OF CREDIT CARD



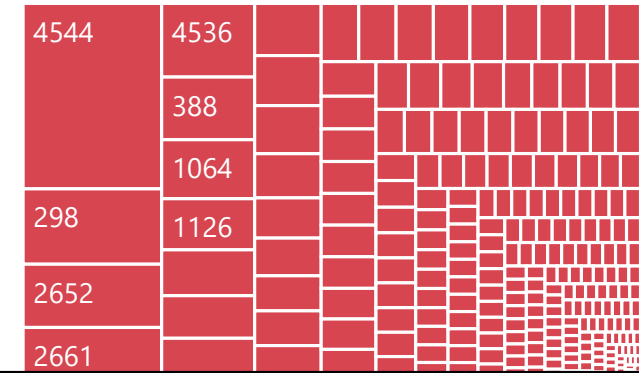
APROVED CUSTOMERS

1505

APROVED CUSTOMERS WITH 0 CREDIT GRANTED

4

NEGATIVE CREDIT BALANCE VS ID



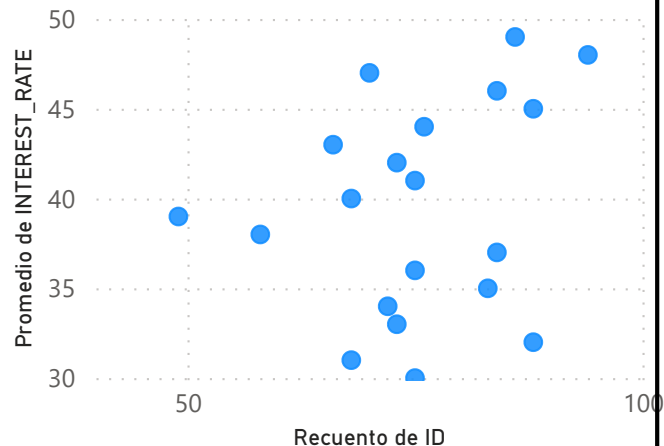
Min INTEREST RATE Max INTEREST RATE

30 49

Avg INTEREST RATE

39,70

OF CUSTOMERS PER INTEREST RATE



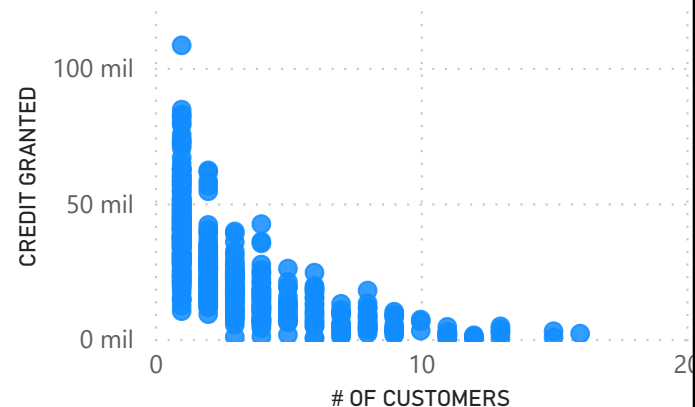
Min CREDIT GRANTED Max CREDIT GRANTED

0 108 mil

Avg CREDIT GRANTED

14,48 mil

OF CUSTOMERS PER AMOUNOF CREDIT GRANTED



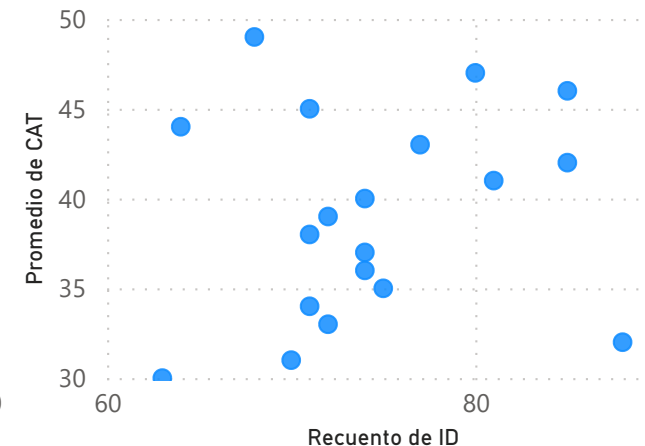
Min ANNUAL COST OF CREDIT APPROVED Max ANNUAL COST OF CREDIT APPROVED

30 49

Avg ANNUAL COST OF CREDIT APPROVED

39.66

OF CUSTOMERS PER INTEREST RATE



AVG ACTIVE CUSTOMER TRANSACTION Avg TRANSACTION PER COSTUMER \$

3.01 2.07 mil

Avg AVAILABLE CREDIT BALANCE COSTUMERS WITH NEGATIVE BALANCE

9,44 mil 273

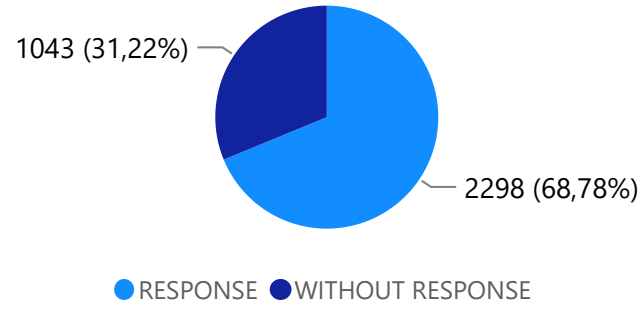
OF CUSTOMERS PER INTEREST RATE

D	BALANCE	CREDIT GRANTED	Sum Tl
4544	-410.867,72	2600	
298	-166.974,06	2800	
2652	-140.119,00	11800	
2661	-114.850,33	9100	
4536	-109.500,85	4500	
388	-93.166,68	5700	
1064	-87.731,15	24500	
1126	-75.991,56	19800	
Total	14.209.221,81	21792100	

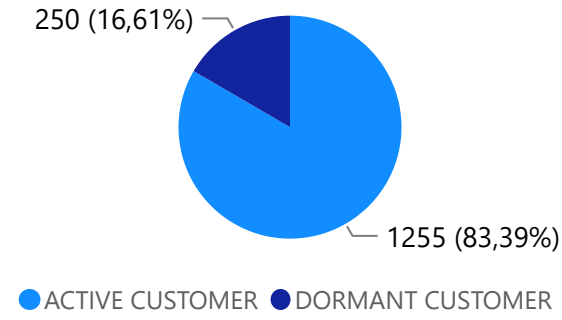


GROWTH - PRODUCT - CUSTOMER SERVICE

RESPONSE TO MARKETING CAMPAING

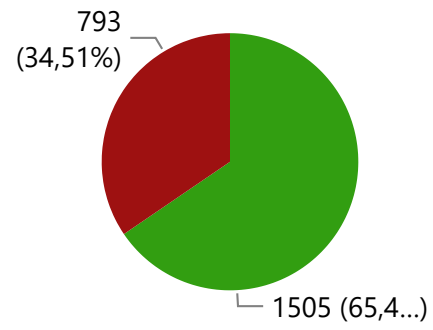


ACTIVE VS DORMANT CUSTOMER



NPS

-90,06



1505
APPROVED CUSTOMERS

14 bill.
Sum TOTAL TRANSACTIONS \$

RISK ... ● APPROVED ● REJECTED

CUSTOMERS WITHOUT RESPONSE

ID	STATUS
2	WITHOUT RESPONSE
3	WITHOUT RESPONSE
10	WITHOUT RESPONSE
12	WITHOUT RESPONSE
30	WITHOUT RESPONSE
38	WITHOUT RESPONSE
43	WITHOUT RESPONSE
46	WITHOUT RESPONSE
56	WITHOUT RESPONSE

CUSTOMERS WITH NEGATIVE BALANCE

273

TOTAL TRANSACTIONS

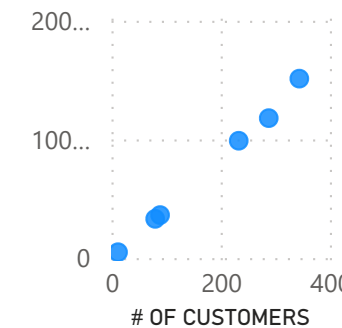
3773

ID	STATUS	CREDIT GRANTED
5	DORMANT CUSTOMER	15900
8	DORMANT CUSTOMER	3300
14	DORMANT CUSTOMER	2700
16	DORMANT CUSTOMER	10700
19	DORMANT CUSTOMER	21200
26	DORMANT CUSTOMER	14900
29	DORMANT CUSTOMER	51600
44	DORMANT CUSTOMER	13200
45	DORMANT CUSTOMER	13000
Total		3596100

APROVED CUSTOMERS WITH 0 CREDIT GRANTED

4

OF CUSTOMERS & ZIP CODE PER DELIVERY_SCORE



ID	CP	DELIVERY_SCORE
5	53100	0
8	11560	2
14	11560	4
16	11560	2
19	11560	0
26	44100	3
29	11560	2
45	53100	2
Total		7268520
		355

CUSTOMERS R

