

CREDIT CARD TRANSACTION REPORT

Revenue

55M

Total Interest

8M

Amount

45M

Count

656K

card_category	Sum of Revenue	Sum of total_trans_amt	Sum of interest_earned
Blue	46139398	36957875	6495888
Gold	2454072	2024078	373784
Platinum	1135608	953314	161629
Silver	5586332	4586746	812081
Total	55315410	44522013	7843382



Week_Start_Date

All

F

M

Silver

Blue

Gold

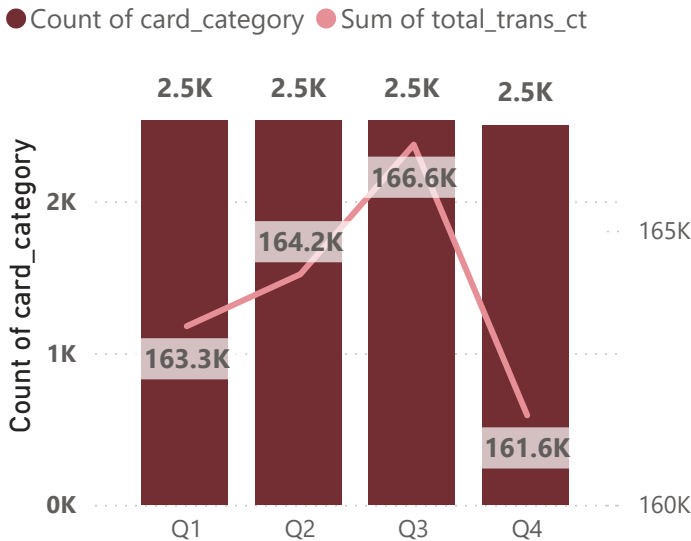
Platinum

Med

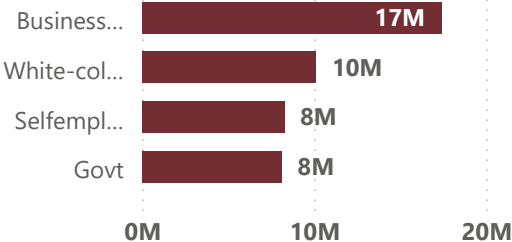
High

Low

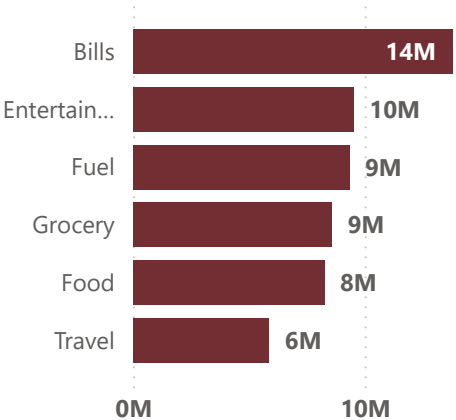
QTR Revenue & Transaction Count



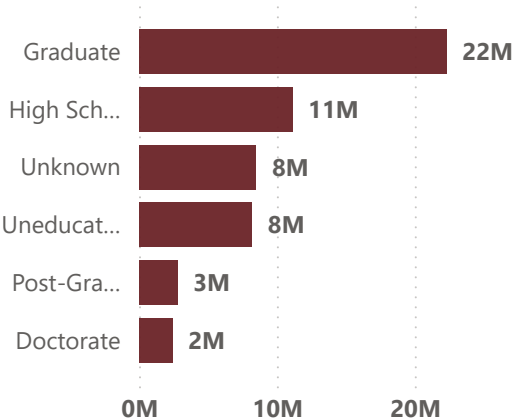
Revenue by Customer Job



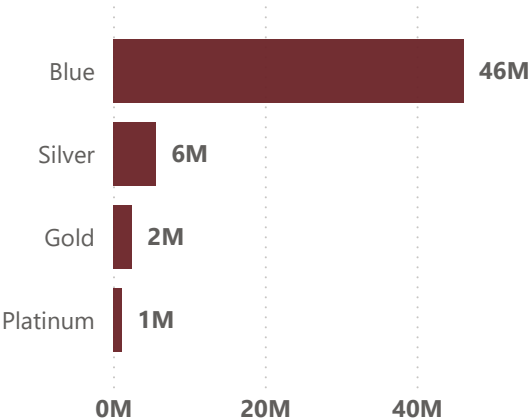
Revenue by Expenditure Type



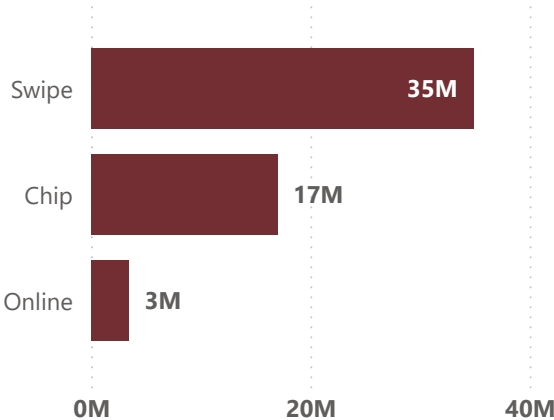
Revenue by Education



Customer Acq Cost



Revenue by Use Chip



CREDIT CARD CUSTOMER REPORT

Revenue

55M

Total Interest

8M

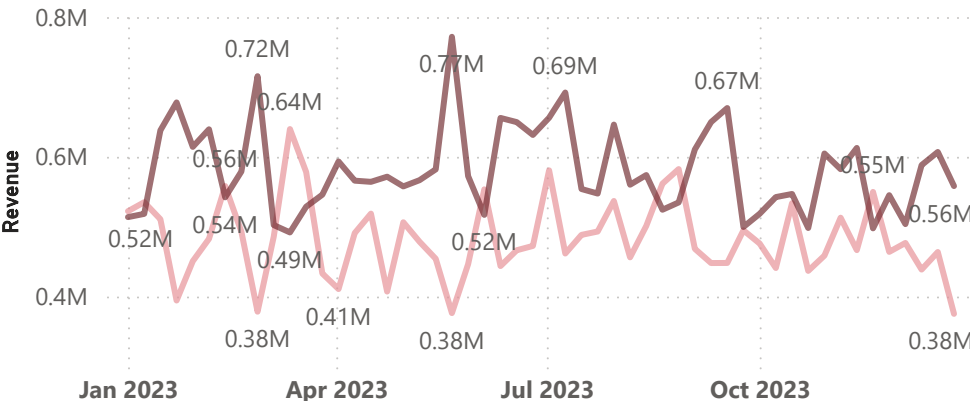
Income

576M

CSS

3.19

Revenue vs Gender



Q4

796.68M

Q3

734.04M

Q2

715.38M

Q1

710.63M

Week_Start_Date

All

M

30M

F

25M

Silver

Blue

Gold

Platinum

Swipe

Online

Chip

Age Group

20-30

30-40

40-50

50-60

60+

unkn...

4M

5M

11M

14M

9M

10M

customer_job

Sum of Revenue

Sum of interest_earned

Sum of income

Businessman

17387832

2539390

186959919

White-collar

10114656

1441074

103930055

Selfemployeed

8261758

1119742

75313288

Govt

8111701

1160016

88773989

Blue-collar

6904279

952801

72262158

Retirees

4535184

630359

48675030

Total

55315410

7843382

575914439

Top 5 states

TX

6M

7M

NY

6M

7M

CA

7M

6M

FL

4M

6M

NJ

2M

3M

Marital status

Married

13M

15M

Single

11M

12M

Unknown

Salary Group

High

7M

22M

Med

18M

8M

Low

Dependent Count

4

4M

5M

2

7M

8M

0

2M

2M

Education Level

Gradua...

10M

12M

High S...

5M

6M

Unkno...

4M

4M

Unedu...

4M

4M

Post-G...

Doctor...