



CREDIT CARD TRANSACTION REPORT

Q4

Q2

Q3

Q1

Total Revenue

56.5M

Total Interest

8.0M

Transaction Amount

45.5M

Transaction Count

667.2K

F

M

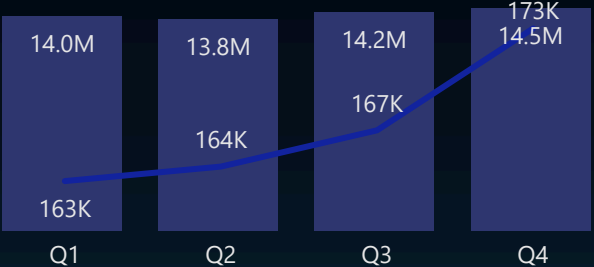
Week_Start_Date

All

Card_Category	Sum of Revenue	Sum of Interest_Earned	Sum of Annual_Fees
Blue	4,71,88,611.62	66,14,172.62	2733690
Gold	25,33,682.16	3,84,755.16	57565
Platinum	11,35,608.05	1,61,629.05	20665
Silver	56,59,108.98	8,21,922.98	189590
Total	5,65,17,010.81	79,82,479.81	3001510

Revenue and Total_Trans_count by Qtr

Sum of Revenue Sum of Total_Trans_Vol

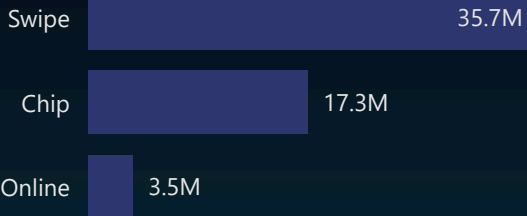


High

Low

Med

Revenue by Use Chip



Revenue by Customer_Job



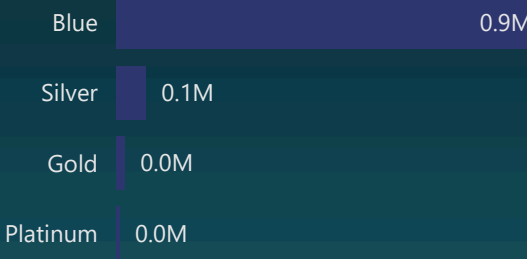
Revenue by Exp Type



Revenue by Education_Level



customer Acquisiton Cost



CREDIT CARD CUSTOMER REPORT

Total Revenue

56.5M

Total Interest

8.0M

Transaction Amount

587.6M

Transaction Count

3.2

Q4

Q2

Q3

Q1

M

30.93M

F

25.59M

Week_Start_Date

All

Customer_Job	Sum of Revenue	Sum of Total_Trans_Vol	Sum of Income
Blue-collar	70,40,606.42	97122	73516911
Businessman	1,76,97,472.01	156978	190350431
Govt	83,35,533.84	106680	90834727
Retirees	46,17,448.22	65570	49619308
Selfemployed	85,42,826.40	127429	77659931
White-collar	1,02,83,123.92	113455	105618475
Total	5,65,17,010.81	667234	587599783

High

Low

Med

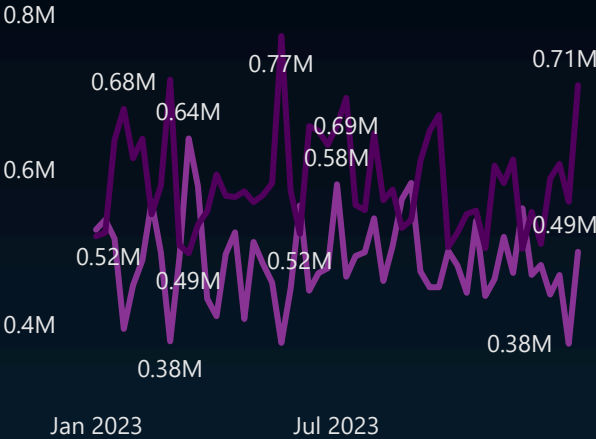
Blue

Gold

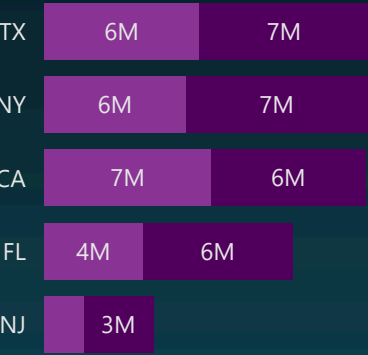
Platinum

Silver

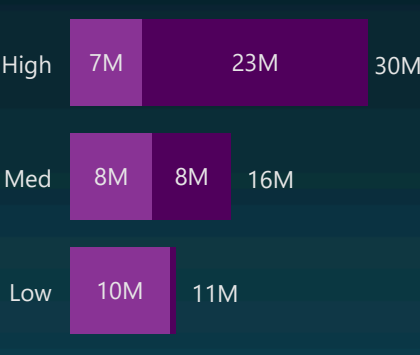
Revenue VS Gender



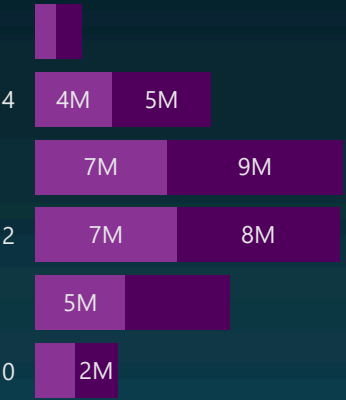
Revenue by state



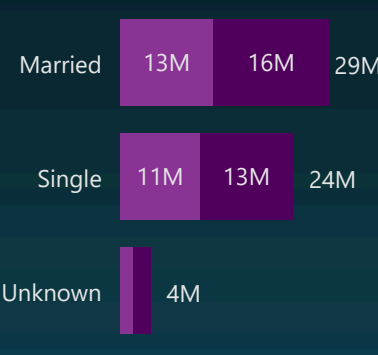
Revenue by income



Revenue by dependent



Revenue by marital



Revenue by education

