

Credit Card Customer Report

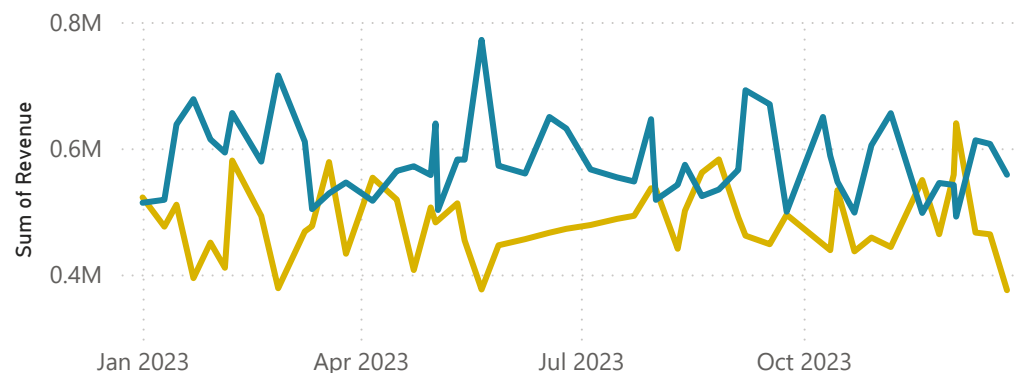
Total
Revenue
55M

Total Income
576M

Total
Interest
7.8M

CSS
3.2

Revenue by Week



Q4

Q3

Q2

Q1

Week_Start_Date

All

Silver

Blue

Gold

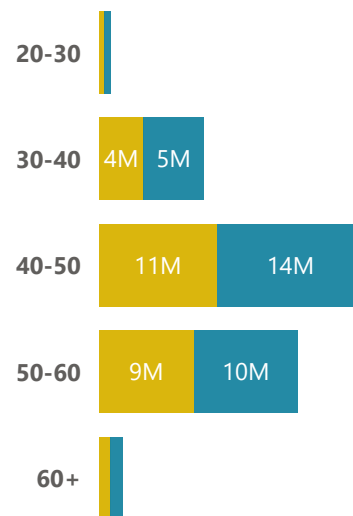
Platinum

Med

Low

High

Age Group



M

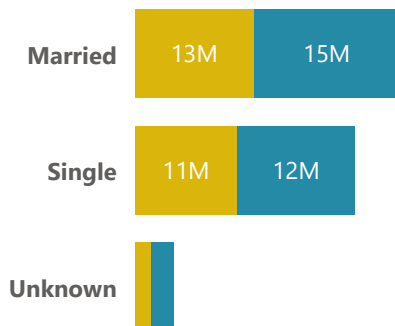
F

30M

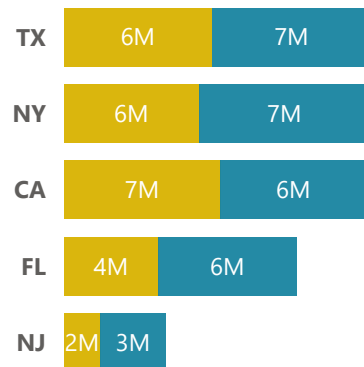
25M

Customer_Job	Sum of Revenue	Sum of Income	Sum of Interest_Earned
Blue-collar	6904279	72262158	952801
Businessman	17387832	186959919	2539390
Govt	8111701	88773989	1160016
Retirees	4535184	48675030	630359
Selfemployeed	8261758	75313288	1119742
White-collar	10114656	103930055	1441074
Total	55315410	575914439	7843382

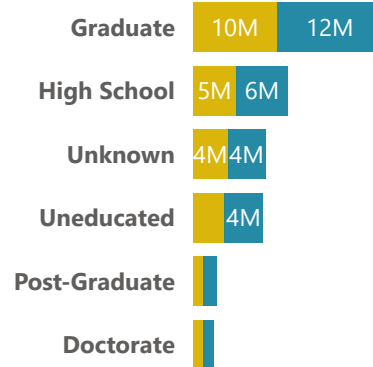
Marital status



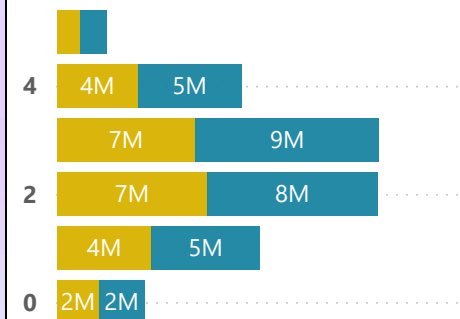
Top 5 states



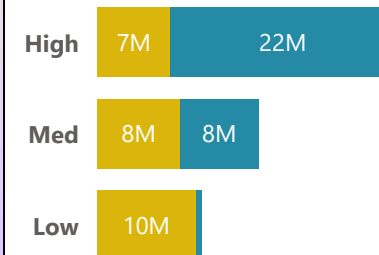
Education Level



Dependent count



Salary Group



Credit Card Transaction Report

Q4

Q3

Q2

Q1

Week_Start_Date

All

Total
Revenue

55M

Transaction
amount

45M

Total
Interest

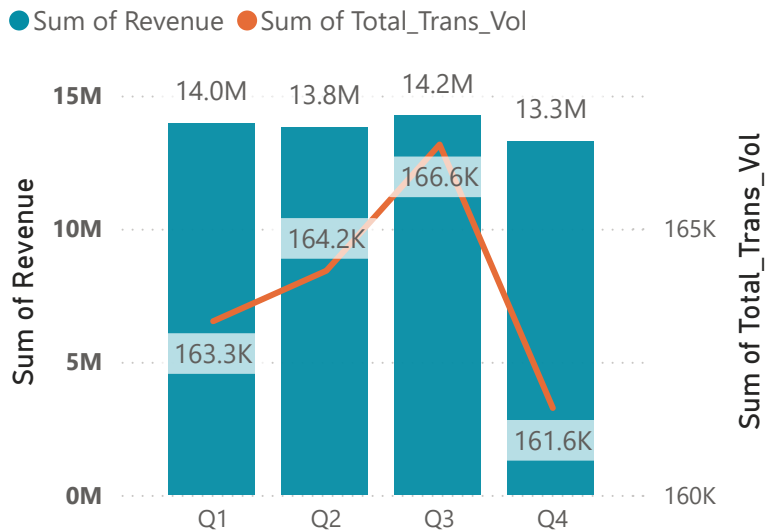
7.8M

Transaction
count

656K

Card_Category	Sum of Revenue	Sum of Total_Trans_Amt	Sum of Interest_Earned
Blue	46139398	36957875	6495888
Silver	5586332	4586746	812081
Gold	2454072	2024078	373784
Platinum	1135608	953314	161629
Total	55315410	44522013	7843382

QTR Revenue and total transaction volume



F

M

Silver

Blue

Gold

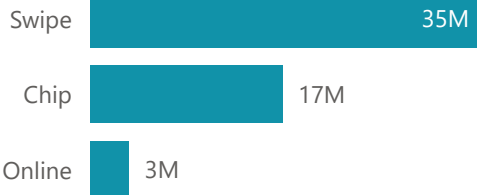
Platinu...

Med

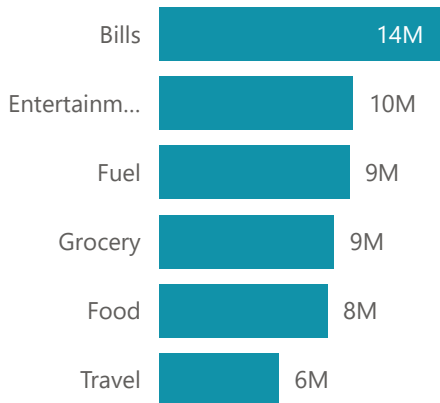
Low

High

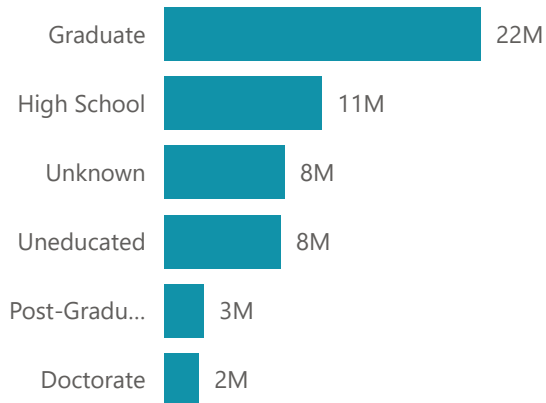
Revenue by use chip



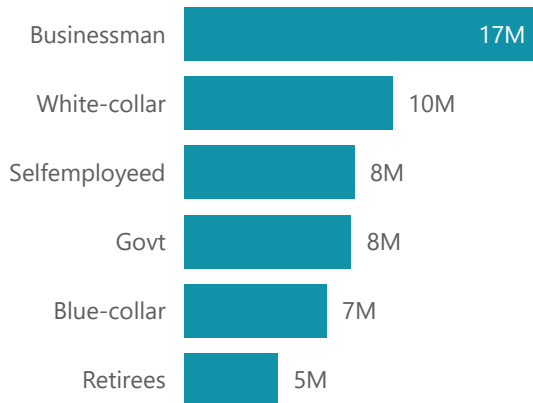
Revenue by Expenditure Type



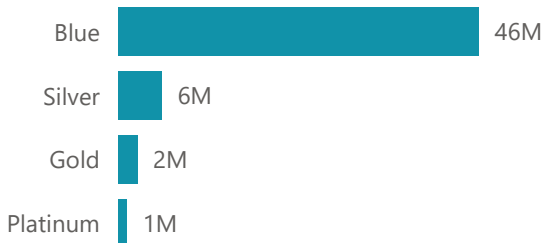
Revenue by Education



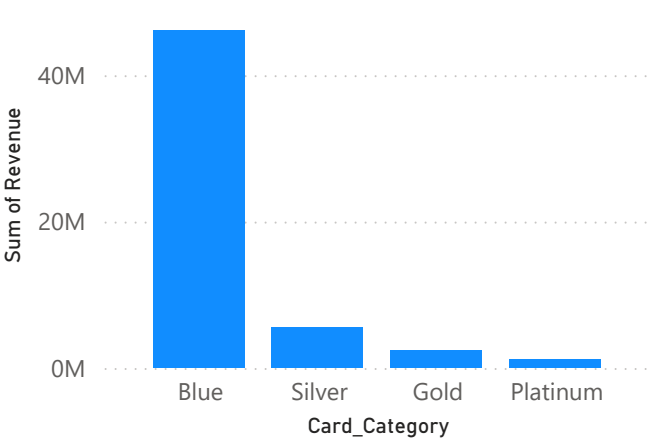
Revenue by Customer Job



Customer Acq cost



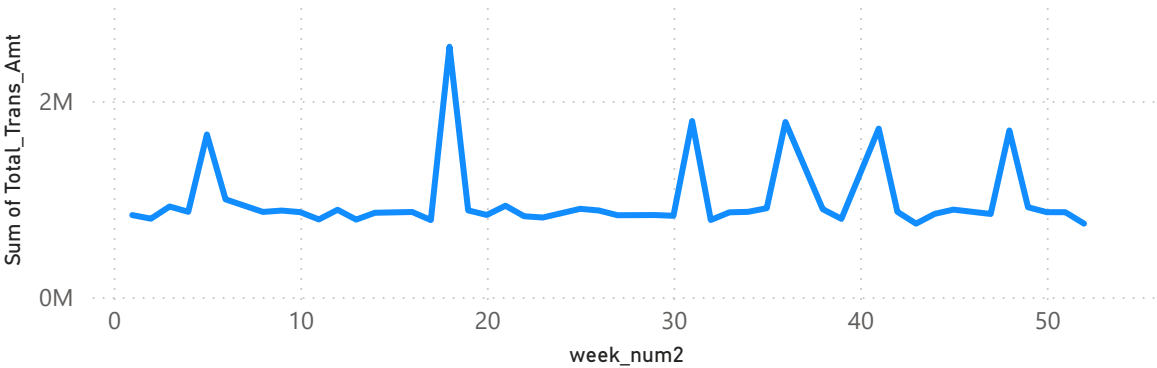
Sum of Revenue by Card_Category



week_num2	previous_week_revenue	current_week_revenue	week_revenue
52	1,070,439.10	933,134.43	-0.13
51	1,078,915.24	1,070,439.10	-0.01
50	1,131,280.79	1,078,915.24	-0.05
49	2,108,685.99	1,131,280.79	-0.46
48	1,047,120.33	2,108,685.99	1.01
47		1,047,120.33	
45	1,063,063.37	1,099,070.02	0.03
44	934,631.07	1,063,063.37	0.14

Delinquent_Acc	%GT Count of Delinquent_Acc
0	93.93%
1	6.07%
Total	100.00%

Sum of Total_Trans_Amt by week_num2



Activation_30_Days	Blue-collar	Businessman	Govt	Retirees	Selfemployed	White-collar	Total
0	6.70%	7.96%	6.35%	4.23%	10.68%	6.60%	42.53%
1	8.92%	10.84%	8.74%	5.52%	14.79%	8.66%	57.47%
Total	15.62%	18.81%	15.09%	9.75%	25.47%	15.26%	100.00%