



Credit Card Transaction Report

Total Revenue

\$57M

Total Transaction

\$46M

Total Intrest

\$7.98M

Transaction count

\$667K

Week Start Date

All

Q4

Q3

Q2

Q1

Low

Med

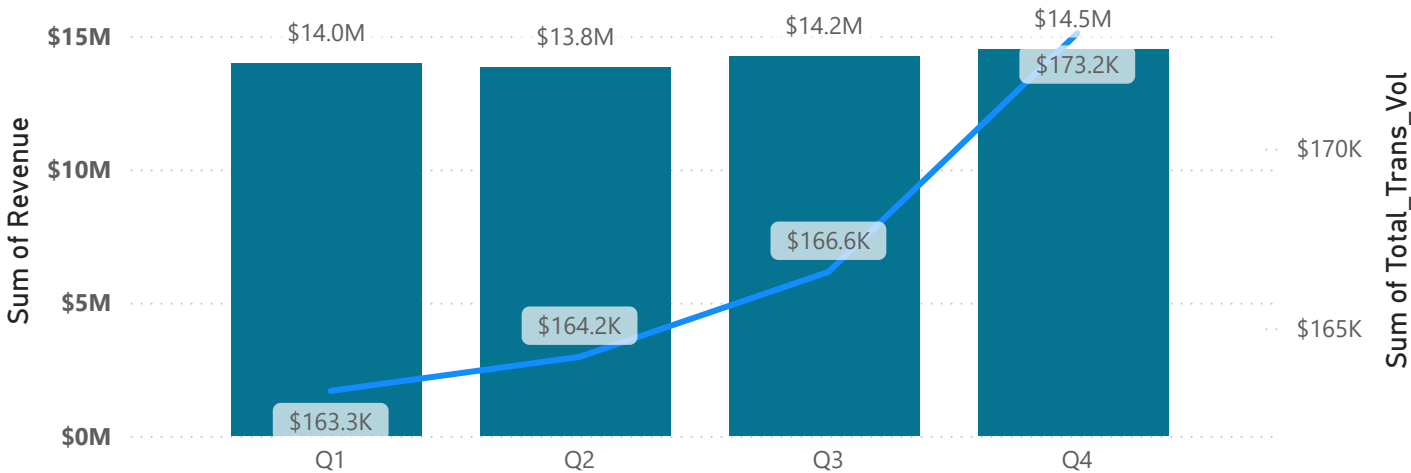
High

F

M

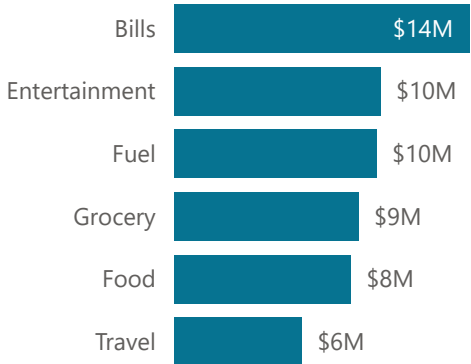
QTR Revenue and Total Transaction Count

Sum of Revenue Sum of Total_Trans_Vol

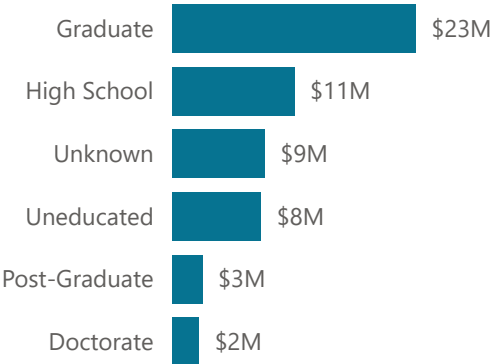


Card_Category	Sum of Revenue	Sum of Total_Trans_Amt	Sum of Interest_Earned
Blue	\$4,71,88,612	\$3,78,40,749	\$66,14,172.62
Gold	\$25,33,682	\$20,91,362	\$3,84,755.16
Platinum	\$11,35,608	\$9,53,314	\$1,61,629.05
Silver	\$56,59,109	\$46,47,596	\$8,21,922.98
Total	\$5,65,17,011	\$4,55,33,021	\$79,82,479.81

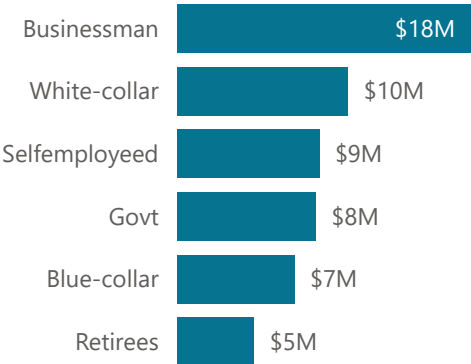
Revenue by Expenditure_Type



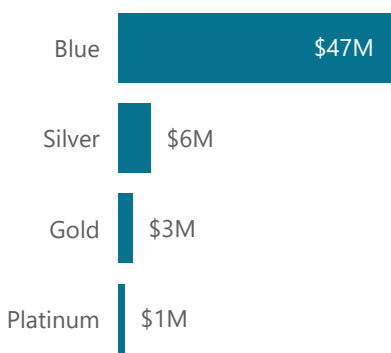
Revenue by Education Level



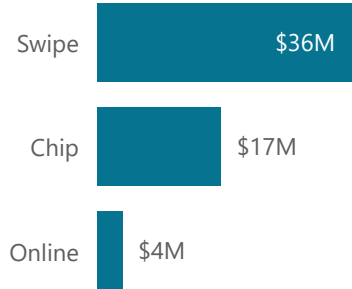
Revenue by Customer Job



Revenue by Card Category



Revenue by Transaction Type



Credit Card Customer Report

Total Revenue

\$57M

Income

588M

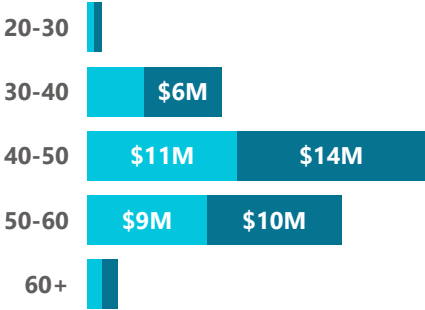
Total Intrest

\$7.98M

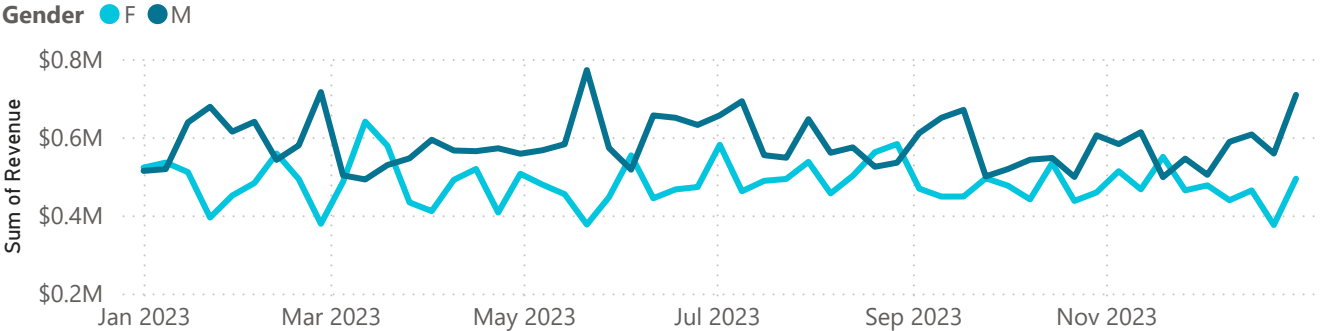
CSS

3.19

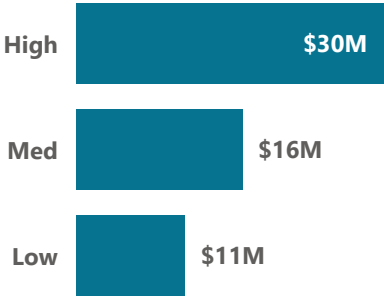
Revenue by Age Group



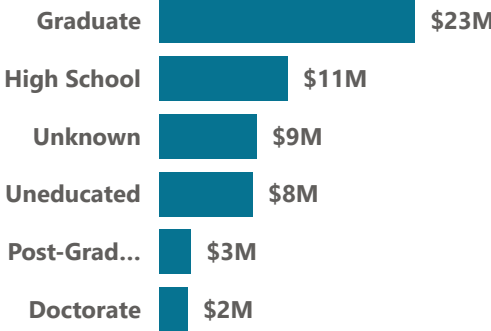
Revenue by Week



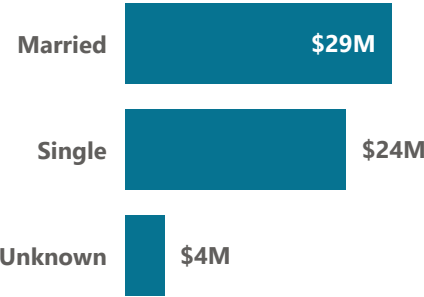
Revenue by Income Group



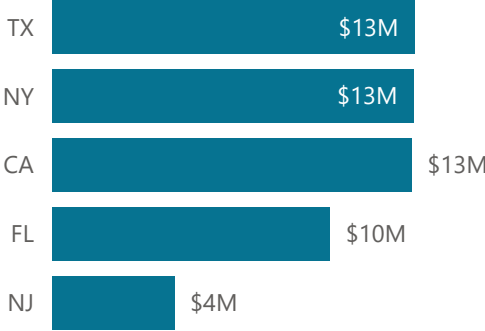
Revenue by Education Level



Revenue by Marital Status



Top 5 States



Q4

Q3

Q2

Q1

Swipe

Online

Chip

M

\$31M

F

\$26M

Week Start Date

All

Customer_Job	Sum of Income	Sum of Revenue	Sum of Interest_Earned
Blue-collar	73516911	\$70,40,606	\$9,67,751.42
Businessman	190350431	\$1,76,97,472	\$25,84,604.01
Govt	90834727	\$83,35,534	\$11,82,230.84
Retirees	49619308	\$46,17,448	\$6,41,692.22
Selfemployeed	77659931	\$85,42,826	\$11,41,510.40
White-collar	105618475	\$1,02,83,124	\$14,64,690.92
Total	587599783	\$5,65,17,011	\$79,82,479.81

Project Overview

- Revenue increased by **28.8%**
- **Overall revenue:** 57M
- **Total interest:** 8M
- **Total transaction amount:** 46M
- **Male customers** contributed **31M** in revenue, while **female customers** contributed **26M**
- **Blue & Silver credit cards** are responsible for **93%** of all transactions
- **TX, NY, & CA** contributed to **68%** of total transactions
- **Overall activation rate:** 57.5%
- **Overall delinquent rate:** 6.06%