

Week Start Date

All

Q4

Q3

Q2

Q1

Credit Card Transactional Insights

Transaction
Count

667K

Total Interest

8M

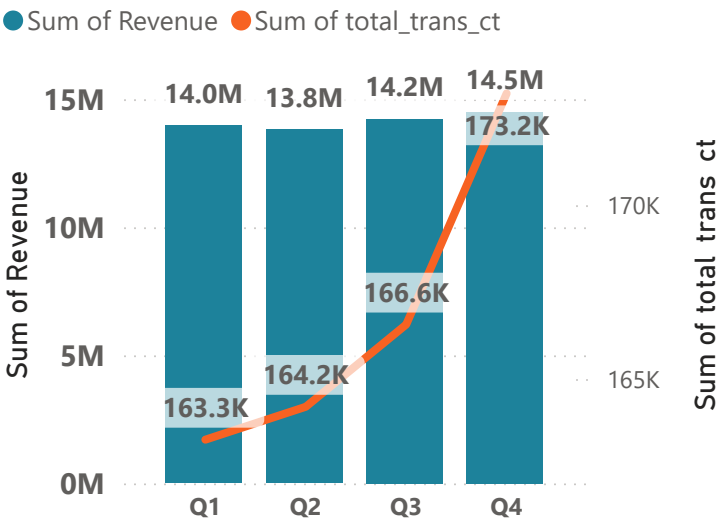
Transaction
Amount

46M

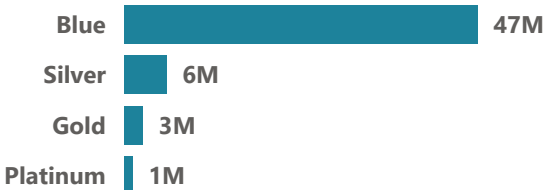
Total Revenue

57M

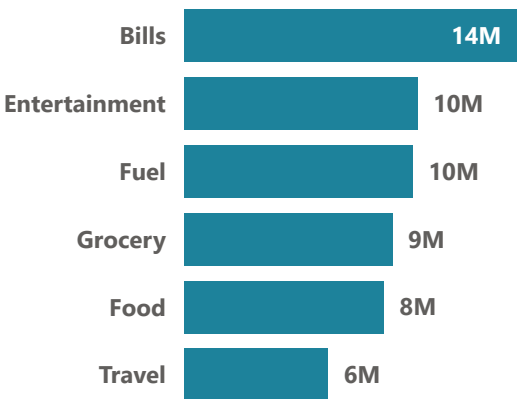
QTR Revenue and Transaction Count



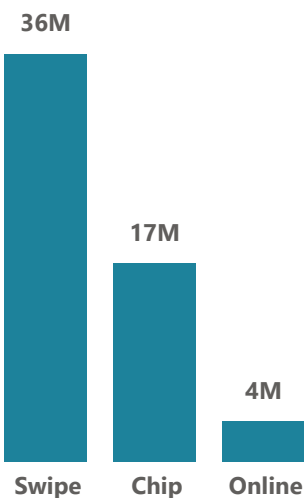
Revenue by Card Category



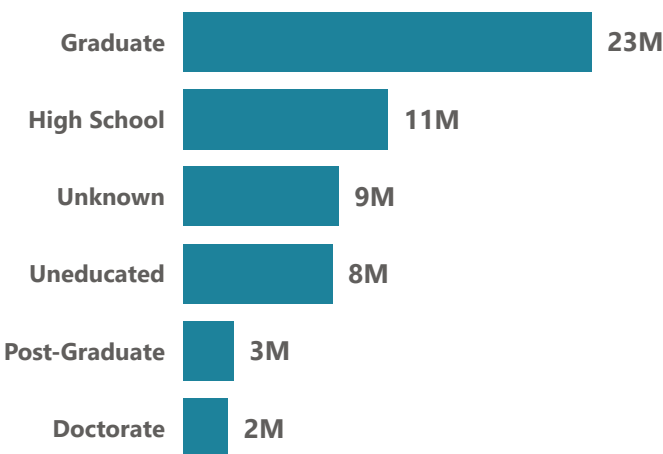
Revenue by Expenditure Type



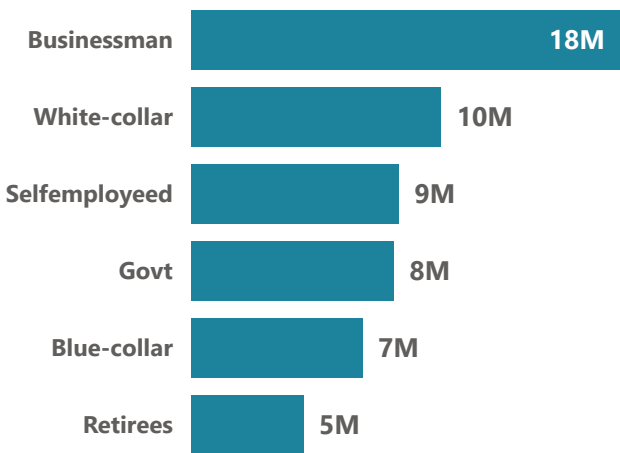
Revenue by Use Chip



Revenue by Education Level



Revenue by Customer Job



card_category	Sum of Revenue	Sum of total_trans_amt	Sum of interest_earned
Blue	47188612	37840749	6614173
Silver	5659109	4647596	821923
Gold	2533682	2091362	384755
Platinum	1135608	953314	161629
Total	56517011	45533021	7982480

Week Start Date

All

Q4	Q3	Q2	Q1
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Gold	Blue
Silver	Platinum

Swipe	Chip
Online	

M	F
31M	26M

customer_job	Sum of Revenue	Sum of interest_earned	Sum of income
Businessman	17697472	2584604	190350431
White-collar	10283124	1464691	105618475
Selfemployeed	8542826	1141510	77659931
Govt	8335534	1182231	90834727
Blue-collar	7040606	967751	73516911
Retirees	4617448	641692	49619308
Total	56517011	7982480	587599783

Credit Card Customer Insights

Revenue

57M

Income

588M

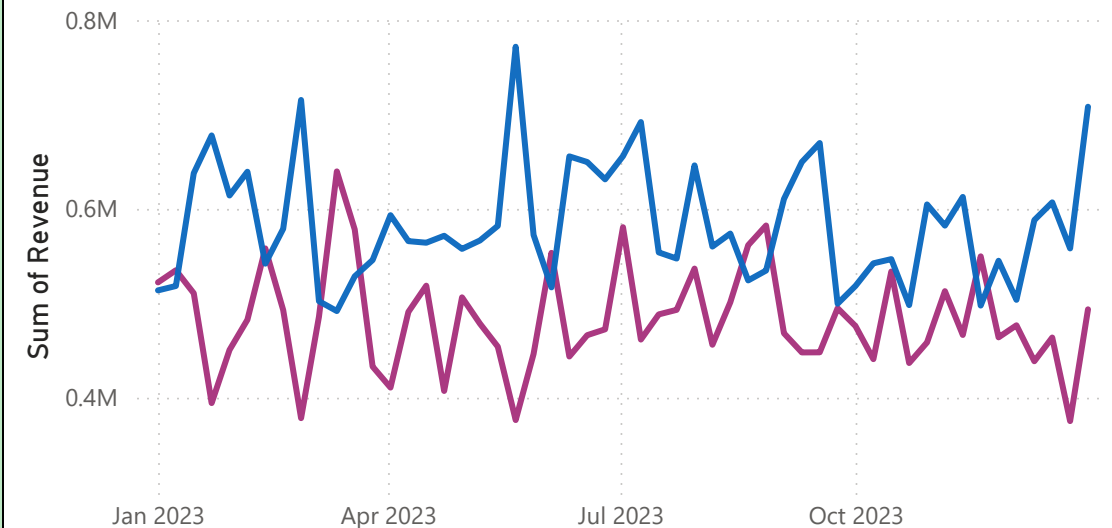
Total Interest

8M

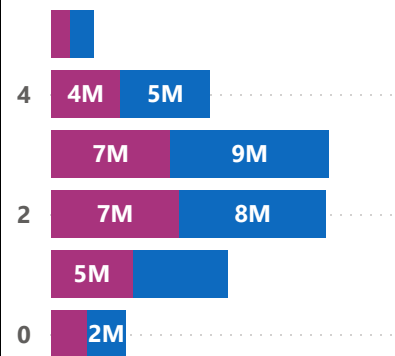
CSS

3.19

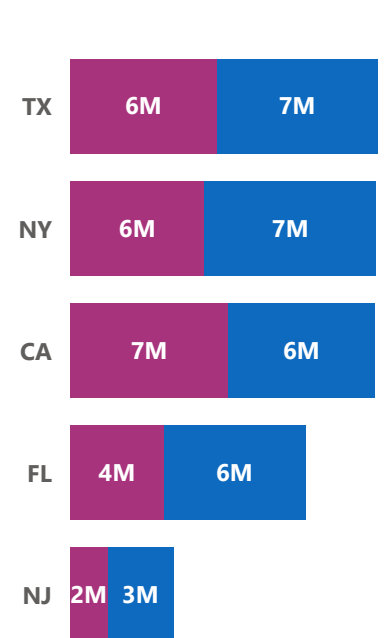
Revenue vs Gender



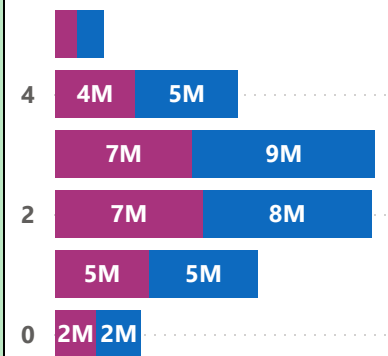
Dependent Count



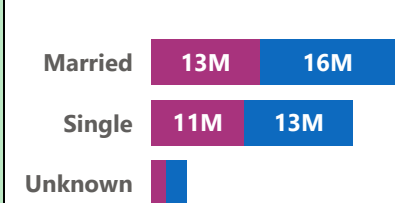
Top 5 State



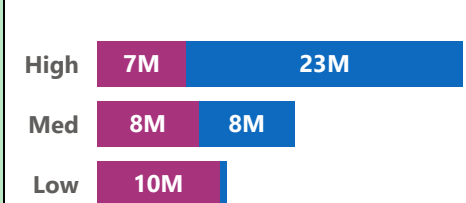
Customer Job



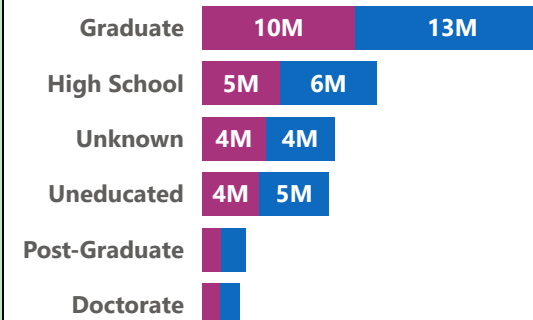
Marital Status



Salary Group



Education Level



Age Group

