

Credit Card Transaction Report

Total Revenue

57M

Transaction Amount

46M

Total Interest

8.0M

Transaction Count

667.2K

Card_Category	Revenue	Sum of Interest_Earned	Sum of Annual_Fees
Silver	5659109	821,922.98	189590
Platinum	1135608	161,629.05	20665
Gold	2533682	384,755.16	57565
Blue	47188612	6,614,172.62	2733690
Total	56517011	7,982,479.81	3001510

Q4

Q3

Q2

Q1

Week_Start_Date

All

F

M

Gold

Silver

Blue

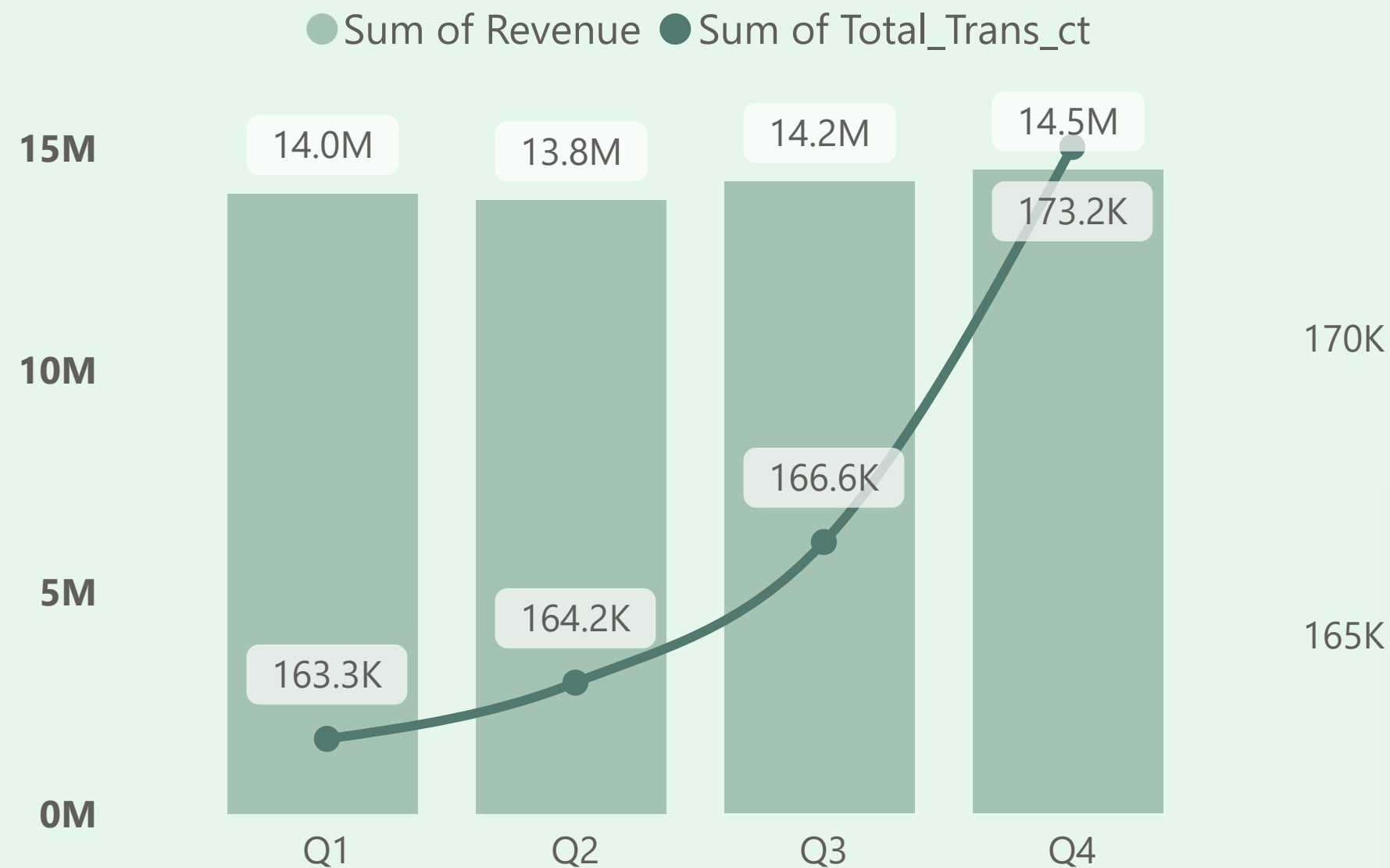
Platinum

Low

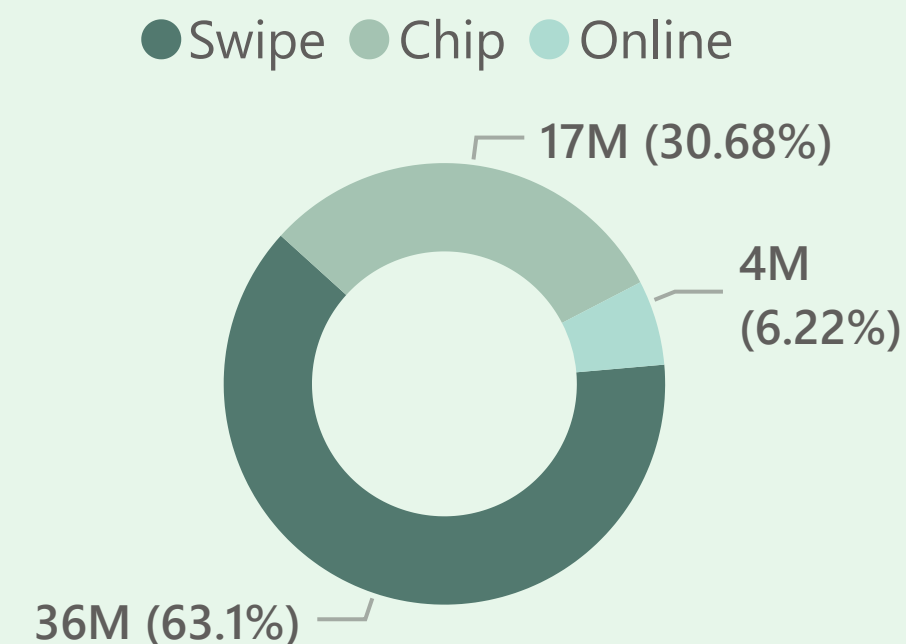
Med

High

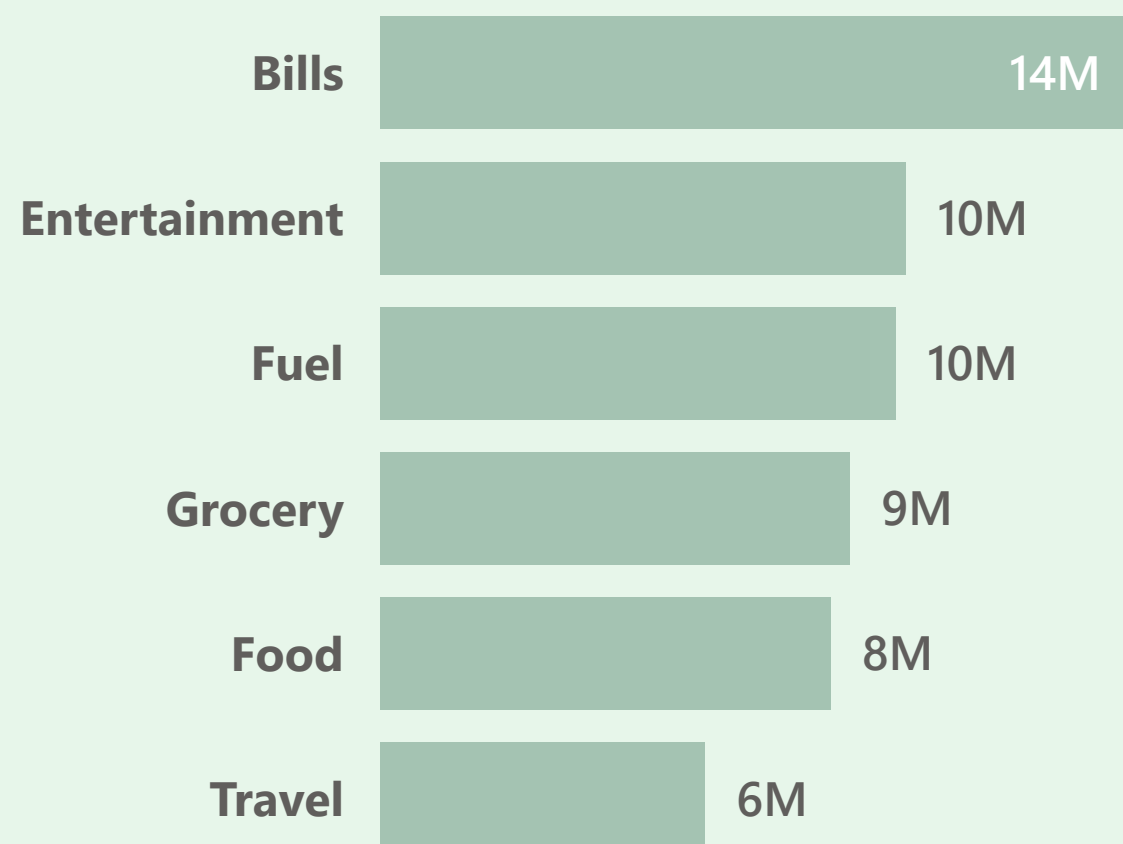
QTR Revenue and Total trans count



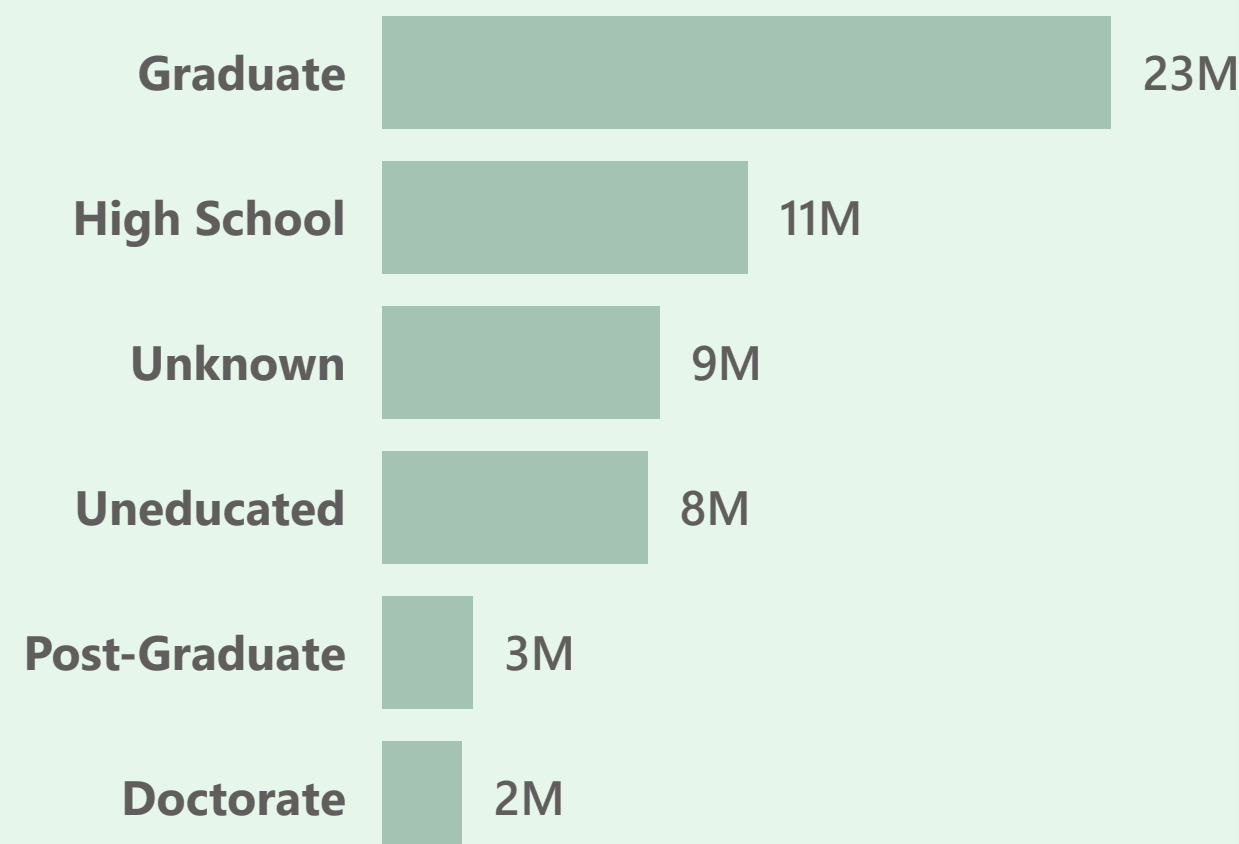
Revenue by Use Chip



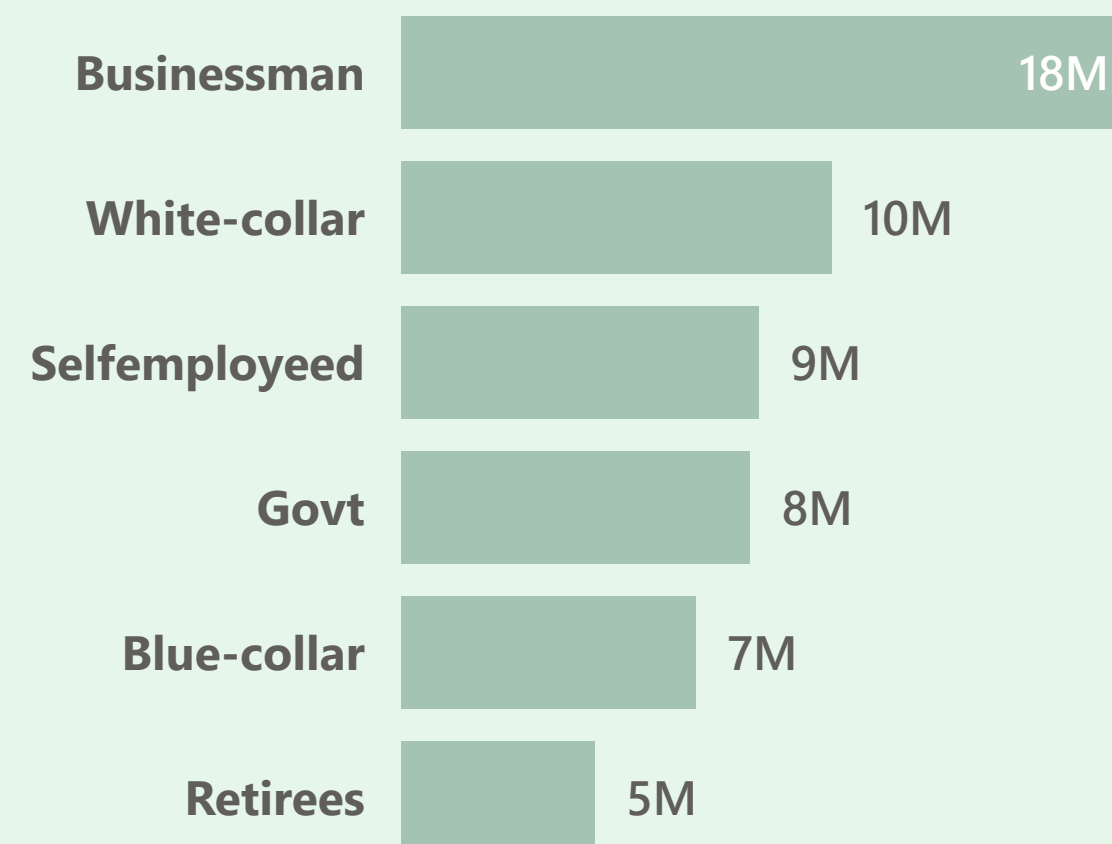
Revenue by Expenditure Type



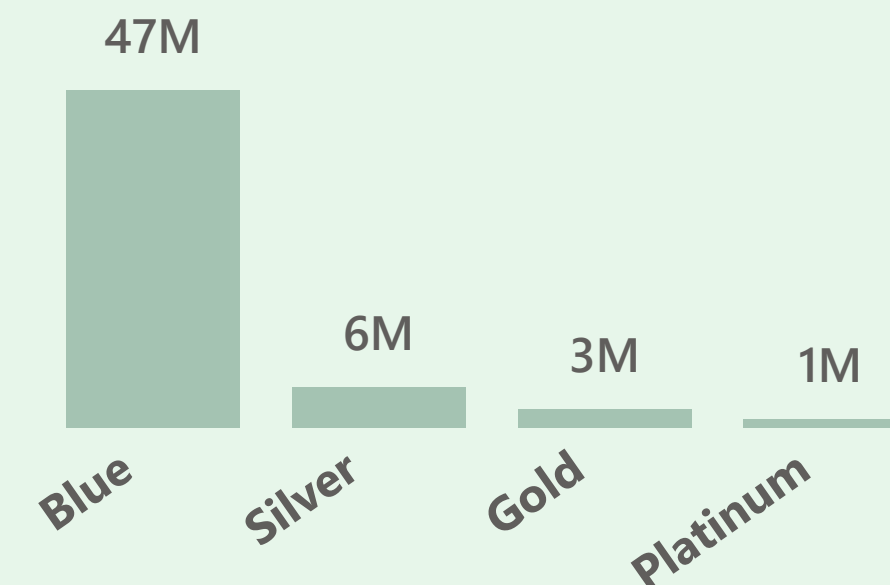
Revenue by Education



Revenue by Customer Job



Revenue by Acq Cost



Credit Card Customer Report

Q4

Q3

Q2

Q1

Week_Start_Date

All

Total Revenue

57M

Income

588M

Total Interest

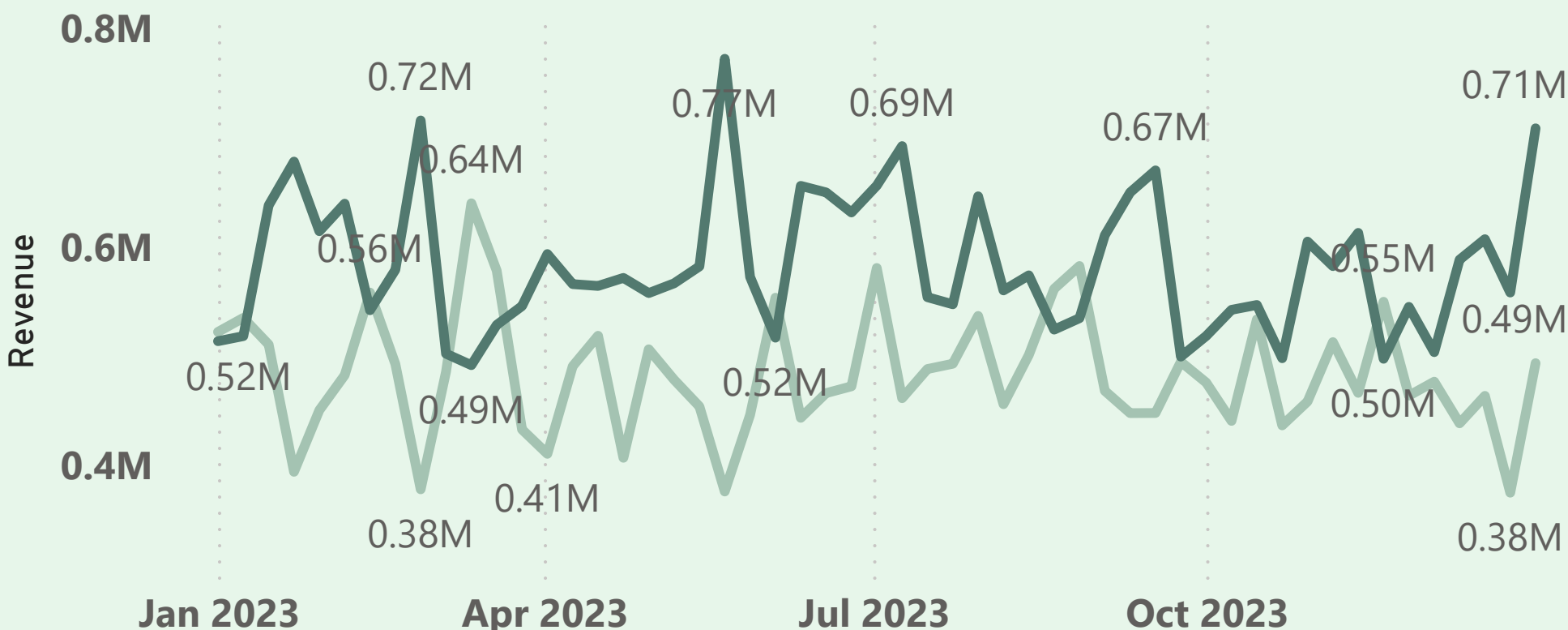
8.0M

CSS

3.19

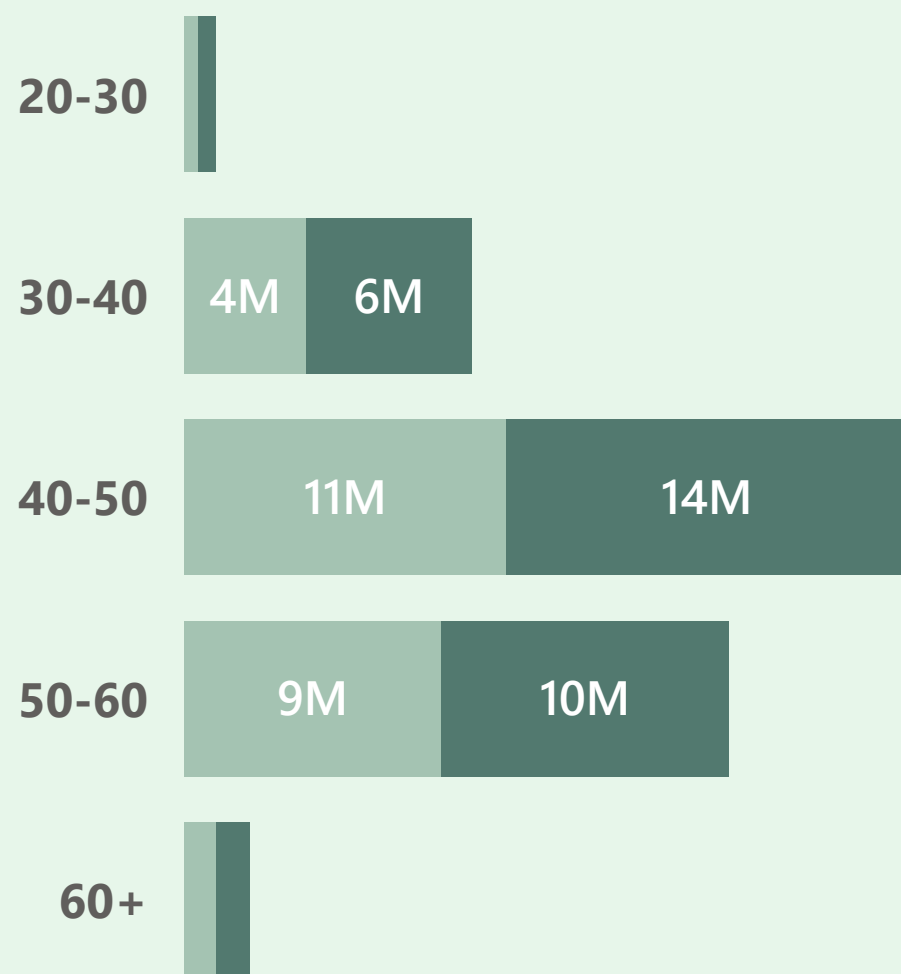
Revenue vs Gender

Gender F M



Age Group

Gender F M



M

30.9M

F

25.6M

Gold

Silver

Blue

Platinum

Low

Med

High

Customer_Job	Sum of Revenue	Sum of Total_Trans_Amt	Sum of Income
Blue-collar	7040606	5602930	73516911
Businessman	17697472	14538883	190350431
Govt	8335534	6701573	90834727
Retirees	4617448	3689646	49619308
Selfemployeed	8542826	6640301	77659931
White-collar	10283124	8359688	105618475
Total	56517011	45533021	587599783

Salary Group

High

7M

23M

Med

8M

8M

Low

10M

Education Level

Graduate

10M

13M

High School

5M

6M

Unknown

0.5M

0.5M

Uneducated

0.5M

0.5M

Post-Graduate

0.2M

0.2M

Doctorate

0.1M

0.1M

Dependent Count

4

5M

4M

2

8M

7M

0

2M

5M

Merital Status

Married

13M

16M

Single

11M

13M

Unknown

0.5M

0.5M

Top 5 States

TX

6M

7M

NY

6M

7M

CA

7M

6M

FL

4M

6M

NJ

2M

3M