

Credit Card Transaction Report (Weekly)



Total Revenue

\$33M

Total Interest

\$4.7M

Transaction Amount

\$26.9M

Transaction Count

392.14K

Q3

Q1

Q2

F

Financial Year

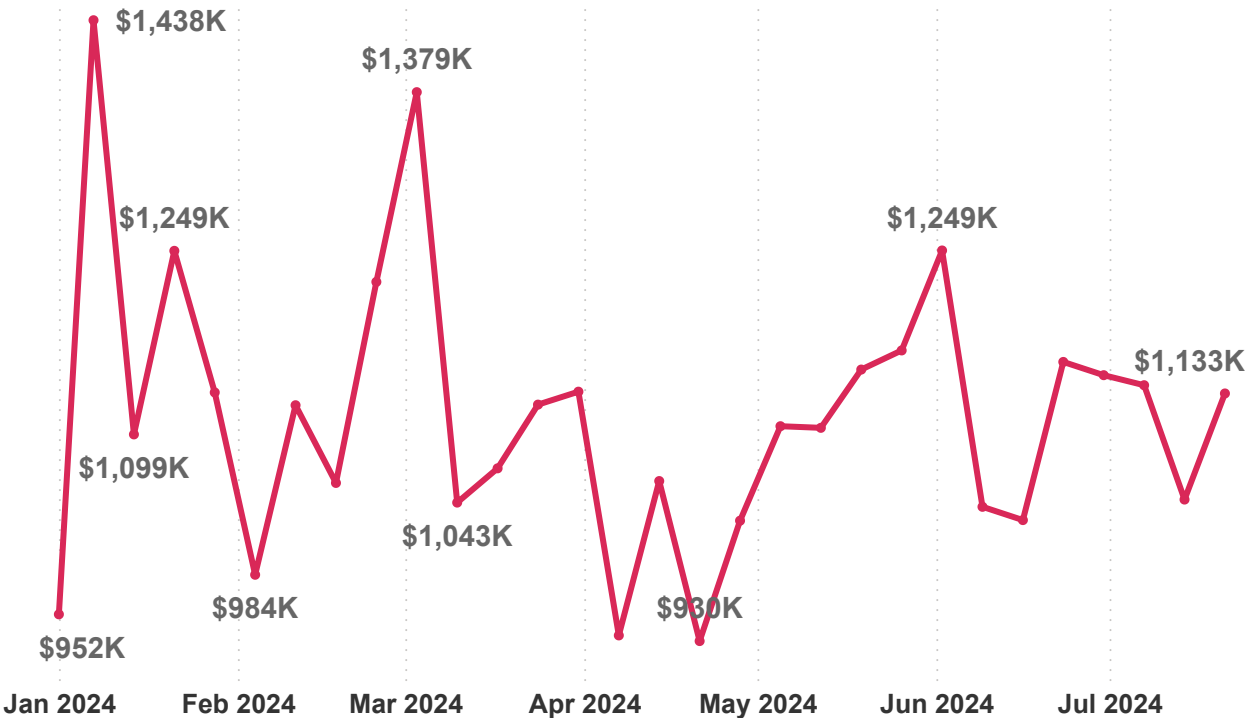
2024

Week Start Date

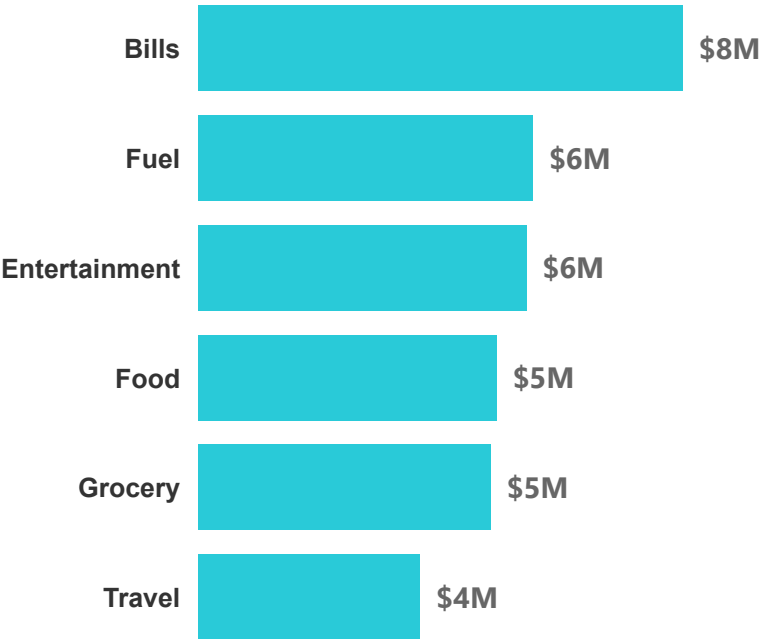
All

Week	Current Revenue	Wow_Rev %
30	\$1,133K	8.3%
29	\$1,046K	-8.2%
28	\$1,139K	-0.7%
27	\$1,147K	-0.9%
26	\$1,158K	12.6%
25	\$1,029K	-1.0%
24	\$1,040K	-16.8%
23	\$1,249K	7.0%
22	\$1,168K	1.4%
21	\$1,152K	4.3%
20	\$1,104K	-0.1%
19	\$1,106K	7.5%
18	\$1,029K	10.6%
17	\$930K	-12.3%
16	\$1,061K	13.5%
15	\$935K	-17.6%
14	\$1,134K	0.9%
13	\$1,123K	4.9%

Revenue by Month, Week



Revenue by Expenditure

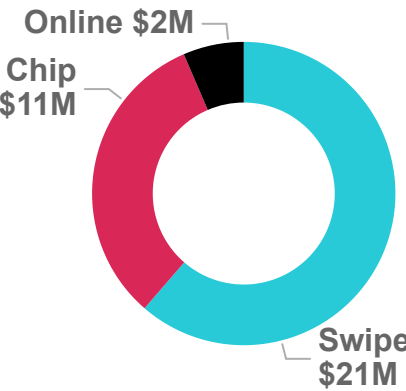


Low

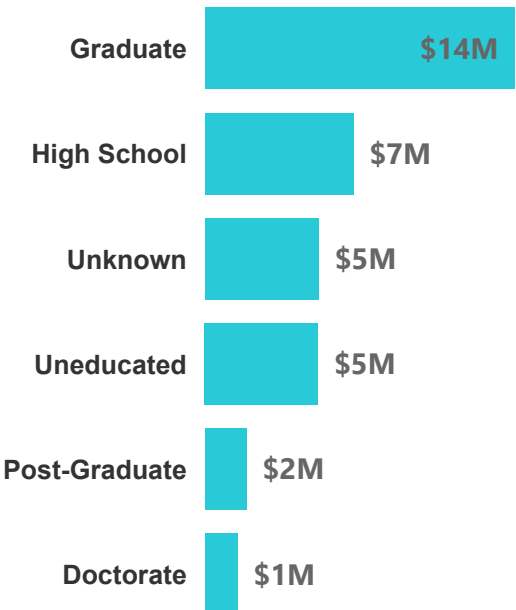
Med

High

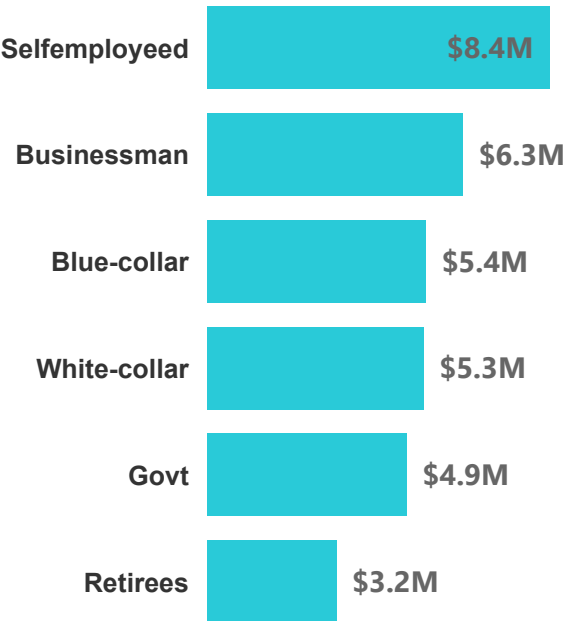
Revenue by Chip Use



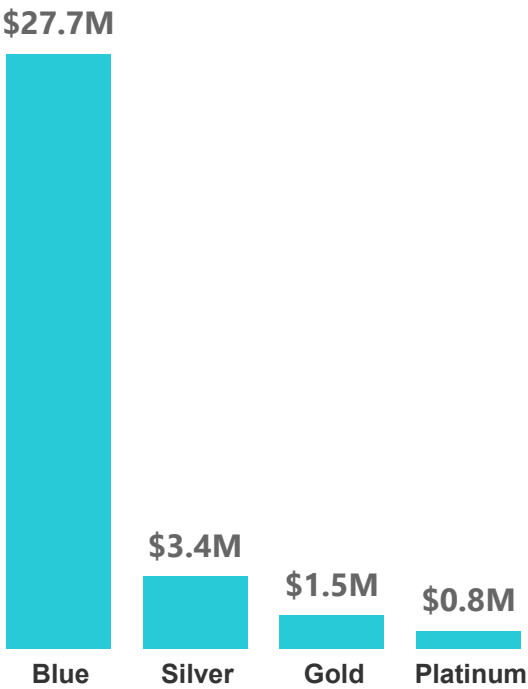
Revenue by Education



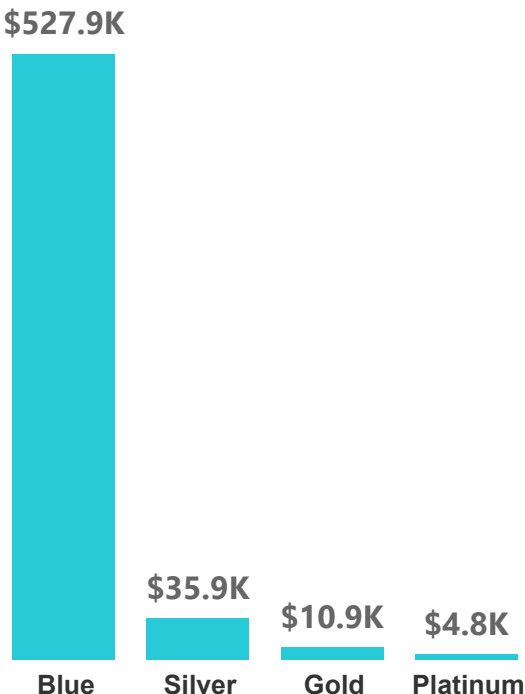
Revenue by Customer Job



Revenue by Card



Customer Acq Cost



Credit Card Customer Report (Weekly)



Total Revenue
\$33.4M

Total Interest
\$4.7M

Total Income
347.7M

Satisfaction Score
2.51

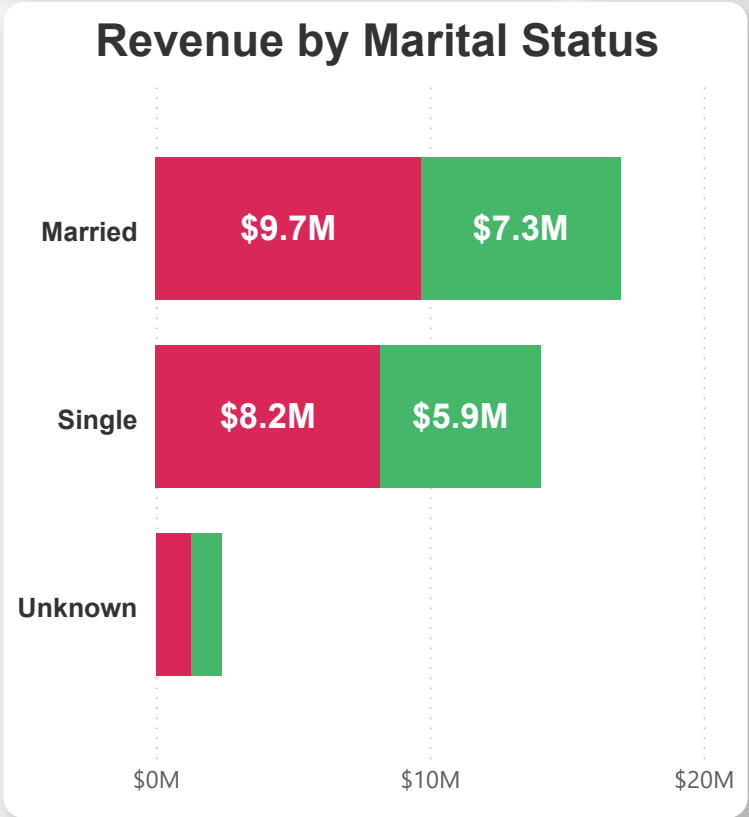
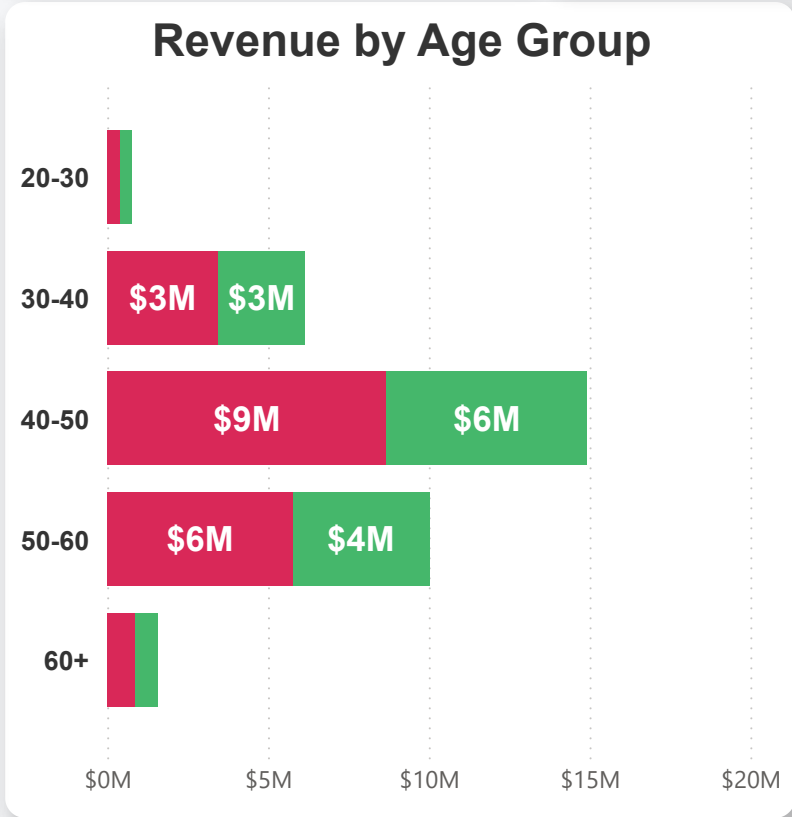
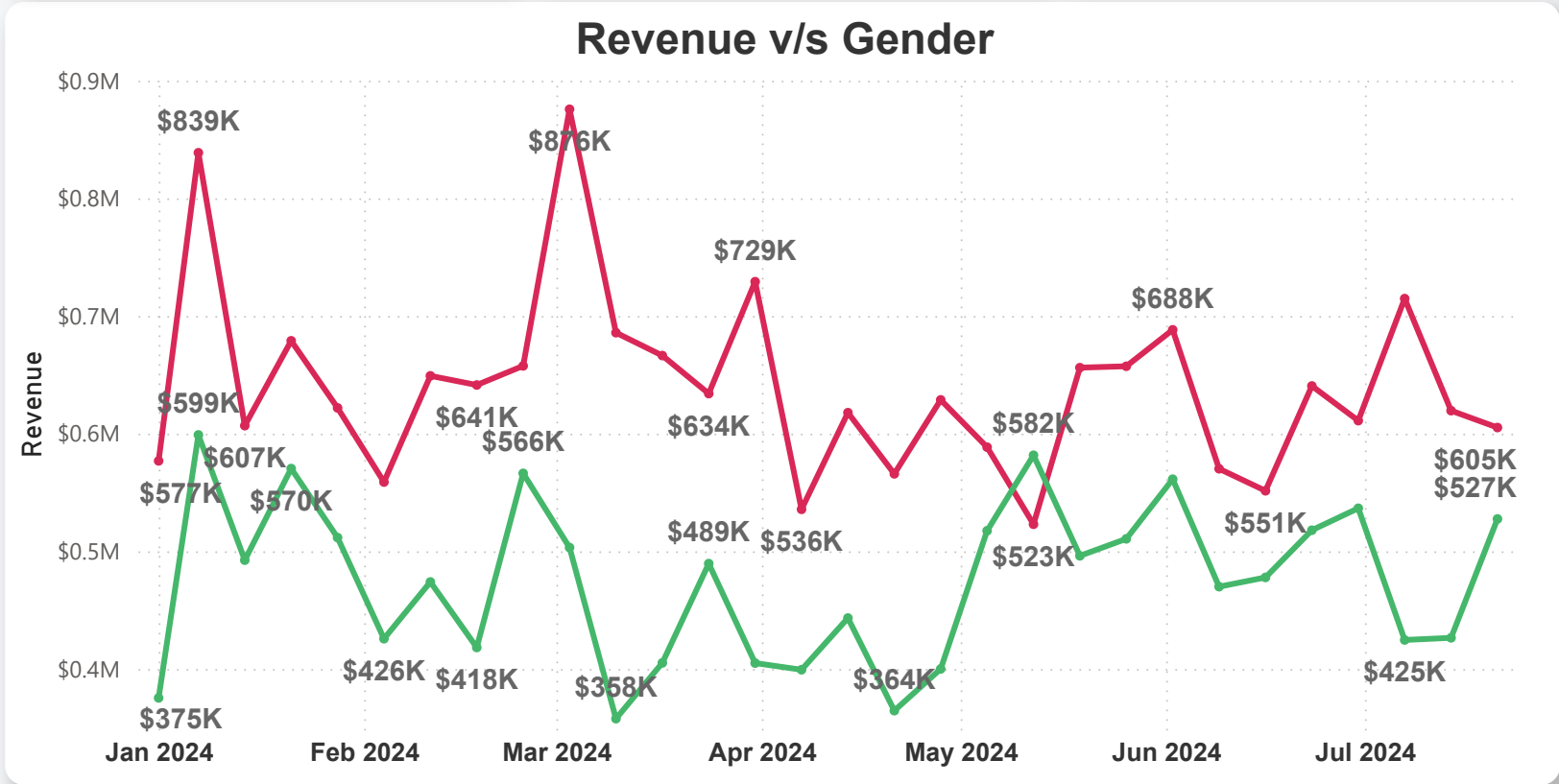
Q3 Q1 Q2

Blue Silver Gold Platinum

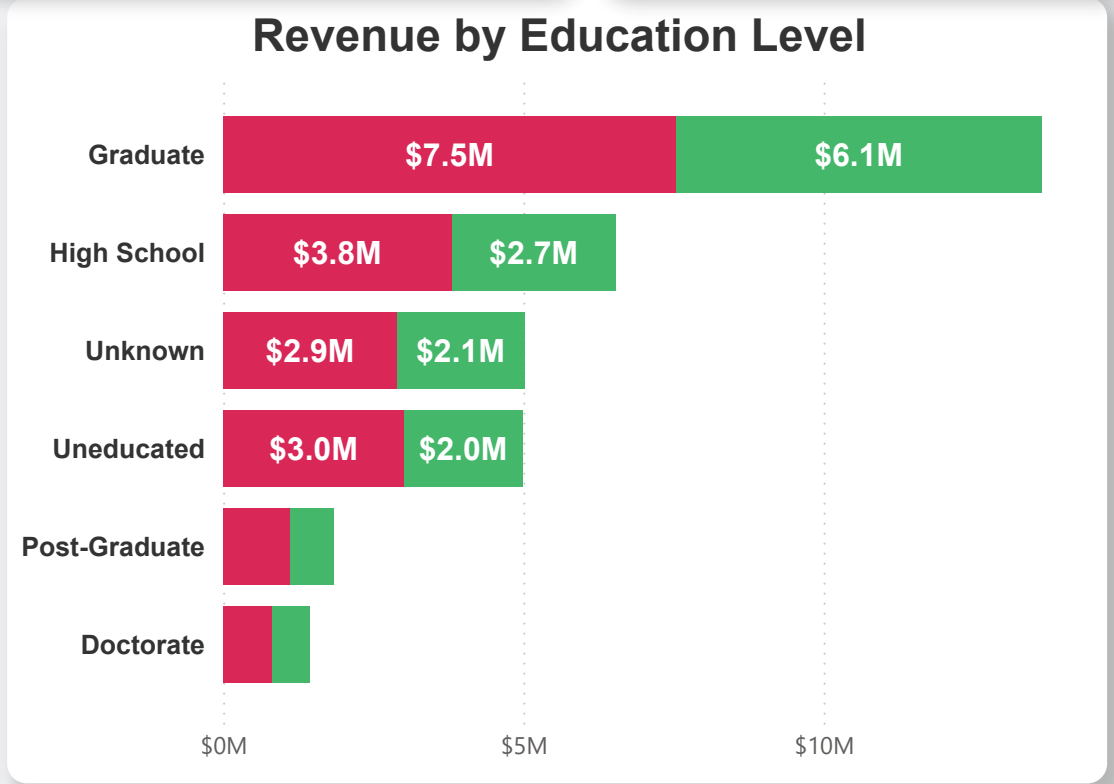
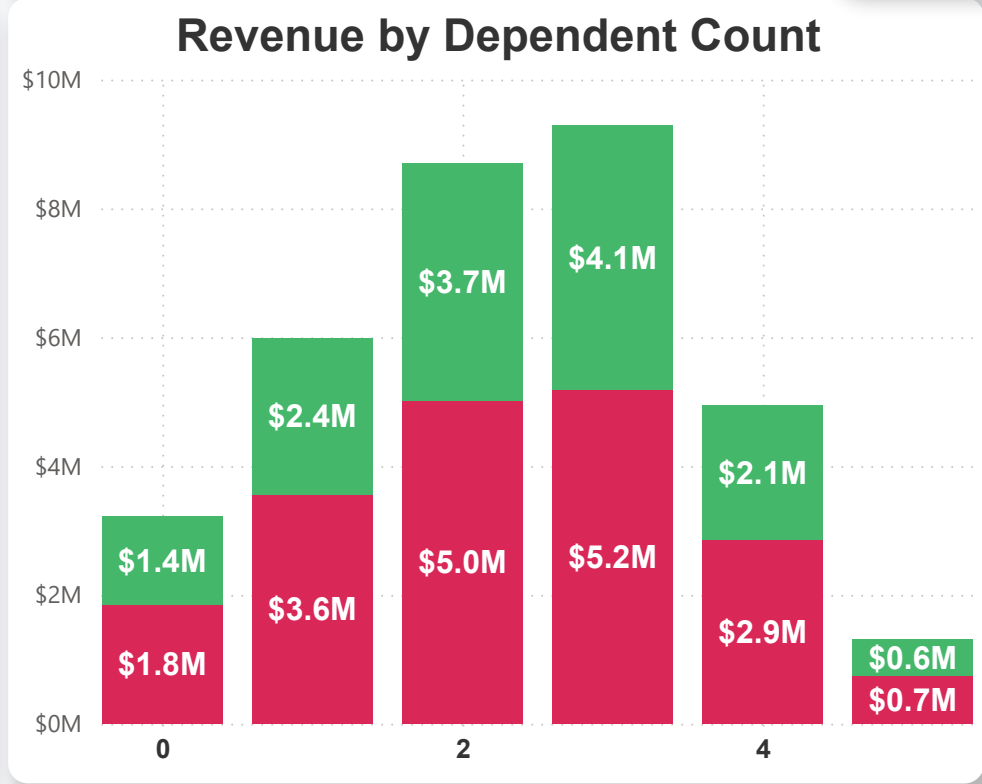
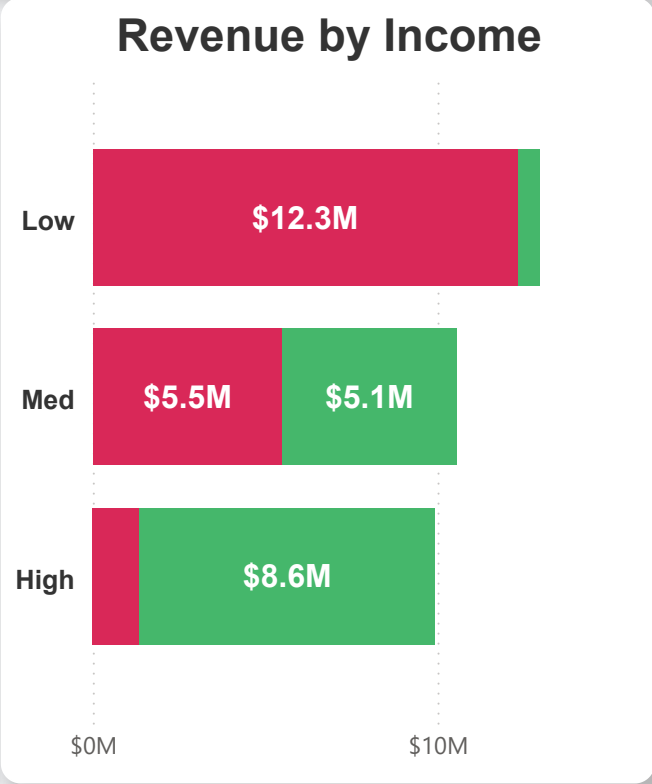
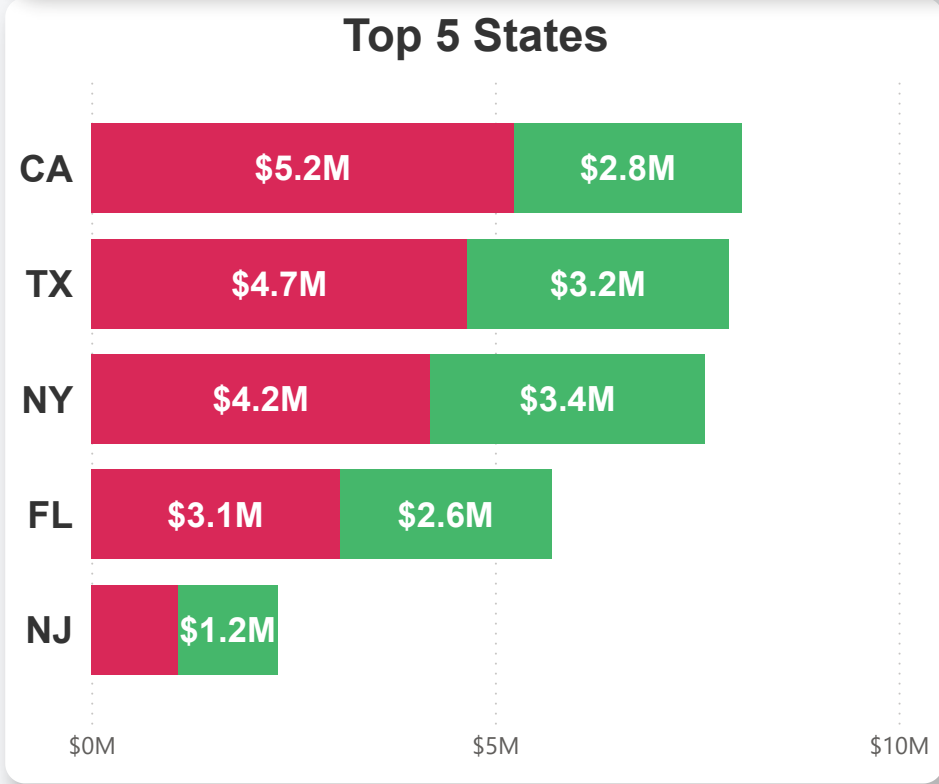
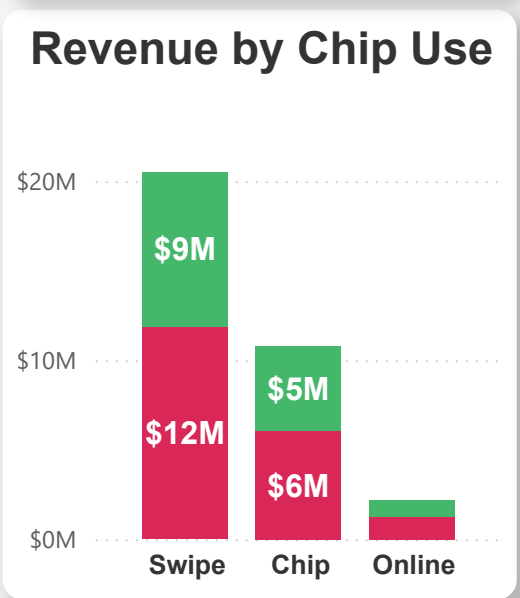
F
\$19M
M
\$14M

Financial Year
2024

Week Start Date
All



Low Med High



Measures for WOW growth ratio

Week_Num_numerical	Current_Week_Rev	Wow_Rev %	Current_Trans_Amt	Wow_Trans_Amt %	Current_Trans_Cnt	Wow_Trans_Cnt %	Current_Cus_Cnt	Wow_Cus_Cnt %
30	\$1,133K	8.3%	\$919K	9.4%	14141	15.3%	220	14.6%
29	\$1,046K	-8.2%	\$841K	-9.0%	12263	-8.0%	192	-6.3%
28	\$1,139K	-0.7%	\$924K	-0.0%	13325	-3.0%	205	-4.2%
27	\$1,147K	-0.9%	\$924K	-0.9%	13742	9.1%	214	11.5%
26	\$1,158K	12.6%	\$933K	13.7%	12599	-2.0%	192	-9.0%
25	\$1,029K	-1.0%	\$820K	-1.6%	12856	4.4%	211	14.1%
24	\$1,040K	-16.8%	\$834K	-16.2%	12311	-13.4%	185	-13.6%
23	\$1,249K	7.0%	\$995K	4.9%	14215	0.4%	214	-0.5%
22	\$1,168K	1.4%	\$948K	1.4%	14156	4.2%	215	1.4%
21	\$1,152K	4.3%	\$935K	4.5%	13579	7.2%	212	9.3%
20	\$1,104K	-0.1%	\$895K	-0.1%	12664	-0.8%	194	-2.0%
19	\$1,106K	7.5%	\$896K	9.1%	12767	7.7%	198	4.8%
18	\$1,029K	10.6%	\$821K	10.7%	11857	5.8%	189	6.8%
17	\$930K	-12.3%	\$742K	-13.2%	11211	-11.0%	177	-9.2%
16	\$1,061K	13.5%	\$855K	13.6%	12596	8.5%	195	7.7%
15	\$925K	17.6%	\$752K	16.7%	11610	15.4%	181	14.3%
Latest Wow	\$1,133K	8.3%	\$919K	9.4%	14141	15.3%	220	14.6%

current_year

2023

2024

Activation rate in 30 days

Activation_30_Days	%GT Count of Activation_30_Days
0	43.2%
1	56.8%
Total	100.0%

Delinquent rate

Delinquent_Acc	%GT Count of Delinquent_Acc
0	94.2%
1	5.8%
Total	100.0%

Transaction by Card Category

Card_Category	%GT Sum of Total_Trans_Amt
Blue	82.45%
Silver	10.27%
Gold	4.71%
Platinum	2.56%
Total	100.00%

state_cd	%GT Sum of Revenue
CA	24.08%
TX	23.60%
NY	22.73%
FL	17.06%
NJ	6.90%
MI	0.75%
NV	0.66%
IA	0.58%
IL	0.47%
AK	0.35%
UT	0.32%
MA	0.31%
Total	100.00%