

Customer Acquisition & Cost Analysis

1. What is the average acquisition cost by card category?
2. What is the total number of activations by quarter?
3. What are the top 5 weeks by activations?
4. What is the acquisition cost vs. income band?
5. How does customer acquisition cost compare to activation numbers (acquisition efficiency)?
6. What is the week-on-week acquisition trend?
7. What is the correlation between cost and transaction amount?
8. Which are the top states by activation (merged with the customer table)?
9. How does activation compare to delinquency?
10. How does activation behavior vary by age group?

Customer Demographics And Segmentation

1. What is the age group distribution of customers?
2. What is the average income by gender?
3. How does marital status relate to credit card satisfaction?
4. Which are the top 5 states with the highest number of customers?
5. What is the distribution of customers by education level?
6. How does the number of dependents relate to personal loan ownership?
7. How does house ownership vary by income bracket?
8. How does car ownership vary by gender?
9. What are the top job roles by customer satisfaction score?
10. What is the concentration of customers by zip code?

Risk & Delinquency Analysis

1. What is the count of delinquent vs. non-delinquent customers?
2. What is the average utilization ratio by delinquency status?
3. How does transaction amount relate to delinquency status?
4. Which are the top 5 states with the most delinquents?
5. How does delinquency vary by card category?
6. What is the average credit limit for delinquent vs. non-delinquent customers?
7. What is the delinquency rate by gender?
8. How does revolving balance relate to delinquency (binned)?
9. How does experience type relate to delinquency?
10. How does loan status relate to delinquency?

Spending Behaviour & Credit Usage

1. What is the average credit limit by card category?
2. What is the total transaction amount by card category?
3. Who are the top 5 customers by transaction count?
4. What is the average utilization ratio by experience type?
5. What is the quarterly transaction trend?
6. How does the utilization ratio correlate with interest earned?
7. How does chip usage impact transaction amount?
8. How does delinquency vary by card category?
9. What is the correlation between credit limit and revolving balance (binned)?
10. What is the monthly activation analysis?
11. How can credit utilization be categorized into quartiles?
12. Which customers have above-average spending?
13. What is the week-over-week percentage change in transaction amount for each customer?

14. Who are the top 5 high-income customers and what is their spending pattern?
15. Who are the customers with high transaction amounts and what is their income bracket?
16. What is the average transaction amount by gender?