

PROJECT INSIGHTS – WEEK 53 (31 DEC)

- ✓ Total revenue generated = \$ 57 Million
- ✓ Total interest earned = \$8 Million
- ✓ Total transaction amount = \$46 Million
- ✓ Total number of transactions = 667,000
- ✓ Male customers are contributing more to revenue (\$35M) than female customers (\$26M)
- ✓ Revenue has decreased by 2.13%
- ✓ Blue & silver cards are contributing to 93% of overall transactions
- ✓ TX, NY & CA contribute 64% to total transactions
- ✓ High income customers contribute 53% to total revenue
- ✓ Customers in age group 40-60 years contribute 77% to total revenue
- ✓ Customer Satisfaction Score is 3.19