

# Project Insights – Week 52 (Ending 24th Dec)

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Credit card analysis

## WoW Performance:

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Revenue declined by **12.8%**  
(vs +4.3% in Week 51)

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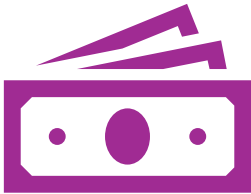
Transaction amount and  
count saw a downward trend

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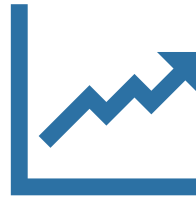
Customer count slightly  
decreased

# YTD Highlights:

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**Total Revenue:**  
\$55.3M



**Transaction  
Volume: \$44.5M**



**Interest Earned:**  
\$7.84M

# Customer Insights:

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**Male customers** contributed **\$30M**, females **\$25M**



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graph TD; A[Male customers contributed $30M, females $25M] --> B[Top jobs: Businessmen, Self-employed, Govt employees]; B --> C[Strongest age groups: 60+ ($14M) and 30-40 ($11M)]; C --> D[Graduates & Postgraduates led in revenue contribution];
```

Top jobs: **Businessmen, Self-employed, Govt employees**

Strongest age groups: **60+ (\$14M)** and **30-40 (\$11M)**

**Graduates & Postgraduates** led in revenue contribution

# Card & Channel Performance:

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**Blue & Silver cards drove 93%+ of revenue**

- Blue: \$46.1M, Silver: \$5.6M

**Swipe was the top transaction mode (\$35M)**

# Top States & Portfolio Health:

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**TX, NY, CA** contributed ~68% of  
total revenue

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**Activation Rate: 57.5%**

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**Delinquency Rate: 6.06%**  
(highest among Self-employed &  
Businessmen)