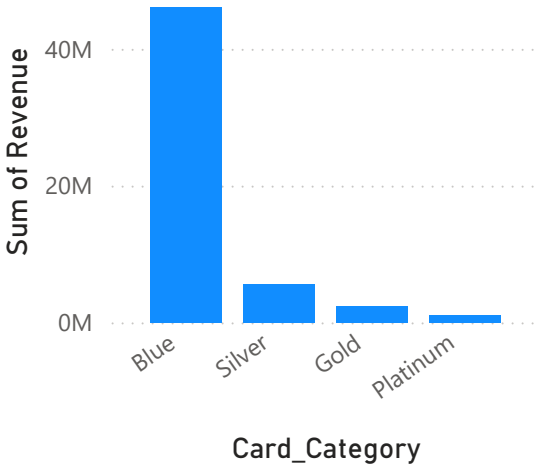


Sum of Revenue by Card_Category



Week_num2	Previoust_week_revenue	Current_week_revenue	Week_over_week
52	10,70,439.10	9,33,134.43	-12.8%
51	10,26,549.11	10,70,439.10	4.3%
50	9,80,152.37	10,26,549.11	4.7%
49	10,08,776.60	9,80,152.37	-2.8%
48	10,47,120.33	10,08,776.60	-3.7%
Total	10,70,439.10	9,33,134.43	-12.8%

Credit Card Transaction Report

Total Revenue

55M

Total Interest

7.8M

Transaction
Amount

45M

Transaction
Count

656K

Card_Category	Sum of Revenue	Sum of Total_Revolving_Bal	Sum of Interest_Earned
Blue	46139398	10616925	64,95,887.74
Silver	5586332	786583	8,12,081.28
Gold	2454072	257031	3,73,784.16
Platinum	1135608	92964	1,61,629.05
Total	55315410	11753503	78,43,382.23

Q2

Q3

Q1

Q4

Week_Start_Date

All

M

F

Gold

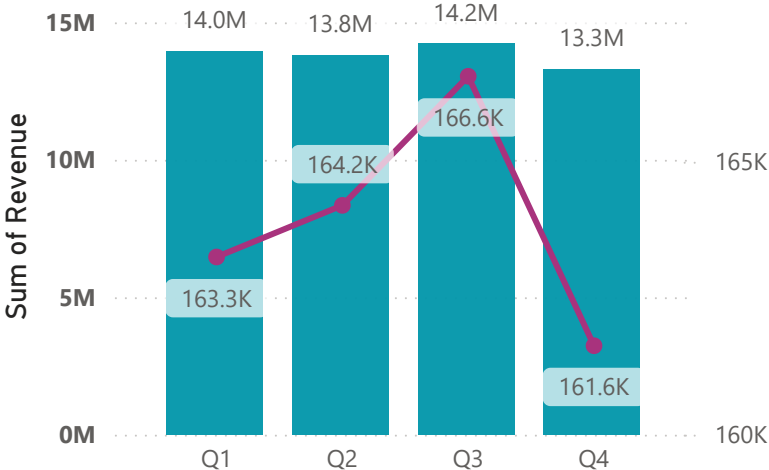
Silver

Platinum

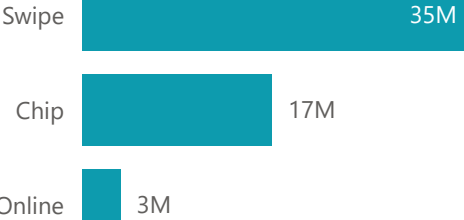
Blue

Qtr Revenue and Total transaction Count

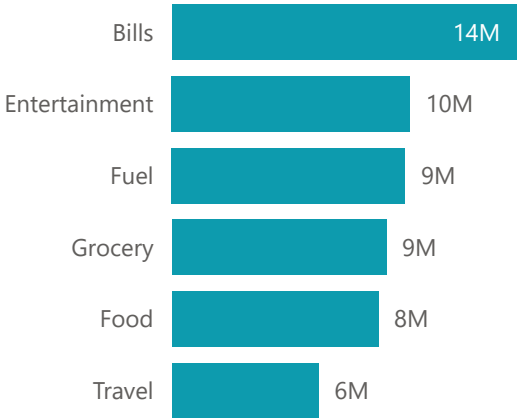
Sum of Revenue Sum of Total_Trans_Vol



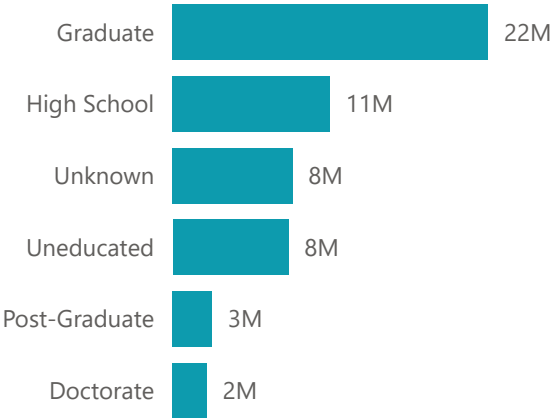
Revenue by Use Chip



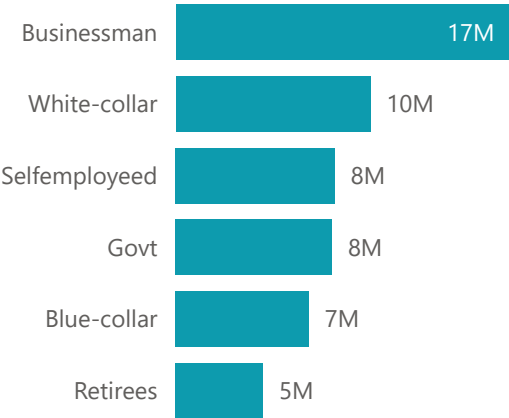
Revenue by Expenditure Type



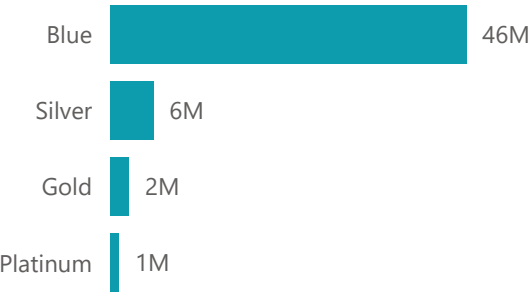
Revenue by Expenditure Type



Revenue by Expenditure Type



Customer Acq Cost



Credit Card Customer Report

Total Revenue

55M

Total Interest

7.8M

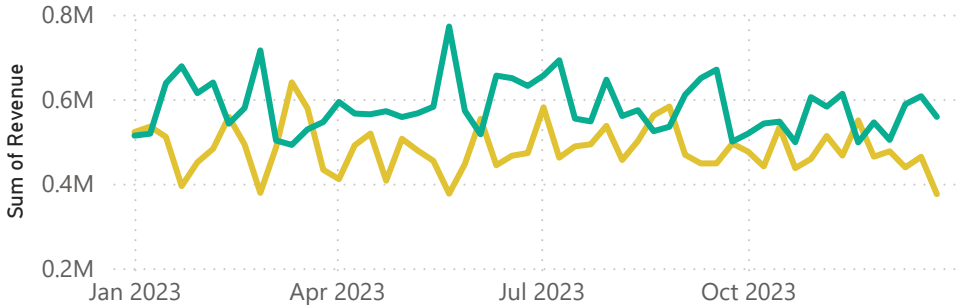
Transaction
Amount

576M

Dependent
Count

32K

Revenue by Week



Q2

Q3

Q1

Q4

Week_Start_Date

All

M

F

30M

25M

M

F

Online

Swipe

Chip

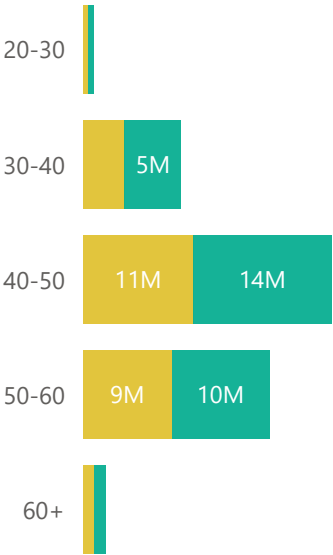
Gold

Silver

Platinum

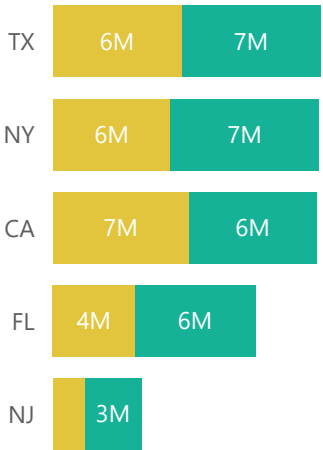
Blue

Revenue by Age Group

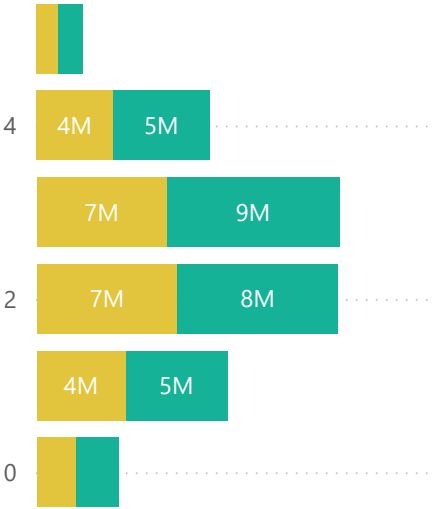


Customer_Job	Sum of Revenue	Sum of Interest_Earned	Sum of Income
Blue-collar	6904279	9,52,800.57	72262158
Businessman	17387832	25,39,390.31	186959919
Govt	8111701	11,60,016.37	88773989
Retirees	4535184	6,30,359.24	48675030
Selfemployed	8261758	11,19,741.81	75313288
Total	55315410	78,43,382.23	575914439

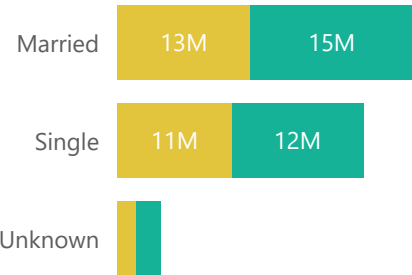
Top 5 States



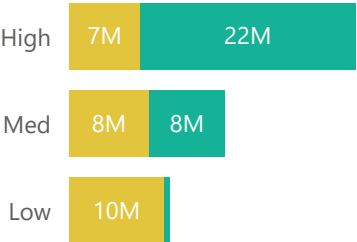
Revenue by Dependent



Revenue by Marital Status



Revenue by Income Group



Revenue by Education

