Credit Card Customer Report

Last Dashboard Reference | **Monday, 29 April, 2024 02:24 PM**

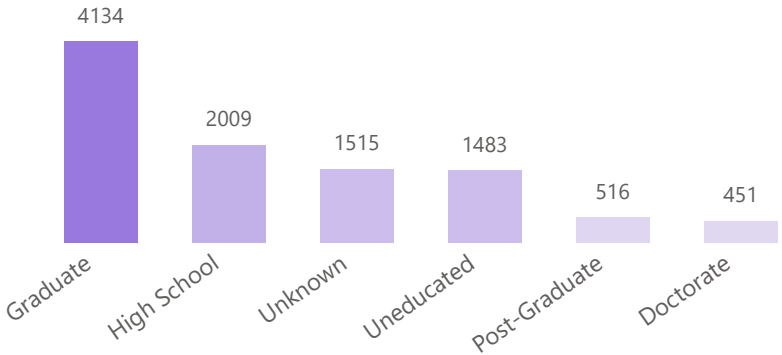**Customers**   Transaction

Total Customers
10108
Count of Total Customers

AVG CSS
3.19
AVG Satisfaction Score

Customers by State

State	Customers
CA	2468
TX	2394
NY	2270
FL	1711
NJ	716
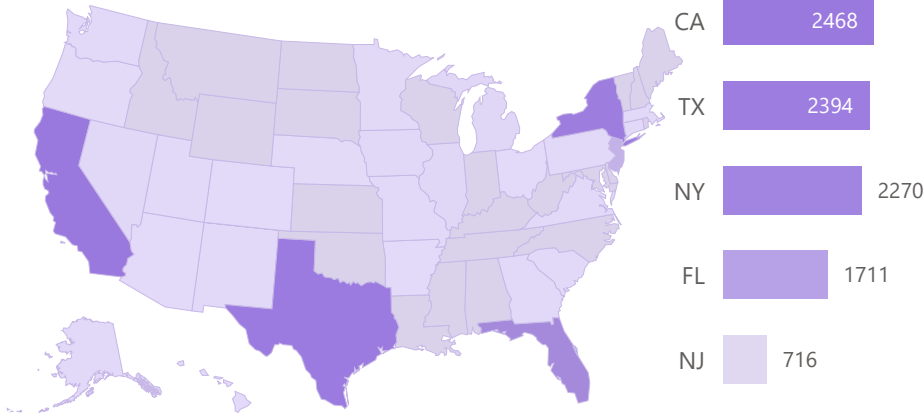
Customers by Education Level

Education Level	Count
Graduate	4134
High School	2009
Unknown	1515
Uneducated	1483
Post-Graduate	516
Doctorate	451

Male Customers
4228
% of Total   41.83%

Female Customers
5880
% of Total   58.17%

Customers by Marital Status

Marital Status	Count
Married	5128
Single	4236
Unknown	744

Customers by Num of Dependent

Count	Dependent
904	0 Dependent
1838	1 Dependent
2647	2 Dependent
2724	3 Dependent
1572	4 Dependent
423	5 Dependent
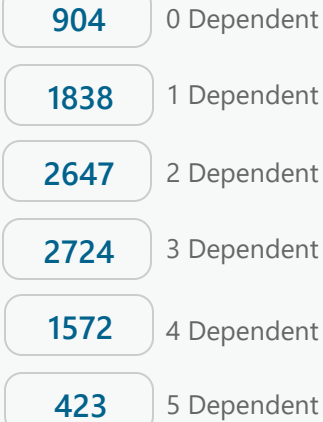
CSS Score by Income Group

Score	Income
3.17	High Income
3.19	Low Income
3.20	Med Income

Customers by Job Type

Customer Job	Customer	% of Total
Selfemployeed	2575	↑ 25.47%
Businessman	1901	→ 18.81%
Blue-collar	1579	↘ 15.62%
White-collar	1542	↘ 15.26%
Govt	1525	↘ 15.09%
Retirees	986	↓ 9.75%

Customers by Age Group

Age group	Customer	% of Total
40-50	4529	↑ 44.81%
50-60	2993	↗ 29.61%
30-40	1839	↘ 18.19%
60+	532	↓ 5.26%
20-30	215	↓ 2.13%

Customers by Income Group

Income group	Gender	Customer	%of Total
Low	F	3776	↑ 37.36%
High	M	2564	↗ 25.37%
Med	F	1698	→ 16.80%
Med	M	1452	↘ 14.36%
High	F	406	↓ 4.02%
Low	M	212	↓ 2.10%

Credit Card Transaction Report

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Customers | **Transaction**

Revenue

55M
Sum of Revenue

Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec
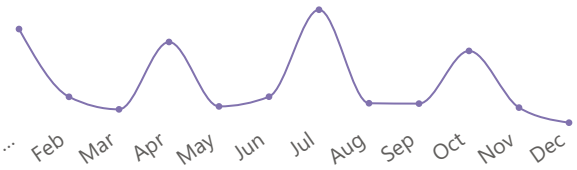
Transaction
656K
Sum of Total Trans Vol

Transaction Amount
45M
Sum of Total Trans Amt

Interest Amount
8M
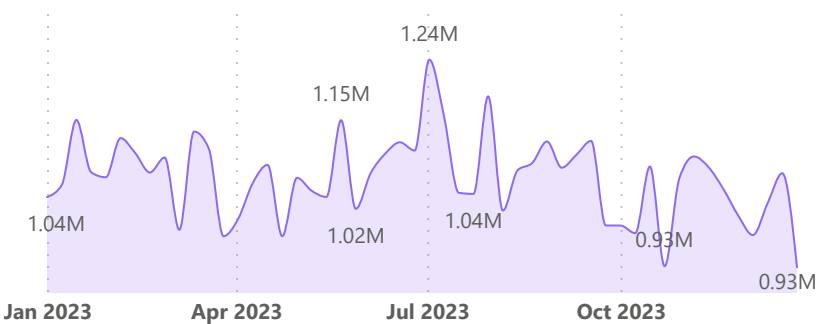Sum of Interest Earned

Revenue by Gender
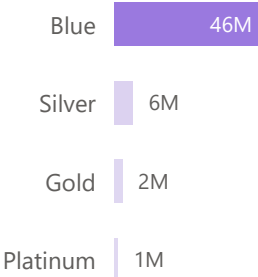| M 54.64% | F 45.36% |

Revenue by Car Owner
| Yes 40.46% | No 59.54% |

Customers by Marital Status
Married	5128
Single	4236
Unknown	744

Revenue by Job Type
Customer Job	Revenue	Transaction
Businessman	17.4M	154K
White-collar	10.1M	112K
Selfemployeed	8.3M	125K
Govt	8.1M	105K
Blue-collar	6.9M	96K
Retirees	4.5M	64K

Revenue trend
1.24M
1.15M
1.04M
1.04M
1.02M
1.04M
0.93M
0.93M

Jan 2023   Apr 2023   Jul 2023   Oct 2023

Revenue by Card Category
Blue	46M
Silver	6M
Gold	2M
Platinum	1M
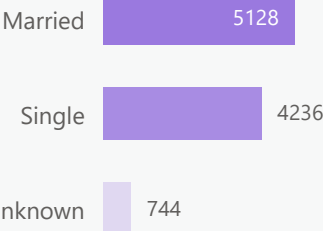
Revenue by Expenditure Type
Bills	14M
Entertainment	10M
Food	8M
Fuel	9M
Grocery	9M
Travel	6M
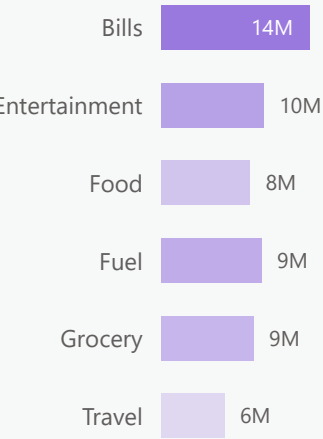
Revenue by Education Level
22M — Graduate
11M — High School
8M — Unknown
8M — Uneducated
3M — Post-Graduate
2M — Doctorate
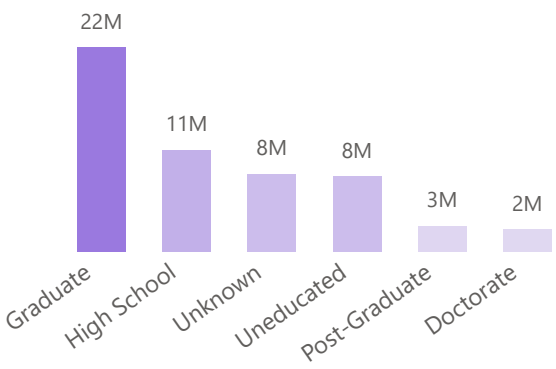
Qtr Revenue | Transaction Count
Q1 14.0M 163K
Q2 13.8M 164K
Q3 14.2M 167K
Q4 13.3M 162K

166K
164K
162K
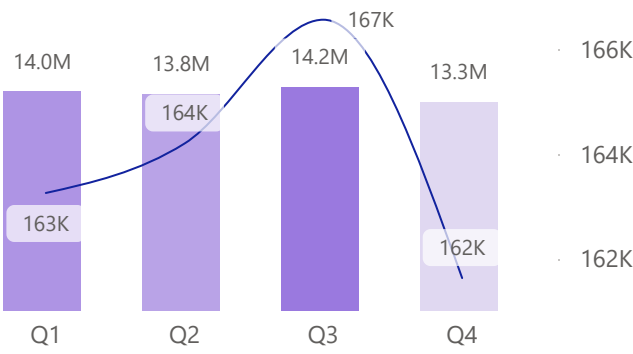
Top Five State by Revenue
TX	12.8M
NY	12.7M
CA	12.6M
FL	9.7M
NJ	4.2M

Revenue by Chip Type
Swipe	35M
Chip	17M
Online	3M