

Project insight – credit card

Total revenue – 67.07 M

Net profit – 10.79 M

Total transaction amount – 44.52 M

Total customer – 10.11 k

Female contribute in revenue – 31.86 M

Male contribute in revenue – 35.21 M

Blue card generates higher revenue – 56.76 M

Mostly the transaction were done by swiping the card – (66.91%)

Transaction by female – 19.8 M

Transaction by male – 24.8 M

Activation rate – 57.47%

Delinquent rate – 6.07%