

Week by Week Full Insight Report

Q4

Q3

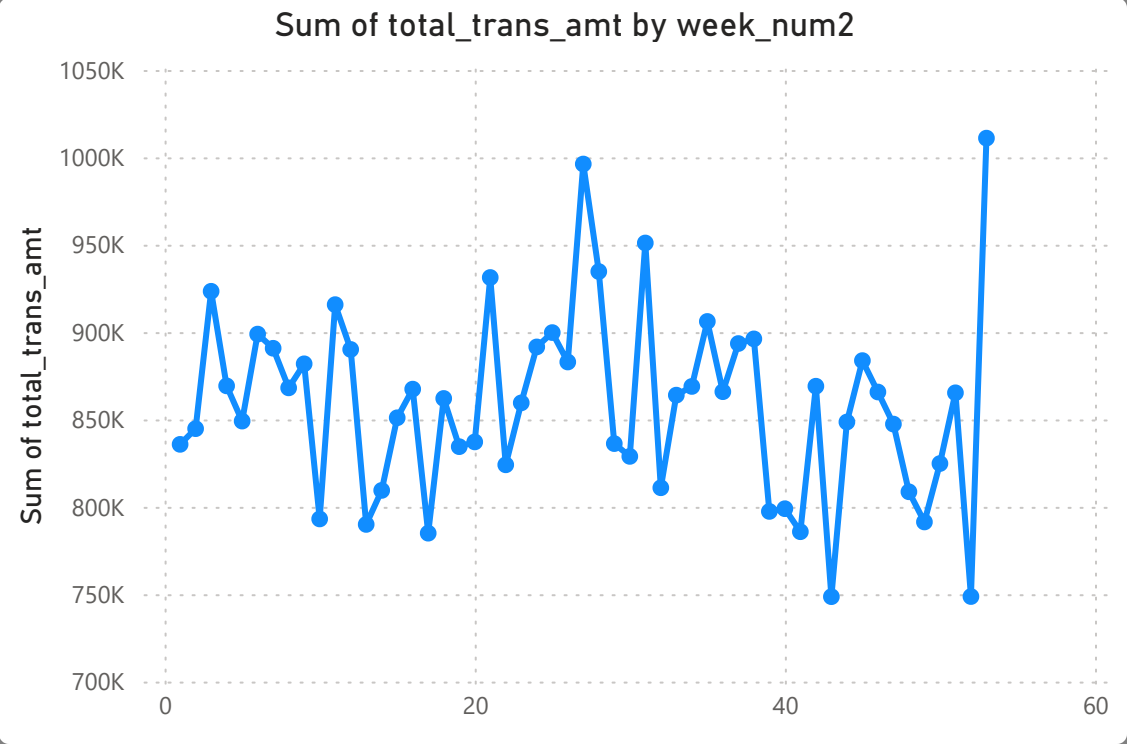
Q2

Q1

Week Start Date

All

week_num2	previous_week_revenue	current_week_revenue	wow_revenue
53	933134	1201601	28.8%
52	1070439	933134	-12.8%
51	1026549	1070439	4.3%
50	980152	1026549	4.7%
49	1008777	980152	-2.8%
48	1047120	1008777	-3.7%
47	1078915	1047120	-2.9%
46	1094927	1078915	-1.5%
45	1063063	1094927	3.0%
44	934631	1063063	13.7%
43	1080205	934631	-13.5%
42	982974	1080205	9.9%
41	994114	982974	-1.1%
40	994114	994114	0.0%



M

F

delinquent_acc	Blue-collar	Businessman	Govt	Retirees	Selfemployeed	White-collar	Total
0	14.75%	17.81%	14.00%	9.16%	23.87%	14.35%	93.94%
1	0.85%	0.99%	1.10%	0.61%	1.66%	0.85%	6.06%
Total	15.60%	18.80%	15.10%	9.77%	25.53%	15.19%	100.00%

activation_30_days	Blue	Gold	Platinum	Silver	Total
1	52.13%	1.04%	0.38%	3.91%	57.46%
0	39.04%	0.84%	0.27%	2.40%	42.54%
Total	91.17%	1.88%	0.65%	6.31%	100.00%

CREDIT CARD TRANSACTION REPORT

Q4

Q3

Q2

Q1

Week Start Date

All

Revenue

57M

Amount

45.5M

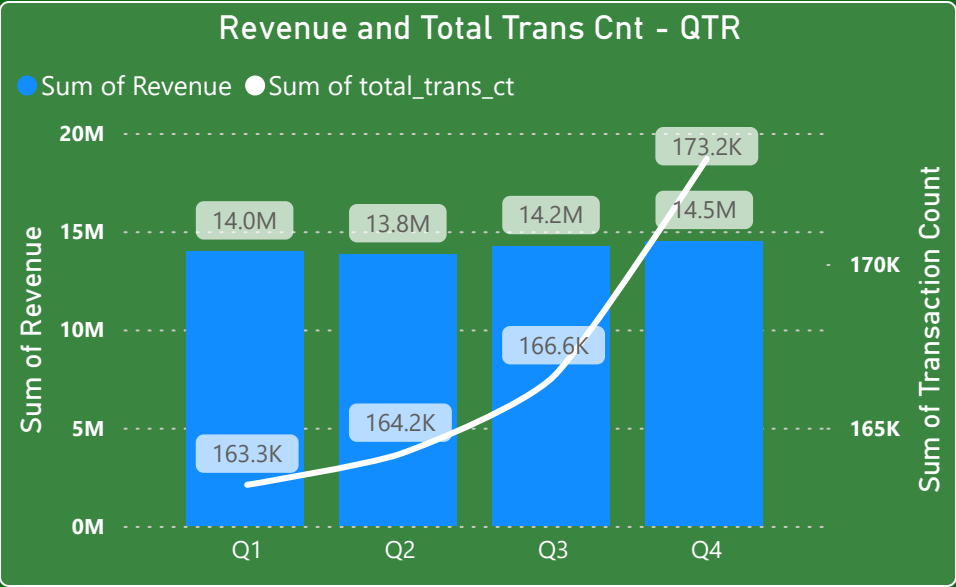
Total Interest

8.0M

Count

667.2K

card_category	Sum of Revenue	Sum of total_trans_amt	Sum of interest_earned
Blue	47188612	37840749	6614173
Silver	5659109	4647596	821923
Gold	2533682	2091362	384755
Platinum	1135608	953314	161629
Total	56517011	45533021	7982480



Gender

F

M

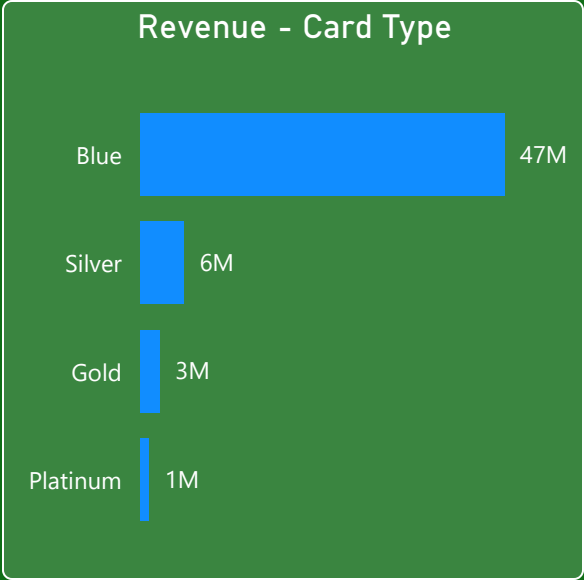
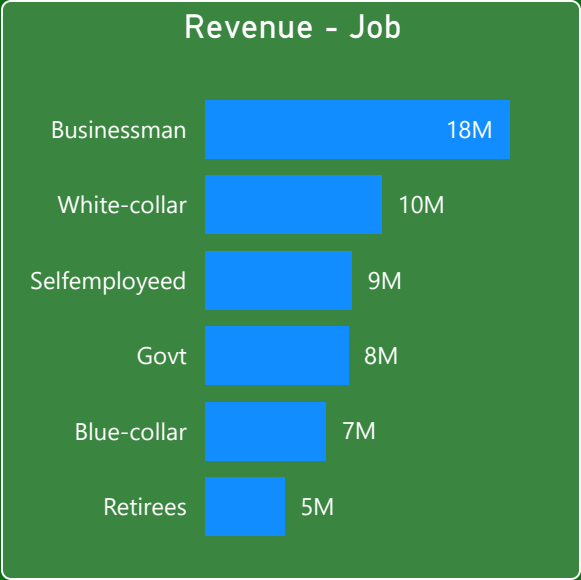
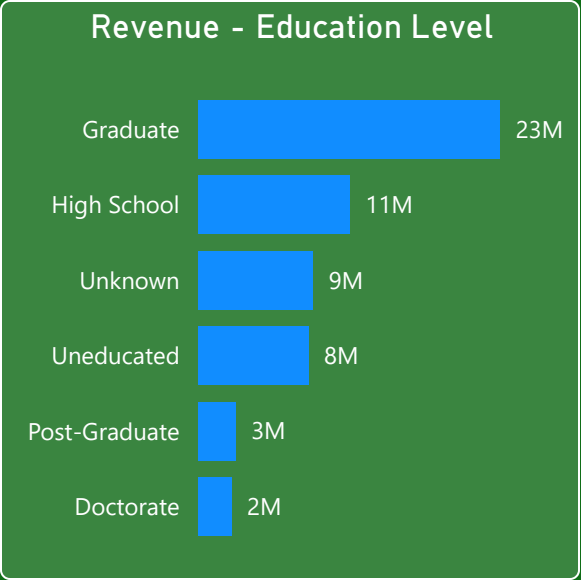
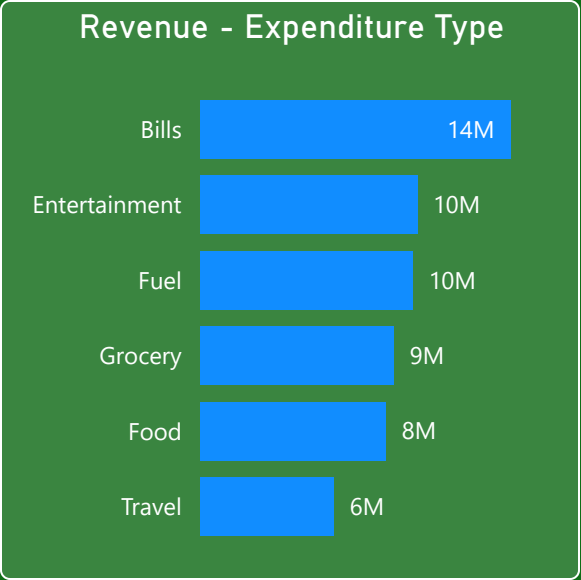
Income Group

Low

Mid

High

Gold Silver Blue Platinum



CREDIT CARD CUSTOMER REPORT

Q4

Q3

Q2

Q1

Week Start Date

All

Revenue

57M

Total Interest

8.0M

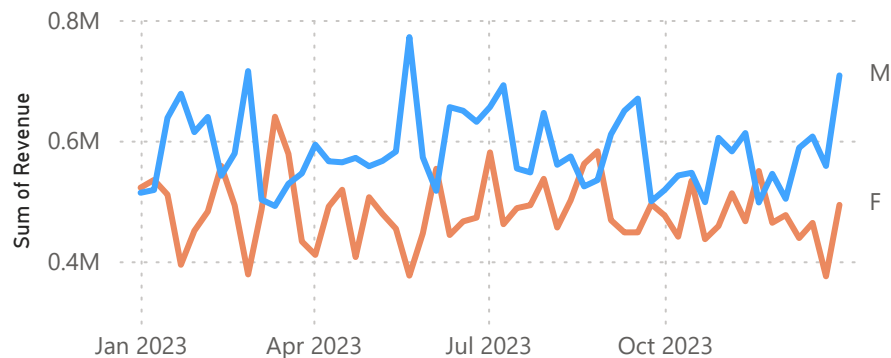
CSS

3.19

Avg. Income

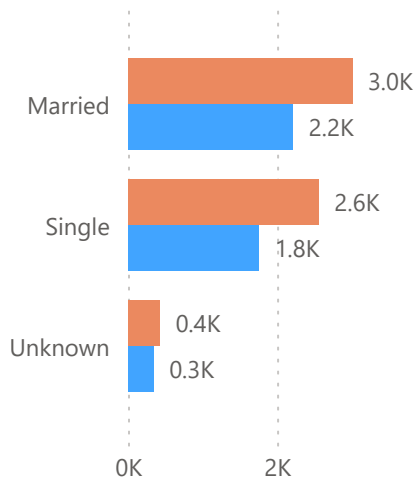
57K

Revenue - WEEK



Customers - Marital Status

gender ● F ● M



Gold

Silver

Blue

Platinum

Chip

Online

Swipe

F

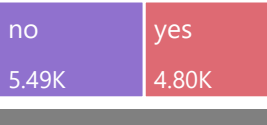
5.99K

M

4.31K

customer_job	Average of income	Count of client_num
Blue-collar	45776.41	1606
Businessman	98372.32	1935
Govt	58452.21	1554
Retirees	49323.37	1006
Selfemployeed	29550.96	2628
White-collar	67530.99	1564
Total	57087.32	10293

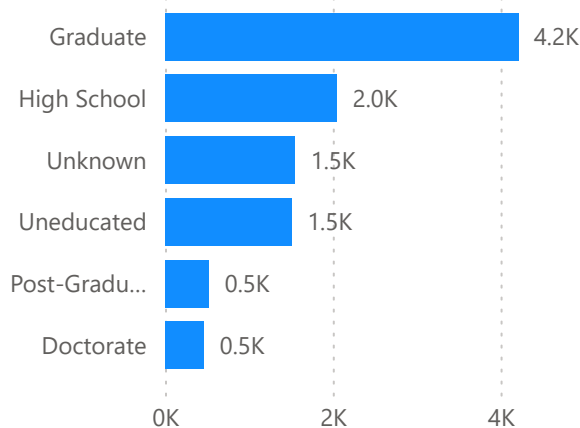
Home Owner



Car Owner

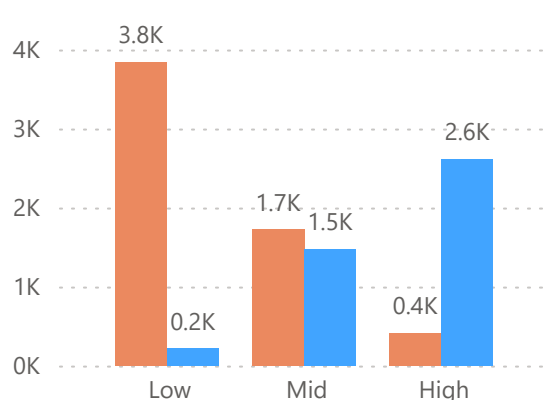


Customers - Education

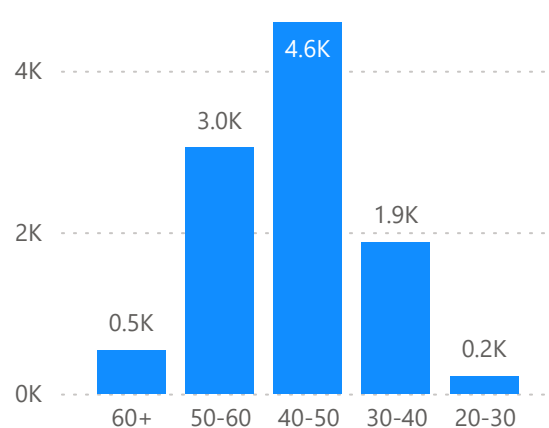


Customers - Income Group

gender ● F ● M



Customers - Age Group



Customers - Top 5 states

