

Credit Card Revenue Report

Total Revenue

10.79M

Interest Earned

7.84M

AgeGroup	Sum of Revenue
Early Middle Aged	22,64,614.18
Late Middle Aged	30,53,667.99
Middle Aged	49,19,561.16
Seniors	3,42,287.71
Young Adults	2,13,266.19
Total	1,07,93,397.23

week_start_date

01-01-202324-12-2023

Income Category

All

Quick measure

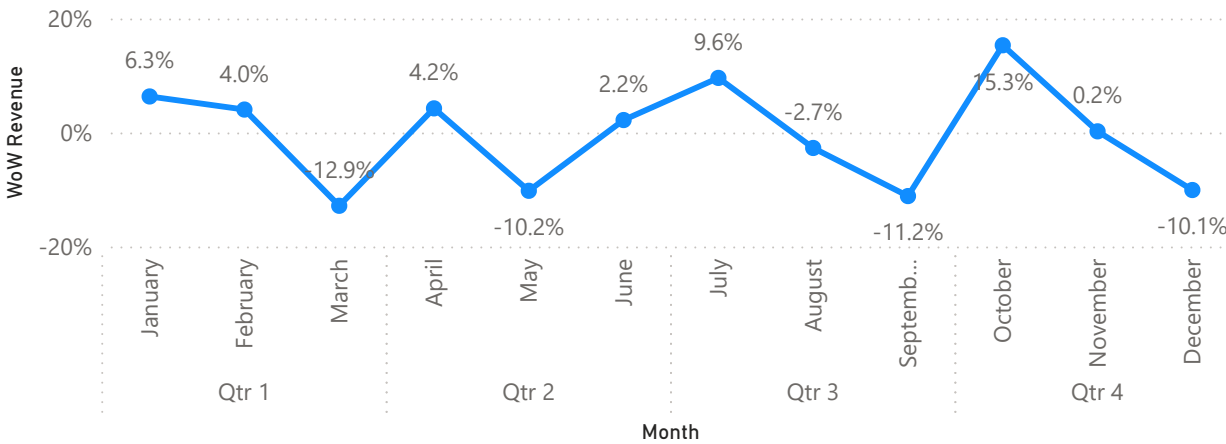
card_category	Sum of Revenue	Sum of total_trans_amt	Sum of interest_earned
Blue	91,81,522.74	3,69,57,875.00	64,95,887.74
Silver	9,99,586.28	45,86,746.00	8,12,081.28
Gold	4,29,994.16	20,24,078.00	3,73,784.16
Platinum	1,82,294.05	9,53,314.00	1,61,629.05
Total	1,07,93,397.23	4,45,22,013.00	78,43,382.23

Q1Q2Q3Q4

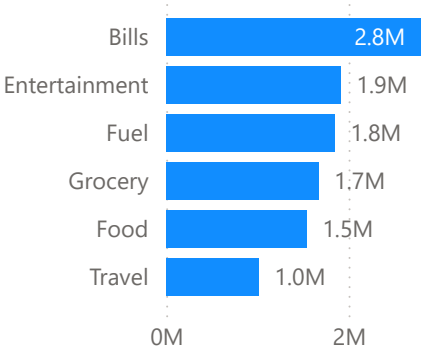
Txn Mode

ChipOnlineSwipe

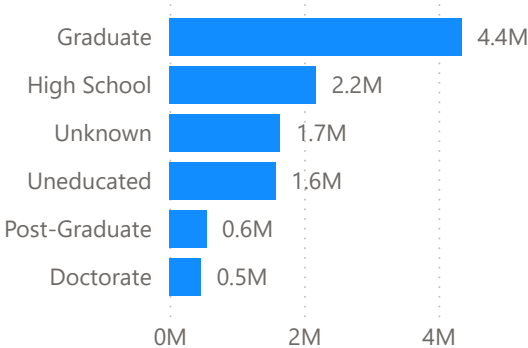
Week over week revenue change(%)



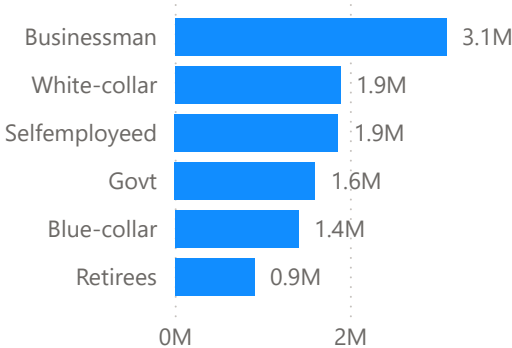
Total Revenue By Transaction Type



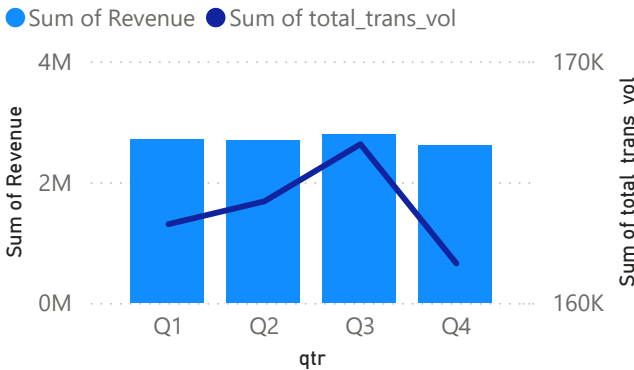
Total Revenue By Education Level



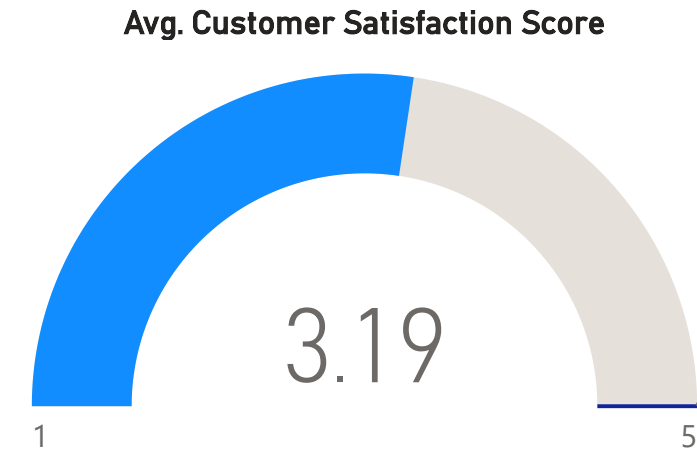
Total Revenue By Job Type



Quarterly revenue and Transaction Volume



Key Metrics



Delinquency Rate (%)

6.07

Activation Rate

0.57

Avg Utilization Ratio

0.27

Avg. Cust. Acquisition Cost (CAC)

96.25

CAC Bucket

High CAC

Low CAC

Med CAC

Expenditure type

All

Card Category

Blue

Platinum

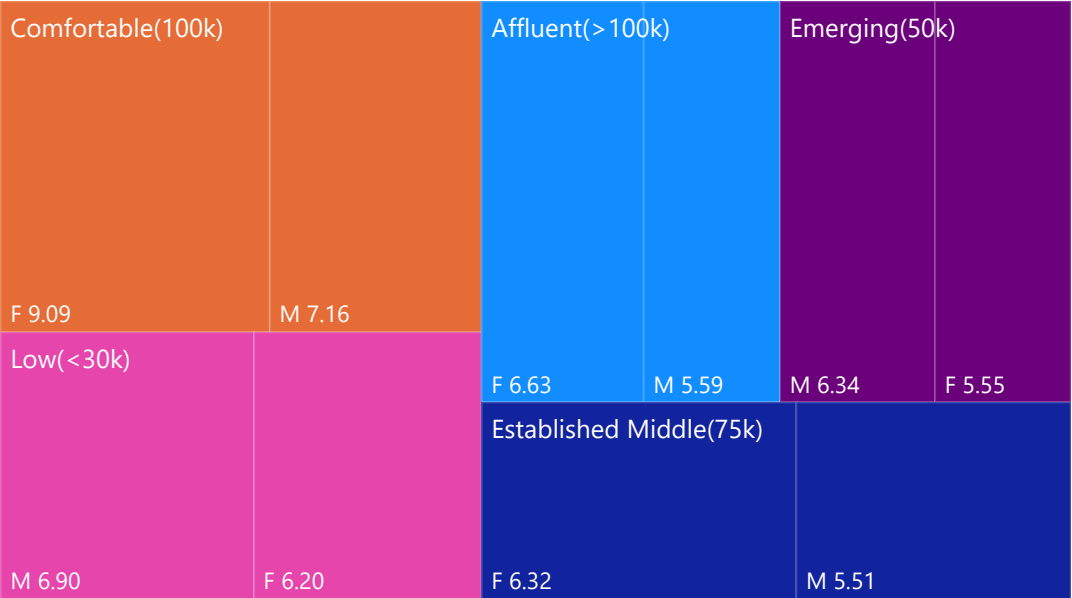
Gold

Silver

Income Group

- ☐ Affluent(>100k)
- ☐ Comfortable(100k)
- ☐ Emerging(50k)
- ☐ Established Middle(75k)
- ☐ Low(<30k)

Delinquency rate by Income Category and Gender



No. Of Transactions

656K

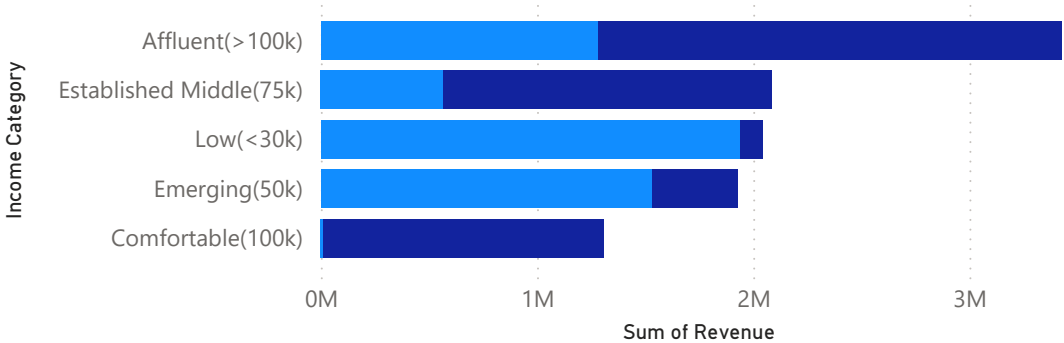
Total Transaction Amount

44.52M



Revenue Generated by Income Groups

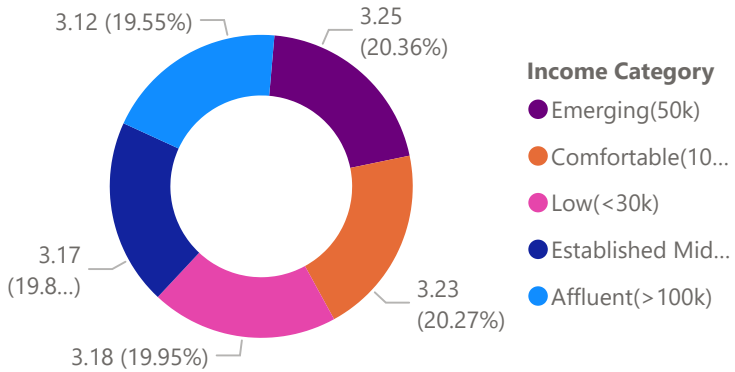
gender F M



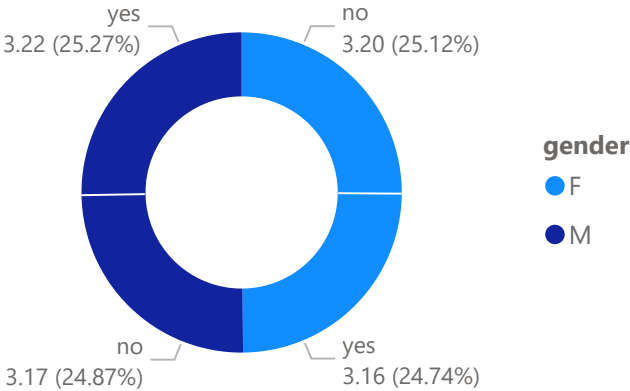
Age Group	Number of Customers
Young Adults	215
Seniors	405
Middle Aged	4619
Late Middle Aged	2669
Early Middle Aged	2200
Total	10108

Income Category	activation_rate
Affluent(> 100k)	0.55
Comfortable(100k)	0.59
Emerging(50k)	0.59
Established Middle(75k)	0.54
Low(<30k)	0.59
Total	0.57

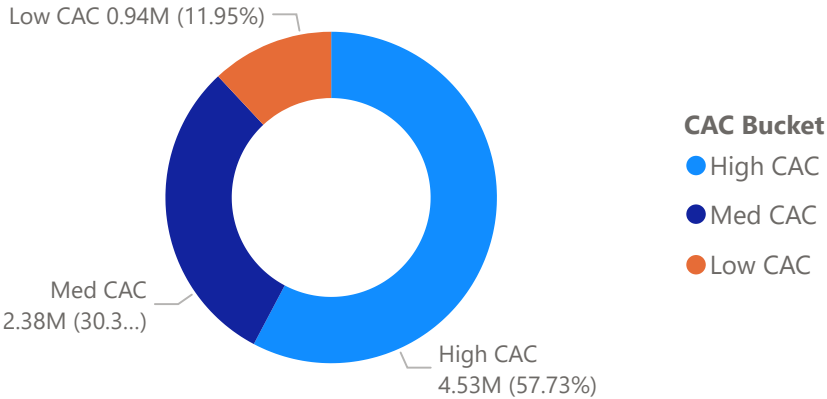
CSS by Income Category



CSS by debtor status(Y/N) and Gender



Interest Earned from Customers based on their CAC



Owns House? ☐ no ☐ yes

Is a Defaulter? ☐ False ☐ True

Owns Car? ☐ no ☐ yes

Is a Debtor? ☐ no ☐ yes