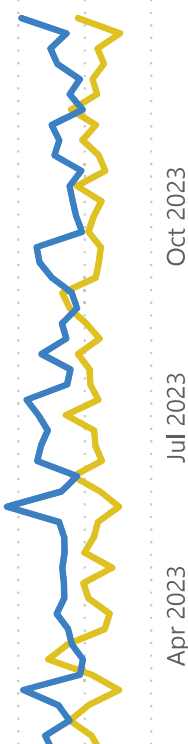


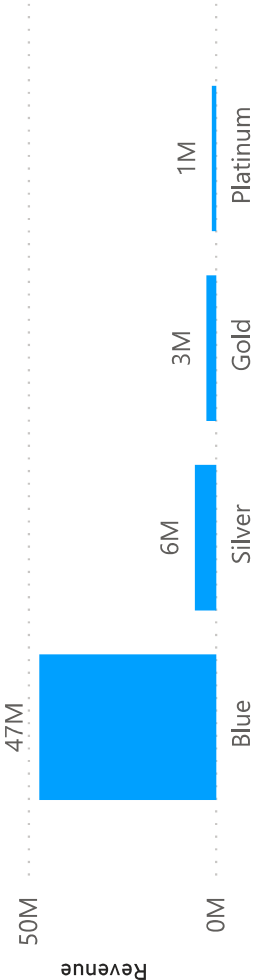
# INSIGHTS

Trans\_Amt by Week\_Start\_date and Gender



previous_week_revenue	Current_week_revenue	wow_revenue%
933134	1201601	28.8%
1070439	933134	-12.8%
1026549	1070439	4.3%
980152	1026549	4.7%
1008777	980152	-2.8%

Revenue by Card\_Category



Delinquent_Acc	Blue-collar	Businessman	Govt	Retirees	Selfemployed	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	%GT Count of Activation_30_Days
0	42.54%
1	57.46%
Total	100.00%