

CREDIT CARD

WEEKLY STATUS REPORT

Project Overview

To develop a comprehensive credit card weekly dashboard that provides real-time insights into key performance metrics and trends, enabling stakeholders to monitor and analyze credit card operations effectively.

Credit Card Transaction Dashboard

Credit Card Transaction

Revenue

55.32M

Amount

45M

Count

656K

Utilization

Ratio

2.8K

Card_Category	Sum of Revenue	Sum of Total_Trans_Amt	Sum of Interest_Earned
Blue	46,139,397.74	36957875	6,495,887.74
Gold	2,454,072.16	2024078	373,784.16
Platinum	1,135,608.05	953314	161,629.05
Silver	5,586,332.28	4586746	812,081.28
Total	55,315,410.23	44522013	7,843,382.23

Q4

Q3

Q2

Q1

Week_Start_Date

All

F

M

Silver

Blue

Gold

Platinum

Mid

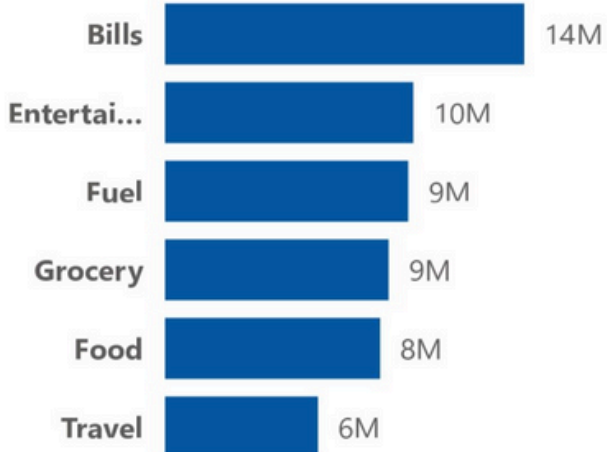
Low

Hight

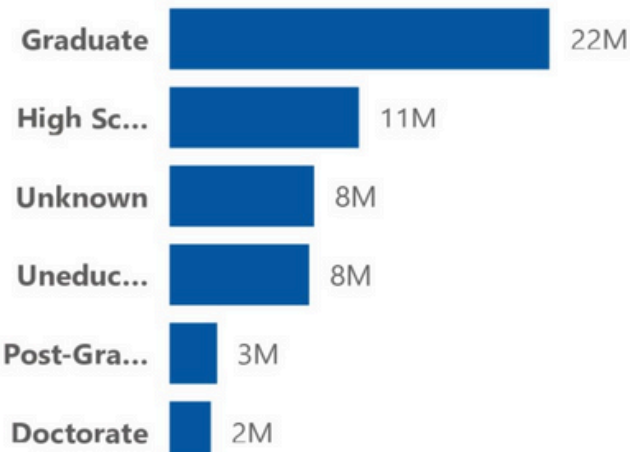
Revenue by Exp Type



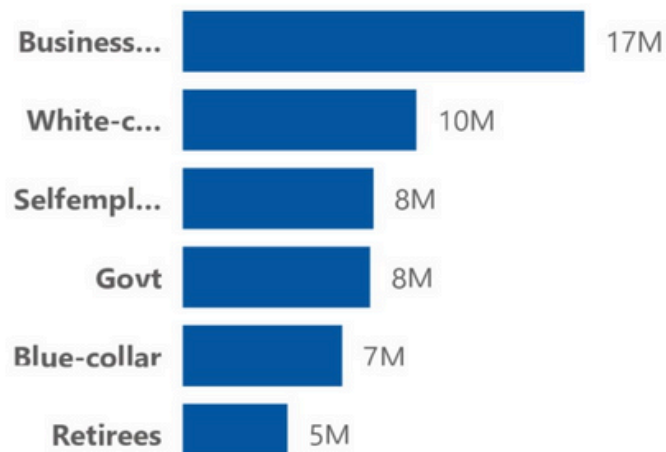
Revenue by Exp Type



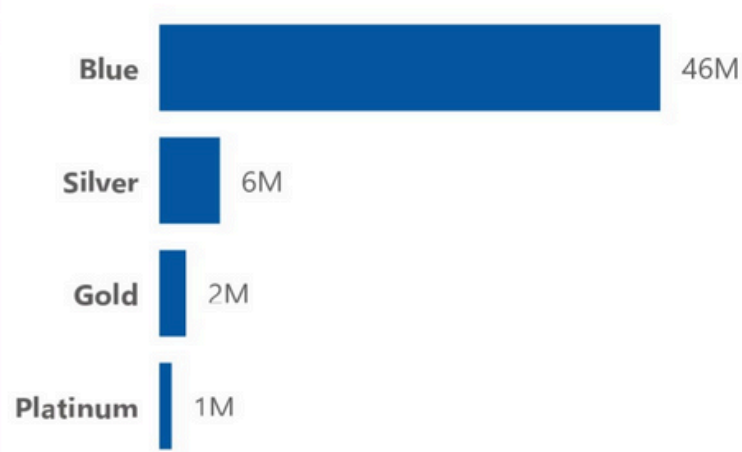
Revenue by Education



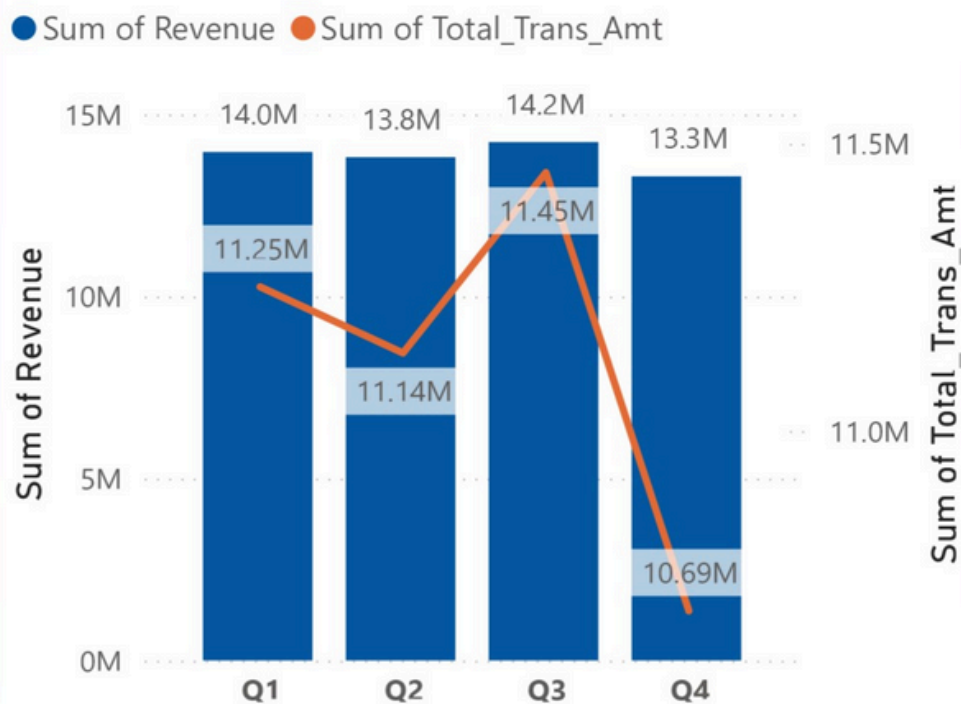
Revenue by Job



Revenue by Exp Type



QTR Revenue and Total Trans Count



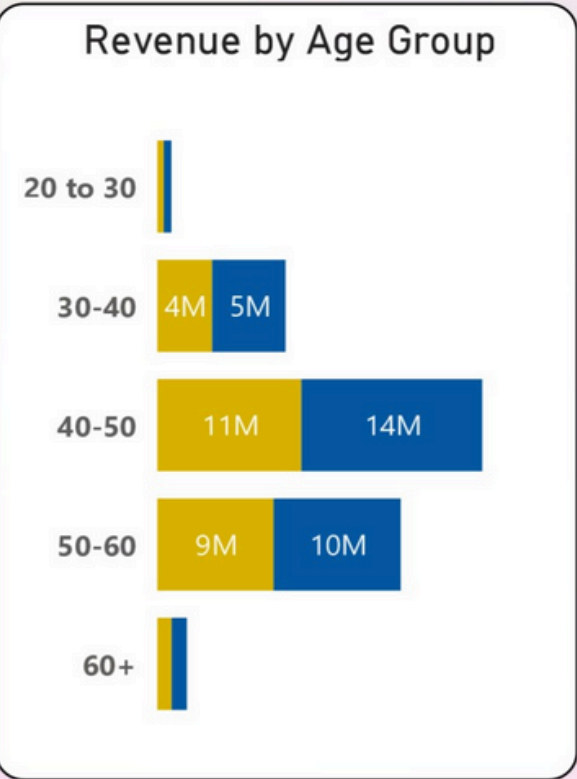
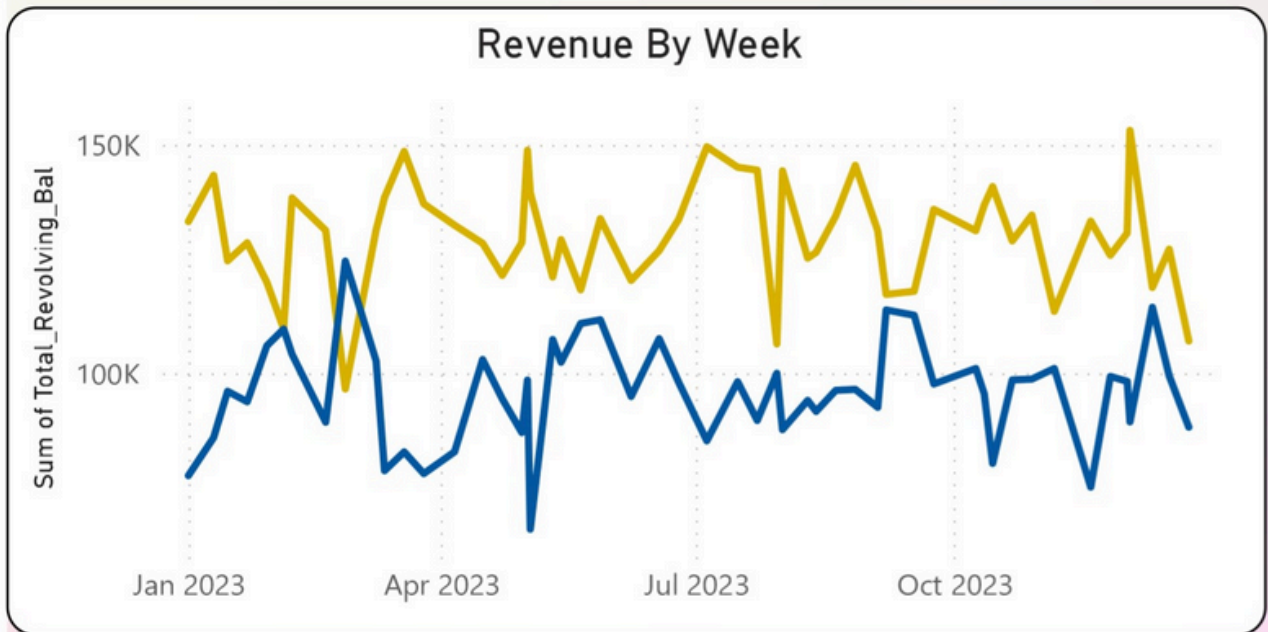
Credit Card Customer Dashboard

Credit Card Customer

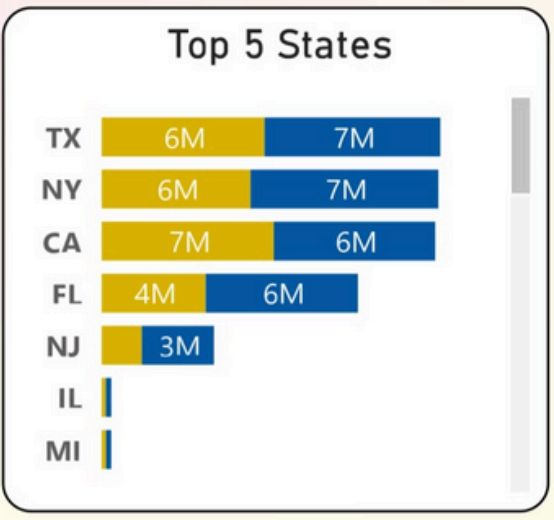
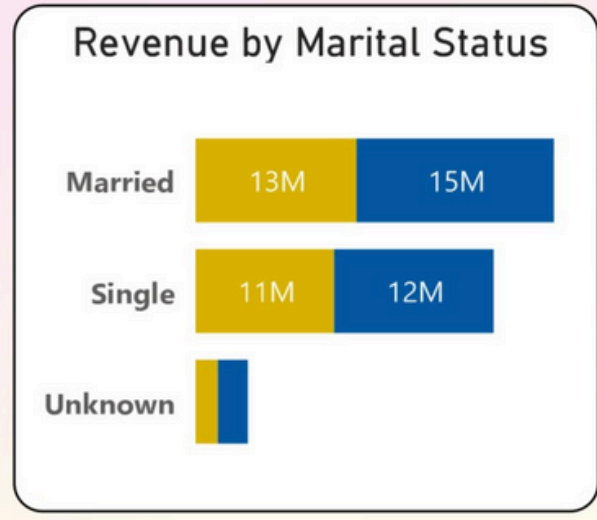
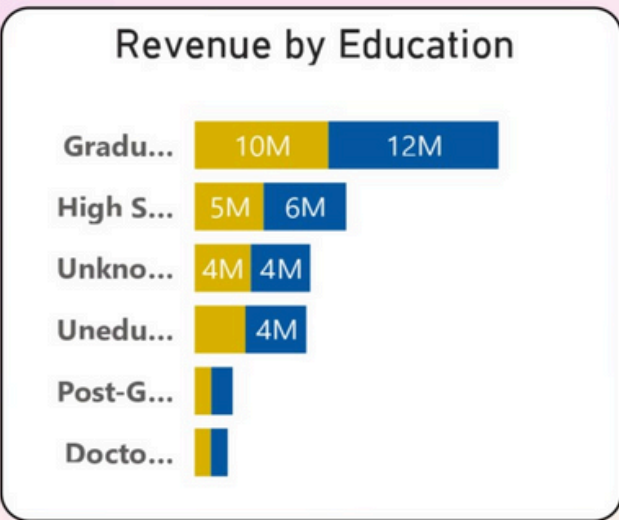
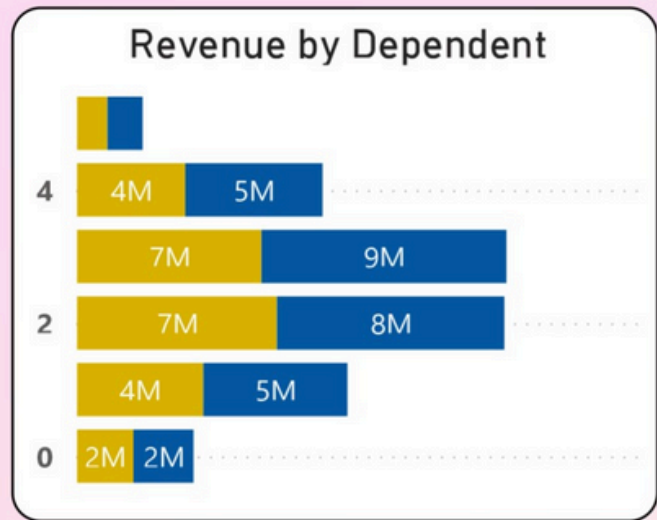
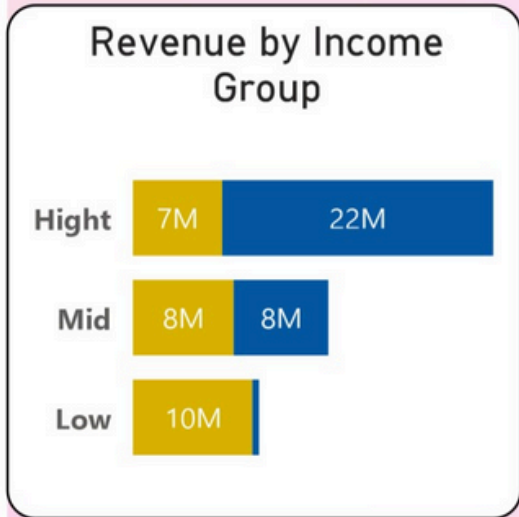


Week_Start_Date

All



Customer_Job	Sum of Income	Sum of Revenue	Sum of Interest_Earned
Businessman	186959919	17,387,832.31	2,539,390.31
White-collar	103930055	10,114,655.93	1,441,073.93
Selfemployeed	75313288	8,261,757.81	1,119,741.81
Govt	88773989	8,111,701.37	1,160,016.37
Blue-collar	72262158	6,904,278.57	952,800.57
Retirees	48675030	4,535,184.24	630,359.24
Total	575914439	55,315,410.23	7,843,382.23



Project Insight

Revenue increased by 26.8%, Total Transaction Amt & Count increased by 22% & 36% Customer count increased by 26%

Overview YTD:

- Overall revenue is 55.32M
- Total interest is 7.5M
- Total transaction amount is 46M
- Male customers are contributing more in revenue 31M, female 26M
- Blue & Silver credit card are contributing to 93% of overall transactions
- TX, NY & CA is contributing to 68%
- Customer Acquisition cost is 96.25 where is average across quarter
- Overall Activation rate is 57.5%
- Overall Delinquent rate is 6.06%