CREDIT CARD CUSTOMER INSIGHTS DASHBOARD

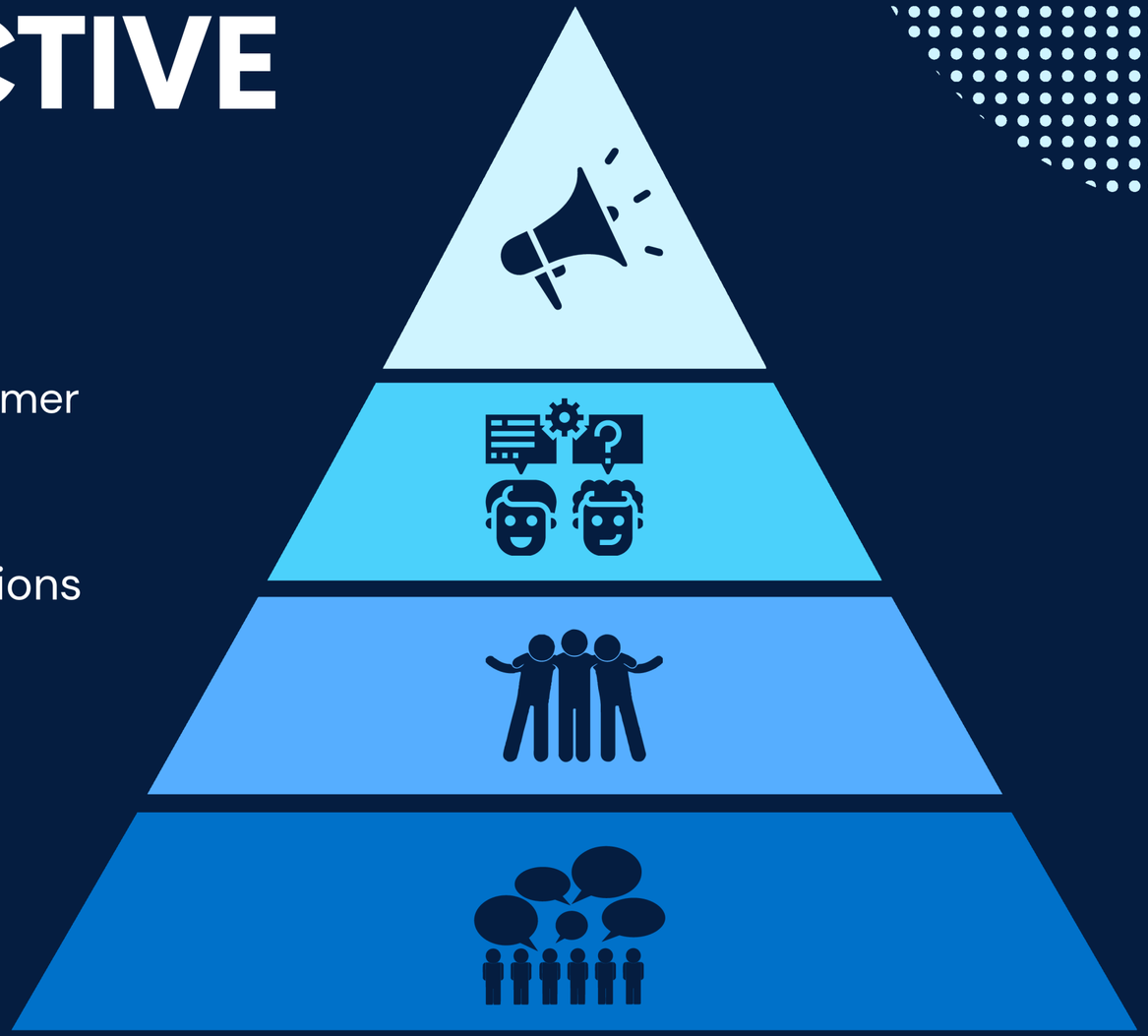
Power BI

PROJECT OBJECTIVE

01 Provide actionable insights into customer behavior and credit card usage

02 Support data-driven business decisions

03 Enable financial, marketing, and risk teams to optimize strategies

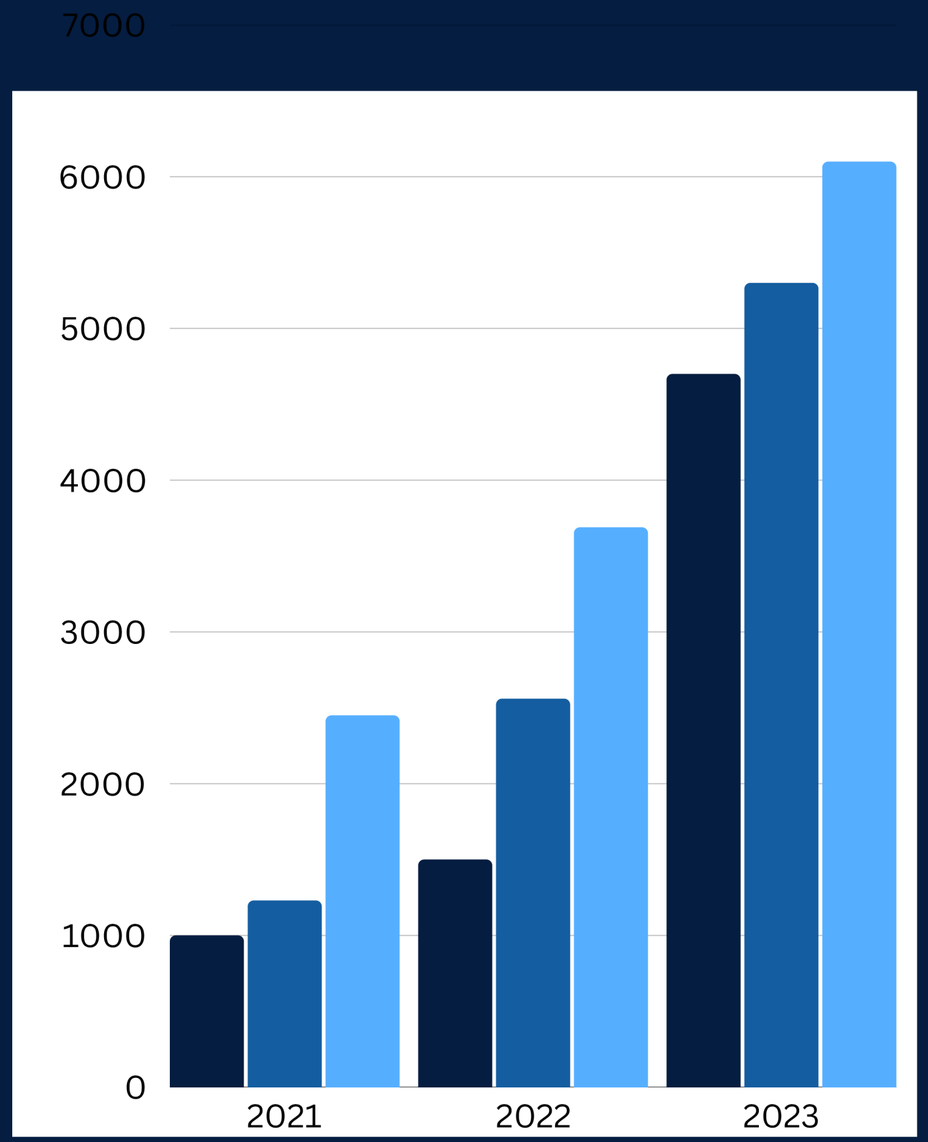


TOOLS & TECHNOLOGIES

- POSTGRESQL – DATA EXTRACTION & QUERYING
- PGADMIN – SQL INTERFACE FOR POSTGRESQL
- POWER BI – DATA MODELING, VISUALIZATION, AND DASHBOARD CREATION
- DAX – CUSTOM MEASURES AND CALCULATIONS

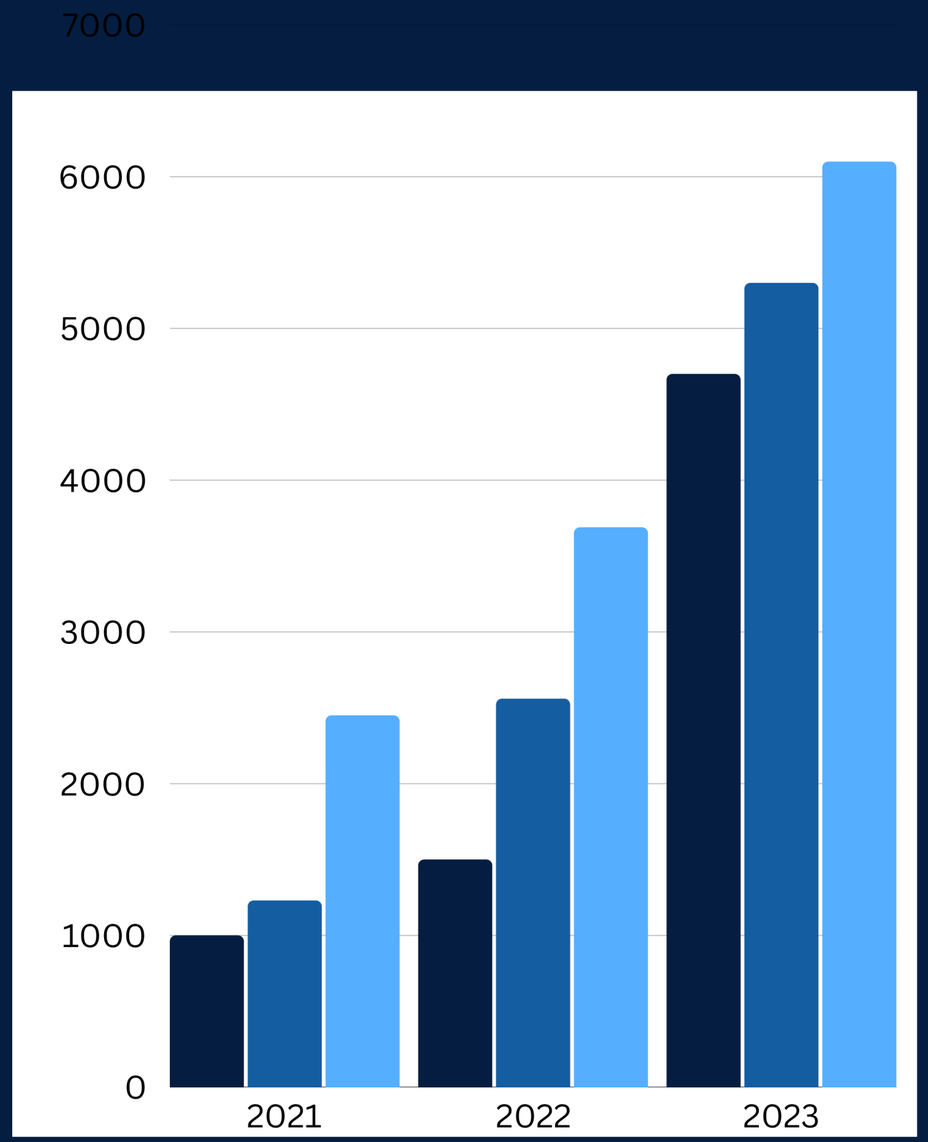
DAX QUARIES

```
AgeGroup = SWITCH( TRUE(), 'public
cust_detail'[customer_age] < 30, "20-30", 'public
cust_detail'[customer_age] >= 30 && 'public
cust_detail'[customer_age] < 40, "30-40", 'public
cust_detail'[customer_age] >= 40 && 'public
cust_detail'[customer_age] < 50, "40-50", 'public
cust_detail'[customer_age] >= 50 && 'public
cust_detail'[customer_age] < 60, "50-60", 'public
cust_detail'[customer_age] >= 60, "60+", "unknown" )
IncomeGroup = SWITCH( TRUE(), 'public cust_detail'[income] <
35000, "Low", 'public cust_detail'[income] >= 35000 && 'public
cust_detail'[income] <70000, "Med", 'public
cust_detail'[income] >= 70000, "High", "unknown" )
```



DAX QUARIES

```
week_num2 = WEEKNUM('public cc_detail'[week_start_date])
Revenue = 'public cc_detail'[annual_fees] + 'public
cc_detail'[total_trans_amt] + 'public
cc_detail'[interest_earned] Current_week_Reveneue =
CALCULATE( SUM('public cc_detail'[Revenue]), FILTER(
ALL('public cc_detail'), 'public cc_detail'[week_num2] =
MAX('public cc_detail'[week_num2])))
Previous_week_Reveneue = CALCULATE( SUM('public
cc_detail'[Revenue]), FILTER( ALL('public cc_detail'), 'public
cc_detail'[week_num2] = MAX('public
cc_detail'[week_num2])-1))
```



PROJECT INSIGHTS- WEEK 53 (31ST DEC)

Profitability

Revenue increased by 28.8%,
Overall revenue is 57M

Customer Data

Total interest is 8M
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% Overall Activation rate is 57.5%
Overall Delinquent rate is 6.06%