

CREDIT CARD SALES ANALYSIS

WEEKLY STATUS REPORT



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Project Objective

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.



Import data to SQL database

1. Prepare csv file
2. Create tables in SQL
3. import csv file into SQL



Data Output	Messages	Notifications
Successfully run. Total query runtime: 337 msec. 10293 rows affected.		



Project Insights- Week 53 (31st Dec)

WoW change:

- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by 74% & 88%
- Customer count increased by 88%

Overview YTD:

- Overall revenue is 57M
- 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% and “Self Employed” are having the highest number of Delinquent rate.



If you have any query, suggestions or feedback, please reach me out at any of these, any time. I would love to help you out.

Thank You



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