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.

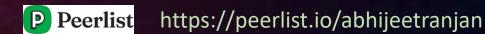


If you have any query, suggestions or feedback, please reach me out at any of these, any time. I would love to help you out.

Thank You



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