WEEKLY CREDIT CARD

STATUS REPORT

Objective

To develop a comprehensive credit card dashboard that provides insights into key performance metrics and trends, enabling stakeholders to moniter and analyze credit card operations effictively.

Credit Card Transaction Report

| Q2 | Q3 | Q1 | Q4 |

Week_Start_Date
All

Revenue
55M

Amount
45M

Total Interests
7.8M

Transaction Count
656K

| Silver | Blue | Gold | Platin... |

| Mid | Low | High |

| F |
| M |

Card_Category	Sum of Revenue	Sum of Total_Trans_Amt	Sum of Interest_Earned
Blue	46139398	36957875	6,495,887.74
Silver	5586332	4586746	812,081.28
Gold	2454072	2024078	373,784.16
Platinum	1135608	953314	161,629.05
Total	**55315410**	**44522013**	**7,843,382.23**

QTR Revenue and total trans count
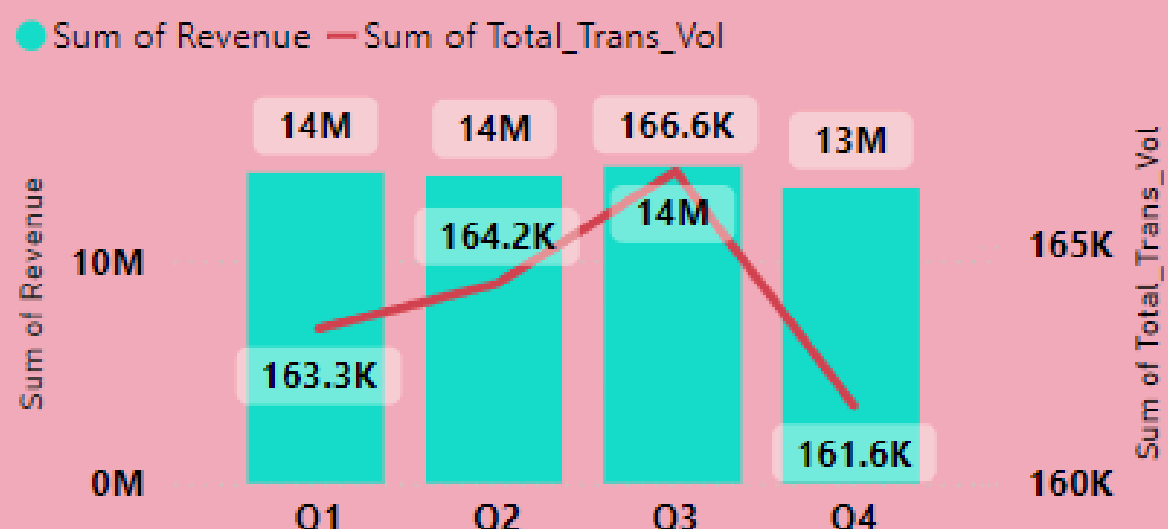
● Sum of Revenue — Sum of Total_Trans_Vol

	Q1	Q2	Q3	Q4
Revenue	14M	14M	166.6K	13M
		164.2K	14M	
Trans_Vol	163.3K			161.6K

165K, 160K (axis labels)

Revenue by Use Chip

Swipe	35M
Chip	17M
Online	3M

(0M, 20M, 40M)

Revenue by Exp Type

Bills	14M
Entertai...	10M
Fuel	9M
Grocery	9M
Food	8M
Travel	6M

(0M, 10M)

Revenue by Education_Level

Graduate	22M
High Sc...	11M
Unknown	8M
Uneduc...	8M
Post-Gr...	3M
Doctor...	2M

(0M, 10M, 20M)

Revenue by Customer_Job

Busines...	17M
White-c...	10M
Selfemp...	8M
Govt	8M
Blue-col...	7M
Retirees	5M

(0M, 10M, 20M)
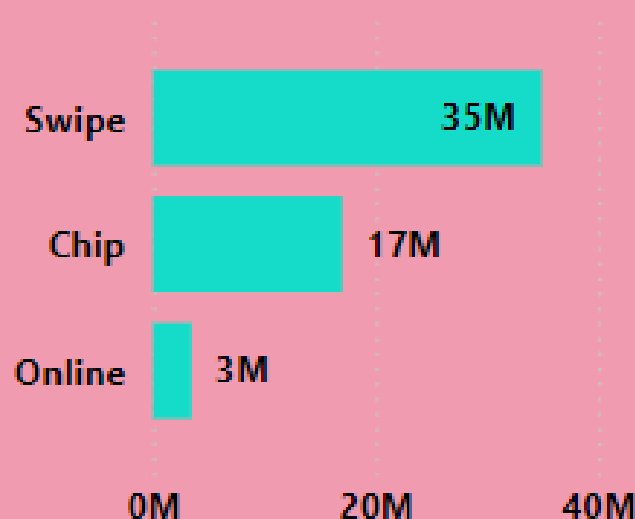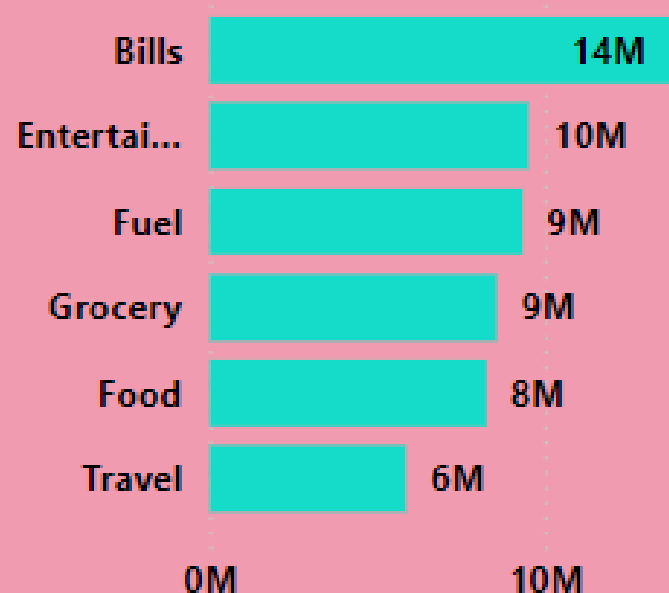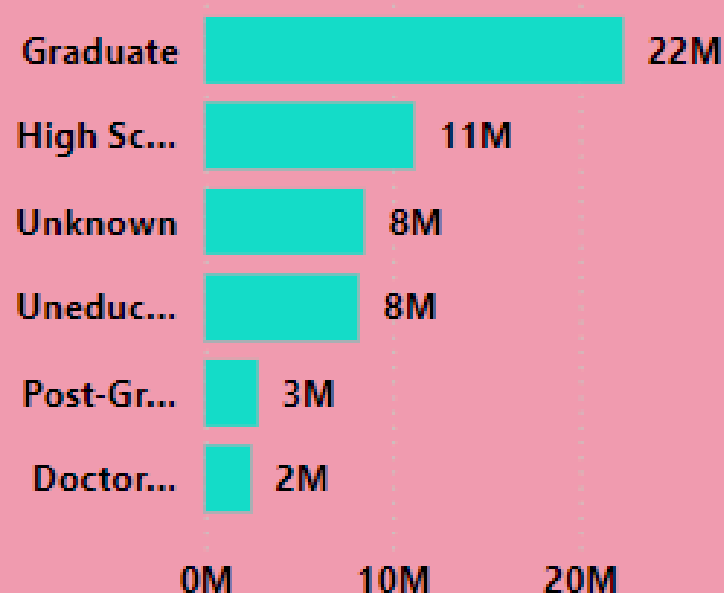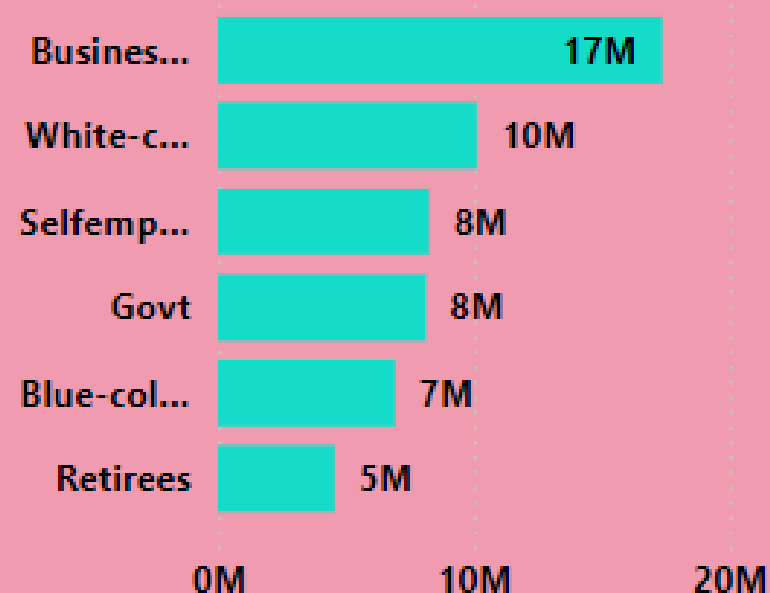
Revenue by Card_Category

Blue	46M
Silver	6M
Gold	2M
Platinum	1M

(0M, 20M, 40M)
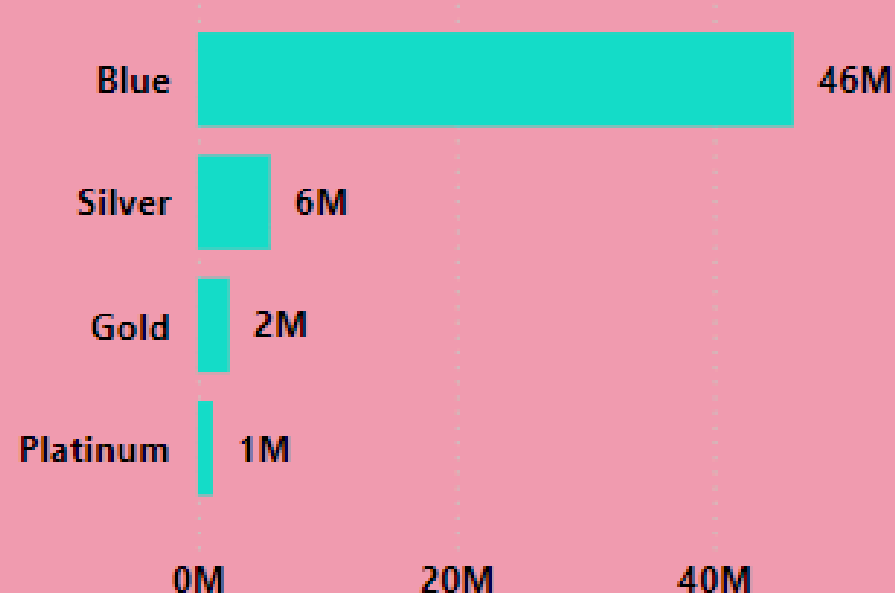
Credit Card Customer Report

| Q2 | Q3 | Q1 | Q4 |

Week_Start_Date

All

Revenue
55M

Total Income
576M

Interest
7.84M

CSS
3.19

Revenue by Age Group & Gender
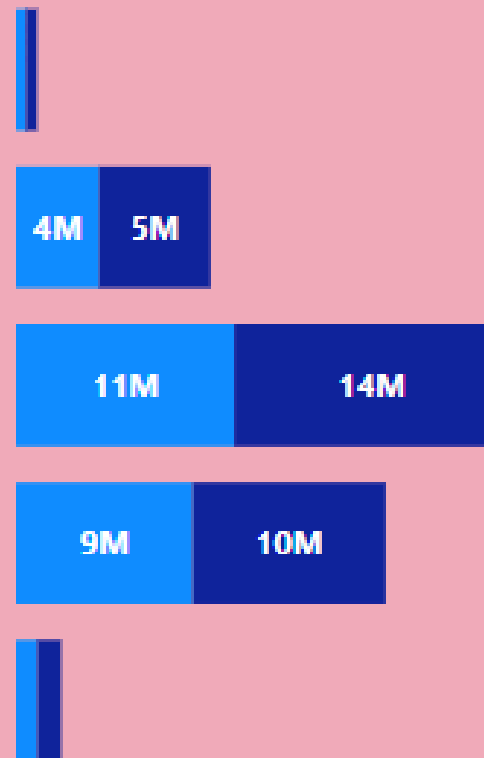
| M | F |
| 30M | 25M |

| Silver | Blue | Gold | Platin... |

| Mid | Low | High |

- 20-30
- 30-40: 4M | 5M
- 40-50: 11M | 14M
- 50-60: 9M | 10M
- 60+
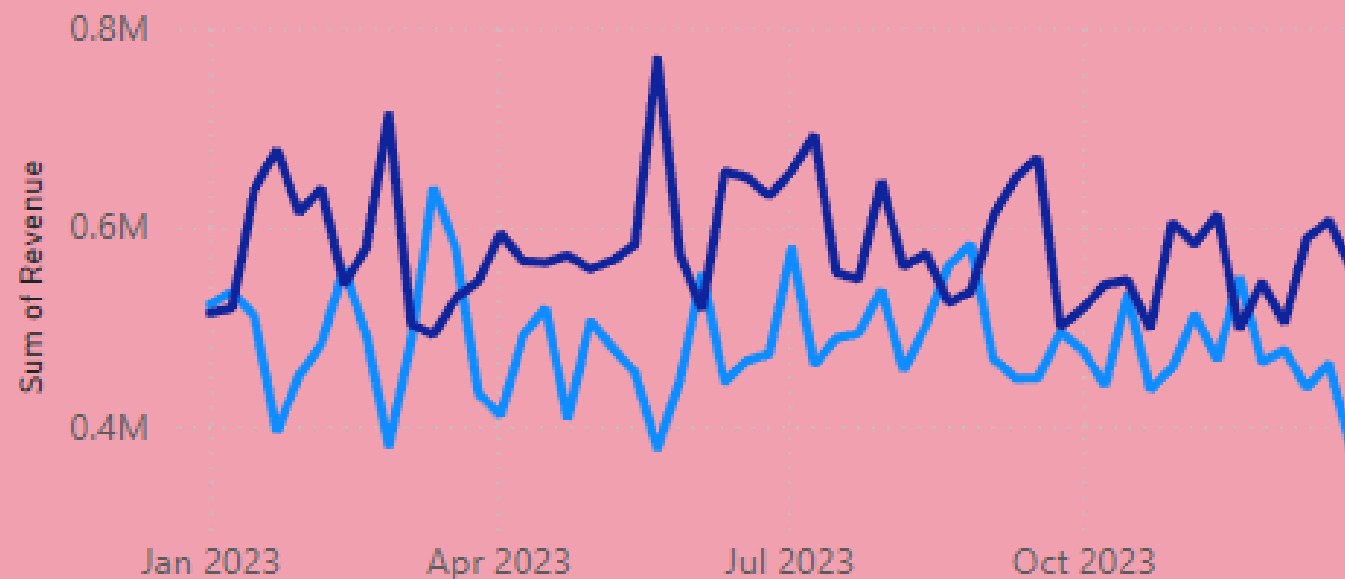
Customer_Job	Sum of Income	Sum of Revenue	Sum of Interest_Earned
Blue-collar	72262158	6904279	952,800.57
Businessman	186959919	17387832	2,539,390.31
Govt	88773989	8111701	1,160,016.37
Retirees	48675030	4535184	630,359.24
Selfemployeed	75313288	8261758	1,119,741.81
White-collar	103930055	10114656	1,441,073.93
Total	**575914439**	**55315410**	**7,843,382.23**

Revenue By Week

(Line chart: Sum of Revenue from Jan 2023 to Oct 2023, y-axis 0.4M to 0.8M)

Revenue by Income

- High: 7M | 22M
- Mid: 8M | 8M
- Low: 10M

Revenue by Marital Status

- Married: 13M | 15M
- Single: 11M | 12M
- Unknown

Revenue by Jobs

- Business...: 9M | 8M
- White-co...: 3M | 7M
- Selfempl...: 5M | 3M
- Govt: 3M | 5M
- Blue-collar: 3M | 4M
- Retirees: 3M

Revenue by Education

- Graduate: 10M | 12M
- High Sc...: 5M | 6M
- Unknown: 4M | 4M
- Uneduc...: 4M
- Post-Gra...
- Doctorate

Revenue by States

- TX: 6M | 7M
- NY: 6M | 7M
- CA: 7M | 6M
- FL: 4M | 6M
- NJ: 3M
- IL
- MI

DAX Queries Used

```
1  Current_week_revenue = CALCULATE(
2      SUM(credit_card[Revenue]),
3      FILTER(
4          ALL(credit_card),
5          credit_card[week_num2]=MAX(credit_card[week_num2])
6  ))
```

```
1  Revenue = credit_card[Annual_Fees]+credit_card[Total_Trans_Amt]+credit_card[Interest_Earned]
```

```
1  IncomeGroup = SWITCH(TRUE(),
2  customer[Income]<=35000,"Low",
3  customer[Income]>=35000 && customer[Income]<70000,"Mid",
4  customer[Income]>70000,"High",
5  "unknown")
```

```
1  AgeGroup = SWITCH(
2      TRUE(),
3      customer[Customer_Age]<30,"20-30",
4      customer[Customer_Age]>=30 && customer[Customer_Age]<40,"30-40",
5       customer[Customer_Age]>=40 && customer[Customer_Age]<50,"40-50",
6       customer[Customer_Age]>=50 && customer[Customer_Age]<60,"50-60",
7      customer[Customer_Age]>=60,"60+",
8       "unknown"
9  )
```

Imp. Business Insights

1. Overall Revenue is 55M .
2. Total Interest is 7.84M.
3. Total Transaction Amt. is 45M
4. Male customers are contributing more in revenue 30M, female 25M.
5. Blue and Silver Credit card are contributing to 93% of overall transactions.
6. TX,NY & CA are contributing to 68%.