



# **CREDIT CARD** ***Weekly Status*** **Report**

# Project Objective

To create a comprehensive weekly dashboard for credit cards, offering real-time insights into key performance metrics and trends, empowering stakeholders to effectively monitor and analyze credit card operations.

# Import data to SQL database

- 01** Prepare csv file
- 02** Create tables in SQL
- 03** import csv file into SQL

# DAX Queries

```
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 Queries

```
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_Revenue = CALCULATE(  
    SUM('public_cc_detail'[Revenue]),  
    FILTER(  
        ALL('public_cc_detail'),  
        'public_cc_detail'[week_num2] =  
        MAX('public_cc_detail'[week_num2])  
    )  
)
```

```
Previous_week_Revenue = CALCULATE(  
    SUM('public_cc_detail'[Revenue]),  
    FILTER(  
        ALL('public_cc_detail'),  
        'public_cc_detail'[week_num2] =  
        MAX('public_cc_detail'[week_num2]) - 1  
    )  
)
```



## **Week-over-Week (WoW) Changes**

- Revenue increased by 28.8%.
- Total transaction amount and count grew by xx% and xx%, respectively.
- Customer count rose by xx%.



## Year-to-Date (YTD) Overview

- Overall Revenue: \$57M.
- Total Interest Earned: \$8M.
- Total Transaction Amount: \$46M.
- Customer Segments:
- Male customers contributed \$31M in revenue, while female customers contributed \$26M.
- Credit Card Performance:
- The Blue and Silver credit cards accounted for 93% of overall transactions.
- State Contributions:
- Transactions from TX, NY, and CA combined contributed 68% of total revenue.
- Activation and Delinquency Rates:
- Overall activation rate: 57.5%.
- Overall delinquency rate: 6.06%.



**Thank  
You**