

CREDIT CARD

WEEKLY STATUS REPORT



Contents

1. Project Objective
2. Data from MySQL
3. Data processing & DAX
4. Dashboard & Insights

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 MySQL database

1. Prepare CSV file
2. Create database into MySQL database
3. Import CSV file into MySQL

DAX Queries

```
Age Group = SWITCH(  
    TRUE(),  
    'ccdb customer'[Customer_Age] < 30, "20-30",  
    'ccdb customer'[Customer_Age] >= 30 && 'ccdb customer'[Customer_Age] < 40, "30-40",  
    'ccdb customer'[Customer_Age] >= 40 && 'ccdb customer'[Customer_Age] < 50, "40-50",  
    'ccdb customer'[Customer_Age] >= 50 && 'ccdb customer'[Customer_Age] < 60, "50-60",  
    'ccdb customer'[Customer_Age] >= 60, "60+",  
    "Unknown")
```

```
Income Group = SWITCH(  
    TRUE(),  
    'ccdb customer'[Income] < 35000, "Low",  
    'ccdb customer'[Income] >= 35000 && 'ccdb customer'[Income] < 70000, "Med",  
    'ccdb customer'[Income] >= 70000, "High",  
    "Unknown")
```

DAX Queries

```
Revenue = 'ccdb credit_card'[Annual_Fees] + 'ccdb credit_card'[Interest_Earned] +  
'ccdb credit_card'[Total_Trans_Amt]
```

```
Week_Num_2 = WEEKNUM('ccdb credit_card'[Week_Start_Date])
```

```
Current_week_Revenue = CALCULATE(  
    SUM('ccdb credit_card'[Revenue]),  
    FILTER(  
        ALL('ccdb credit_card'),  
        'ccdb credit_card'[Week_Num_2] = MAX('ccdb credit_card'[Week_Num_2])))
```

DAX Queries

```
Previous_week_Revenue = CALCULATE(  
    SUM('ccdb credit_card'[Revenue]),  
    FILTER(  
        ALL('ccdb credit_card'),  
        'ccdb credit_card'[Week_Num_2] = MAX('ccdb credit_card'[Week_Num_2])-1))
```

```
Wow_change = DIVIDE((([Current_week_Revenue] - [Previous_week_Revenue]),  
[Previous_week_Revenue])
```

Project Insights

WoW change:

- Revenue increased by 28.77%
- Total Transaction Amount & Count increased by 0.022% & 0.016% respectively
- Customer Count increased by 0.017%

Overview YTD:

- Overall revenue is \$56.5M
- Total Interest is \$8.0M
- Total transaction amount is \$45.5M
- Male customers are contributing more in revenue, to female \$5.1 M more
- Blue & Silver credit card are contributing to of overall transactions \$42.5M
- TX, NY & CA is contributing to revenue \$18.6M
- Overall activation rate is 57.64%
- Overall delinquent rate is 6.06%

Thank You