# CREDIT CARD

## WEEKLY STATUS REPORT

# 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.

# 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, ''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_Reveneue** = CALCULATE(

SUM('public cc_detail'[Revenue]),

FILTER(

 ALL('public cc_detail'),

'public cc_detail'[week_num2] = MAX('public cc_detail'[week_num2])))

 **Previous_week_Reveneue** = CALCULATE(

SUM('public cc_detail'[Revenue]),

 FILTER(

ALL('public cc_detail'),

 'public cc_detail'[week_num2] = MAX('public cc_detail'[week_num2])-1))

# Project Insights- Week 53 (31st Dec)

**WoW change:**

• Revenue increased by 28.8%,

• Total Transaction Amt & Count increased by xx% & xx%

• Customer count increased by xx%

**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%