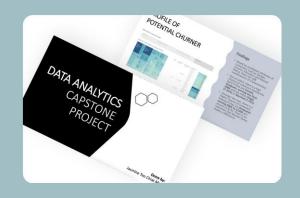# PROJECT OBJECTIVE

- Develop a comprehensive credit card transaction dashboard and credit card customer dashboard.

- That will provide real-time insights into key performance metrics and trends.

- Enabling stakeholders to monitor and analyse credit card operations effectively to improve customer satisfaction level.

- Show insights based on genders in customer dashboard.

KPI'S REQUIREMENTS

1. For credit card transaction dashboard:

- Overall revenue
- Total interest
- Total transaction amount
- Transaction count

2. For credit card customer dashboard:

- Income of customers
- Total revenue
- Total interest
- Customer satisfaction

CHARTS REQUIREMENT

1. Prepare credit card transaction dashboard based on the gender, income groups, quarterly growth, card category, weekly dates.
2. The revenues generated based on use type of customer.
3. Total revenue generated quarterly based on transactions.
4. Table which shows Revenue, transaction amount, interest earned based on card category.
5. Sum of revenue generated based on customer expenses.
6. Revenue generated from customers by education levels.
7. Revenue generated from customers by occupation.
8. Revenue generated based on card category.

CHARTS REQUIREMENT

1. Prepare credit card customer dashboard based on the gender, income groups, quarterly growth, card category, weekly dates.

2. Which gender type is generating revenue on weekly bases.

3. Table which shows how income is distributed based on customer job and the revenue and interest earned from it.

4. Based on the marital status is the revenue generated from.

5. Which age group is contributing to the company accordingly.

6. Based on family members how is the revenue generated from customers.

7. By which gender type is the revenue generated groups vice.

8. How is the revenue distributed throughout the states.

DAX QUERY

Used data analysis expressions query such as:-

```
1. AgeGroup = SWITCH(
   TRUE(),
   customer[Customer_Age] < 30, "20-30",
   customer[Customer_Age] >=30 && customer[Customer_Age] < 40, "30-40",
   customer[Customer_Age] >=40 && customer[Customer_Age] < 50, "40-50",
   customer[Customer_Age] >=50 && customer[Customer_Age] < 60, "50-60",
   customer[Customer_Age] >= 60, "60+",
   "unknown"
   )
```

DAX QUERY

2. IncomeGroup = SWITCH(
TRUE(),
customer[Income] < 35000, "Low",
customer[Income] >= 35000 && customer[Income] < 70000, "Mid",
customer[Income] >= 70000, "High",
"unknown"
)

3. Week_num_2 = WEEKNUM(credit_card[Week_Start_Date])

4. Revenue = credit_card[Annual_Fees] + credit_card[Total_Trans_Amt] + credit_card[Interest_Earned]

DAX QUERY

5. Current_week_revenue = CALCULATE(
    SUM(credit_card[Revenue]),
    FILTER(
        ALL(credit_card),
        credit_card[Week_num_2] = max(credit_card[Week_num_2])))

6. Previous_week_revenue = CALCULATE(
    SUM(credit_card[Revenue]),
    FILTER(
        ALL(credit_card),
        credit_card[Week_num_2] = max(credit_card[Week_num_2])-1))

PROJECT INSIGHT

1. Wow change:-
   - Revenue increased by 28.8%
   - Customer count increased by 57.28%

2. Overview YTD
   - Overall Revenue is 57M
   - Total interest 8M
   - Total transaction amount 46M
   - Male customer are contributing more on revenue 31M, female 26M
   - Blue and silver credit card are contributing 93% of the overall transaction
   - TX, NY, & CA is contributing to 68%
   - Overall delinquent rate is 6.06%