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.

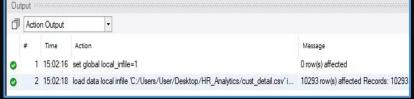
Import data to SQL database

- Prepare csv file
- Create tables in SQL
- Import csv file into SQL

DAX Queries

AGE GROUP: AgeGroup = SWITCH(TRUE(),'cc_project cust_detail'[Customer_Age]>=30
&& 'cc_project cust_detail'[Customer_Age]<40,"30-40",'cc_project cust_detail'[Customer_Age]<40,"30-40",'cc_project cust_detail'[Customer_Age]>=40 && 'cc_cust_detail'[Customer_Age]<50,"40-50", 'cc_project cust_detail'[Customer_Age]>=50 && 'cc_project cust_detail'[Customer_Age]>=50 && 'cc_project cust_detail'[Customer_Age]>=60,"50-60",'cc_project cust_detail'[Customer_Age]>=60,"60+", "unknown")





WEEKNUM2: weeknum2 = WEEKNUM('cc_project cc_detail'[Week_Start_Date])

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INCOME GROUP: IncomeGroup = SWITCH(TRUE(),'cc_project cust_detail'[Income]<35000,"Low",'cc_project cust_detail'[Income]>=35000 && 'cc_project cust_detail'[Income]<70000, "Mid",'cc_project cust_detail'[Income]>=70000,"High","unknown")

REVENUE: Revenue = 'cc_project cc_detail'[Annual_Fees] + 'cc_project cc_detail'[Total_Trans_Amt] + 'cc_project cc_detail'[Interest_Earned]

CURRENT_WEEK_REVENUE: Current_Week_Revenue = CALCULATE(SUM('cc_project cc_detail'[Revenue]),

FILTER(ALL('cc_project cc_detail'),'cc_project cc_detail'[weeknum2]=MAX('cc_project cc_detail'[weeknum2])))
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PREVIOUS_WEEK_REVENUE: Previous_Week_Revenue = CALCULATE(
SUM('cc_project cc_detail'[Revenue]),

FILTER(

ALL('cc_project cc_detail'),

'cc_project cc_detail'[weeknum2]=MAX('cc_project cc_detail'[weeknum2])-1))
```

Project Insights- Week 53 (31st Dec)

WEEK ON WEEK CHANGE:

- Revenue increased by 28.8%
- Total Transaction Amt increased by 1011008%

Overview YEAR TO DATE:

- 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 Delinquent rate is 6.06%