

# Credit Card Report – Project Insights

## WoW Change

- Revenue decreased by **12.9%**
- Total Transaction Amount & Count decreased by **13.5% & 9.5%**
- Customer count increased by **11%**

## Overview YTD

- Overall revenue is **53.3M**
- Total interest is **7.8M**
- Total transaction amount is **44.5M**
- Male customers are contributing more in revenue: **29M**, Female: **24M**
- Blue & Silver credit card are contributing to **93% of overall transactions**
- **TX, NY & CA** are contributing to **68%**
- Overall Activation rate is **57.4%**, with women activating **11.27%** faster than men
- Overall Delinquent rate is **6.06%**, with self-employed individuals showing higher default levels

# Credit Card Financial Insights Dashboard – Power BI

- **Developed an interactive dashboard** by integrating SQL-based customer and transaction data to deliver **real-time financial insights**.
- **Automated data refresh and updates** by connecting new SQL datasets, ensuring the Power BI dashboard always reflected the latest business information.
- **Streamlined data processing and analytics** to track KPIs, monitor financial performance, and identify key trends.
- **Shared actionable insights** with stakeholders, enabling **data-driven decision-making** and improved financial strategies.