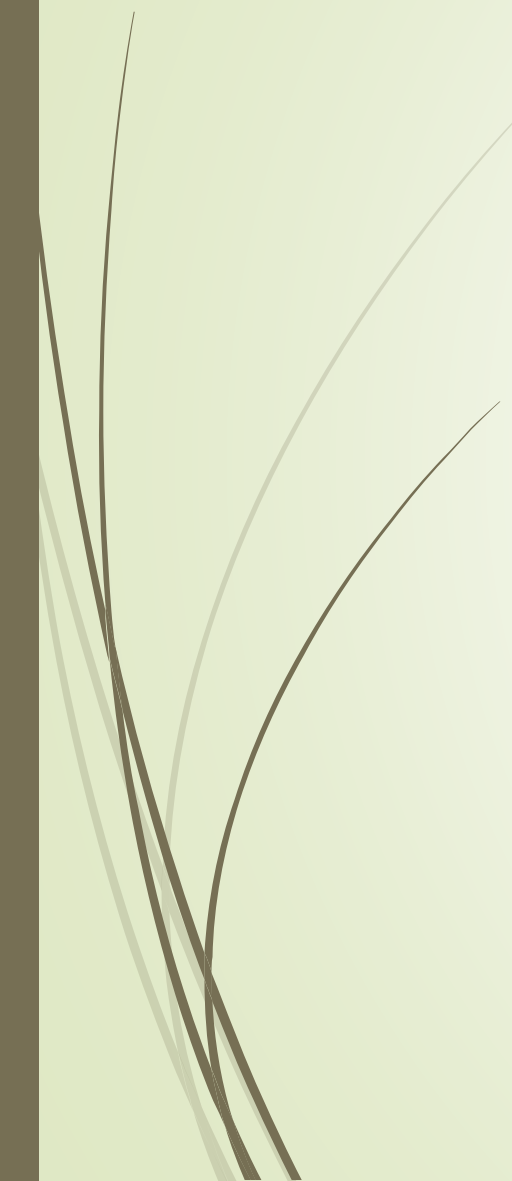# CREDIT CARD WEEKLY REPORT

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.

Project Insights- Week 52 (24th Dec)

Week on Week change:

- Revenue decreased by 0.13%,

- Total Transaction Amt & Count decreased by 13.47% & 10.99%

Overview YTD:

- Overall revenue is 55M

- Total interest is 8M

- Total transaction amount is 45M

- Male customers are contributing more in revenue 30M, females 25M

- Blue & Silver credit cards are contributing to 93% of overall transactions

- TX, NY & CA is contributing to 68%

- Overall Activation rate is 57.47%

- Overall Delinquent rate is 6.07%

Import data to SQL database

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

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")
- 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))