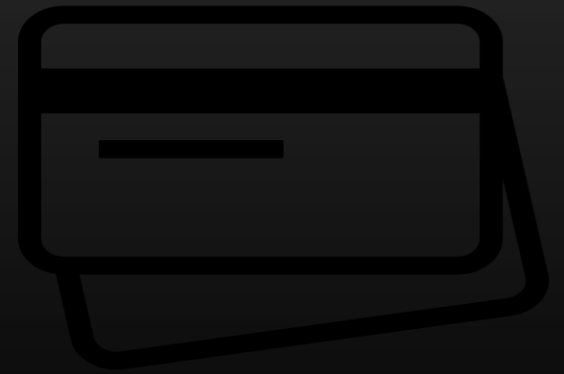


# CREDIT CARD

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

- 1.Prepare csv file
- 2.Create tables in SQL
- 3.import csv file into SQL



Data Output

Messages

Notifications

COPY 10108

Query returned successfully in 82 msec.

**NOTE:** Find all SQL queries & project data- [https://github.com/Ayush-kushwah/Credit\\_card\\_financial\\_Dashboard](https://github.com/Ayush-kushwah/Credit_card_financial_Dashboard)

# 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, "Med",  
    '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\_Revenue** = CALCULATE(  
SUM('public cc\_detail'[Revenue]),  
FILTER(  
ALL('public cc\_detail'),  
'public cc\_detail'[week\_num2] = MAX('public cc\_detail'[week\_num2])))

**Previous\_week\_Revenue** = 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 (31<sup>st</sup> Dec)

## Week over week changes

- Revenue increased by 28.8%,
- Overall revenue is 111M
- Total interest is 16M
- Total transaction amount is 89M
- 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



**Note:** You can add more insights