

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

Project Insights- Week 53 (31st Dec)

WoW change:

Revenue increased by 28.8%,

Overview YTD:

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 Activation rate is 57.5%

Overall Delinquent rate is 6.06%