

Credit Card Weekly Status Report



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Project Objectives

To design and implement a dynamic, real-time credit card performance dashboard that delivers actionable insights into critical metrics and emerging trends on a weekly basis. This solution empowers stakeholders to effectively monitor, analyze, and optimize credit card operations for enhanced decision-making and performance management.



Dax Queries

To Group Ages

```
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"  
)
```

To Group Incomes

```
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"  
)
```

To get Week Number

```
week_num2 = WEEKNUM('public cc_detail'[week_start_date])
```



Dax Queries

To get Revenue

```
Revenue = 'public cc_detail'[annual_fees] + 'public cc_detail'[total_trans_amt] + 'public cc_detail'[interest_earned]
```

To get current week Revenue

```
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])))
```

To get Previous week Revenue

```
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))
```

Major Project Insights



WoW change:

- Revenue Decreased by 12.8%,
- Total Transaction Amt & Count decreased by 13.4% & 1.12%
- Customer count decreased by 18.69%

Overview YTD:

- Overall revenue is 55.3M
- Total interest is 7.8M
- Total transaction amount is 45M
- Male customers are contributing more in revenue than females 26
- Blue & Silver credit card are contributing to 94.5% of overall transactions
- TX, NY & CA is contributing to 68%
- Overall Activation rate is 57.5%
- Overall Delinquent rate is 6.07%

The background of the slide is a black and white aerial photograph of a city at night, showing a dense cluster of skyscrapers and buildings.

Thank you!

Azlan Raza Khan