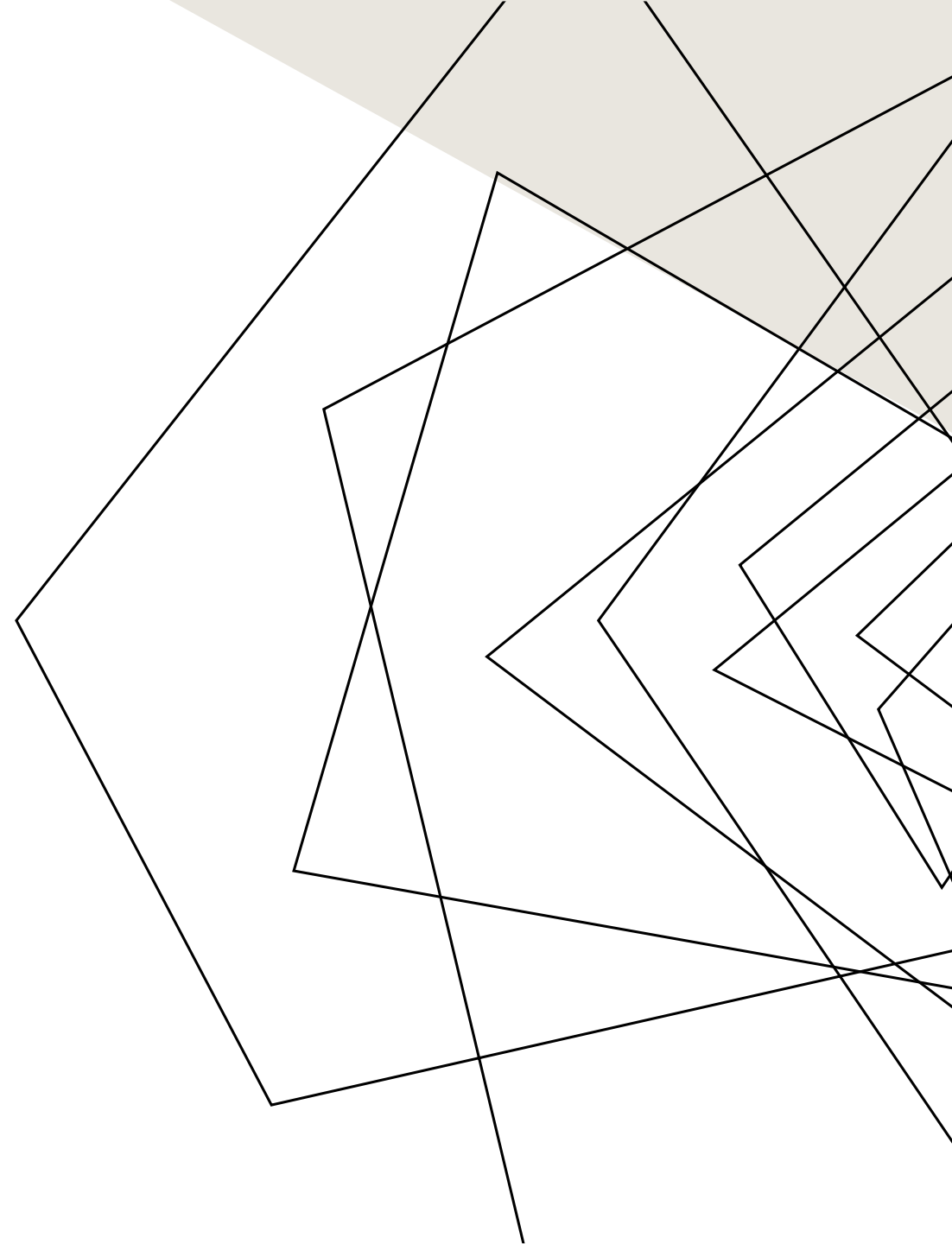# CREDIT CARD

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

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"

DAX QUERIES

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)

PROJECT INSIGHTS- WEEK 52 (24 DEC)

Weel On Week change:

• Revenue increased by 28.8%,

• Total Transaction Amt & Count increased by 4.07 % & 3.50 %
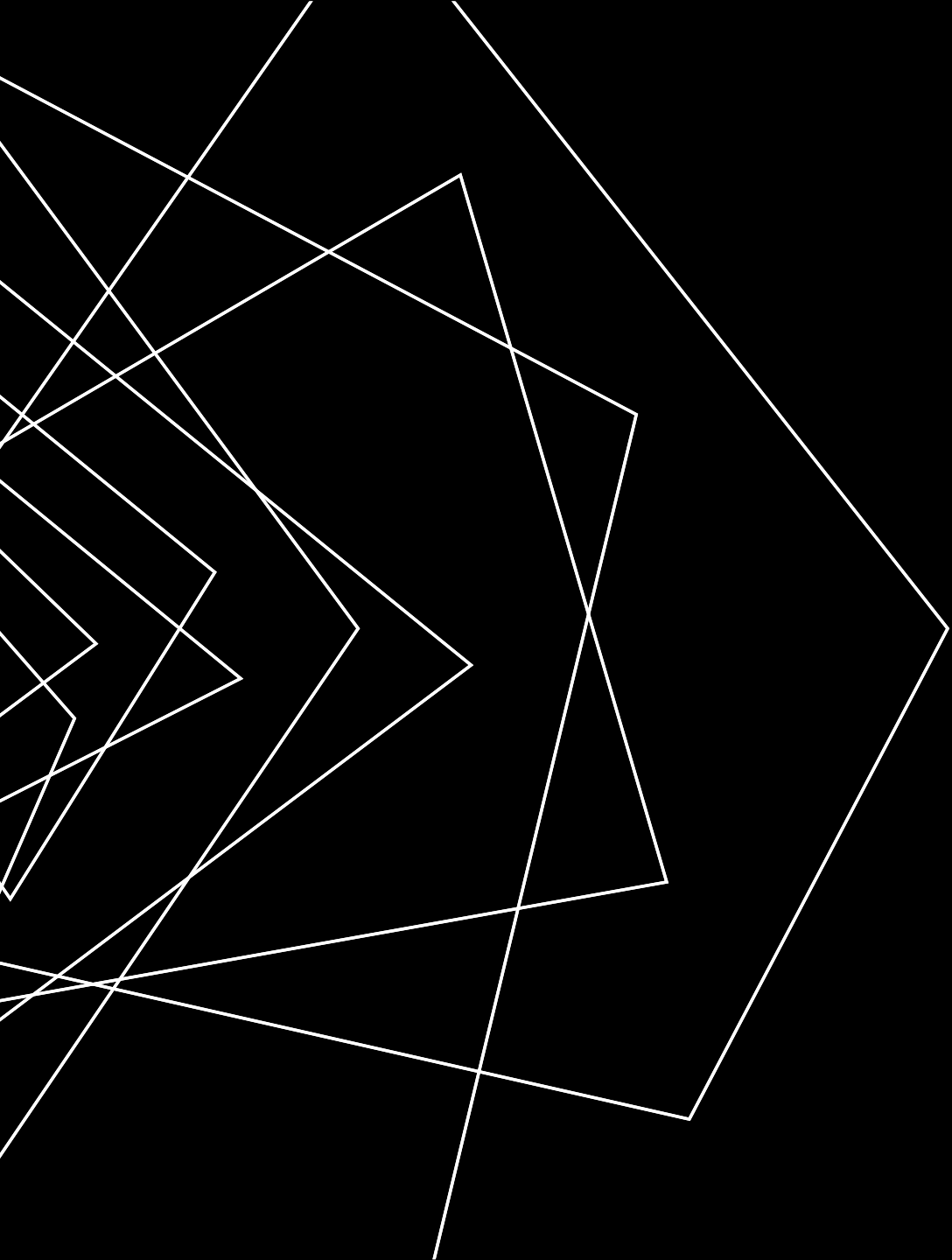
• Customer count increased by 35.5%

Overview Year To Date :

• Overall revenue is 111M

• Total interest is 89M

•Total transaction amount is 16M

•Male customers are contributing more in revenue 60M, female 50M

• 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%

CREDIT CARD FINANCIAL DASHBOARD USING POWER BI

- Developed an interactive dashboard using transaction and customer data from a SQL database, to provide real-time insights.

- Streamlined data processing & analysis to monitor key performance metrics and trends.

- Shared actionable insights with stakeholders based on dashboard findings to support decision-making processes

THANK YOU