

CREDIT CARD

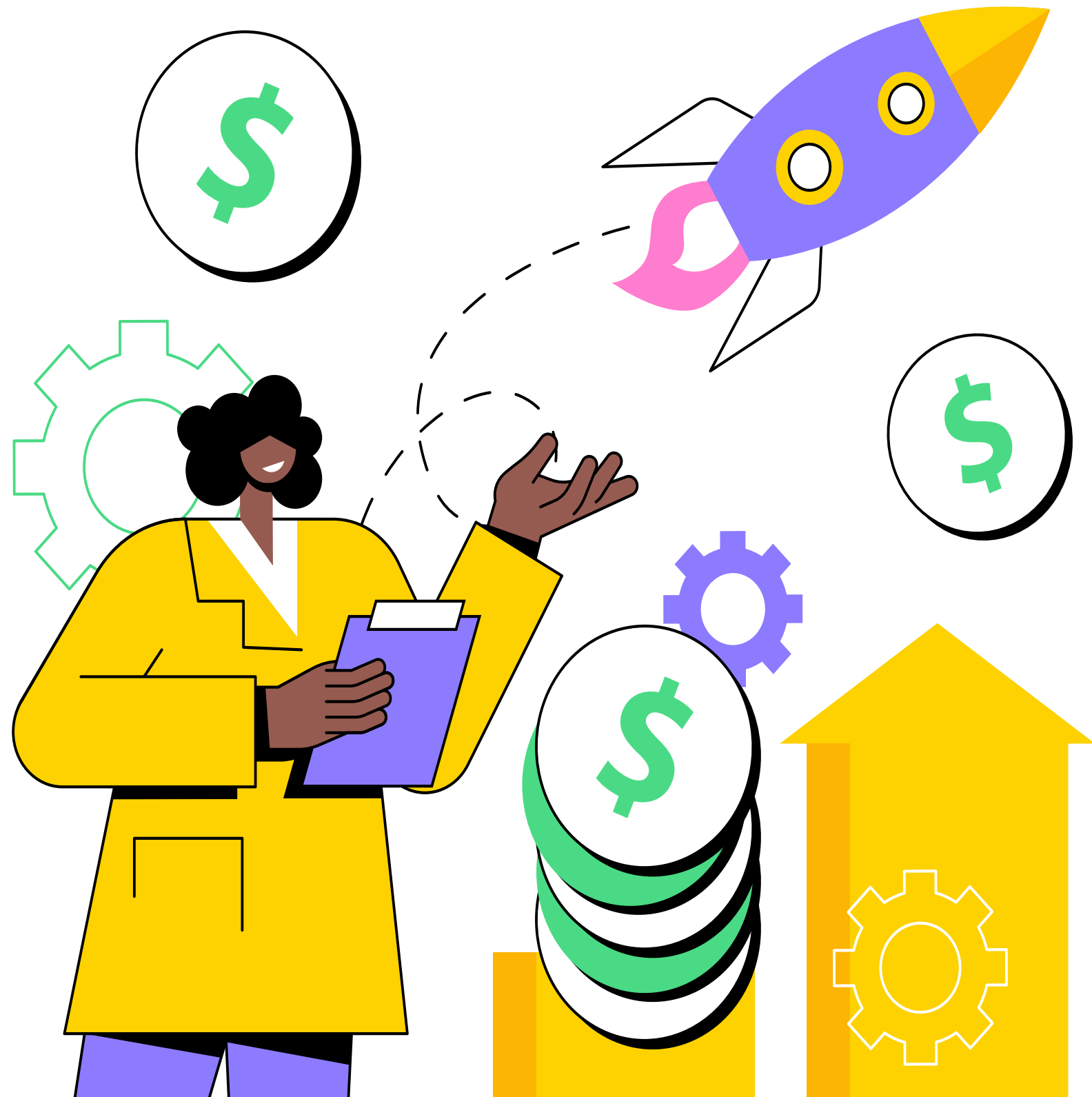
WEEKLY REPORT

Presented by Rana Basak



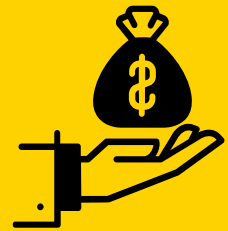
AUGUST 2024

INTRODUCTION



- Hello everyone, my name is Rana Basak.
- I'm a Data Analyst with a Passion for uncovering insights from data.
- In this project, I've undertaken a detailed analysis of Credit Card Company, utilizing Power BI from basic to advanced levels.
- This presentation will walk you through the methods and insights gained from this analysis, showcasing how DAX Queries can be a powerful tool for driving data-driven decisions.

Table of Contents



Objectives



Dax Queries



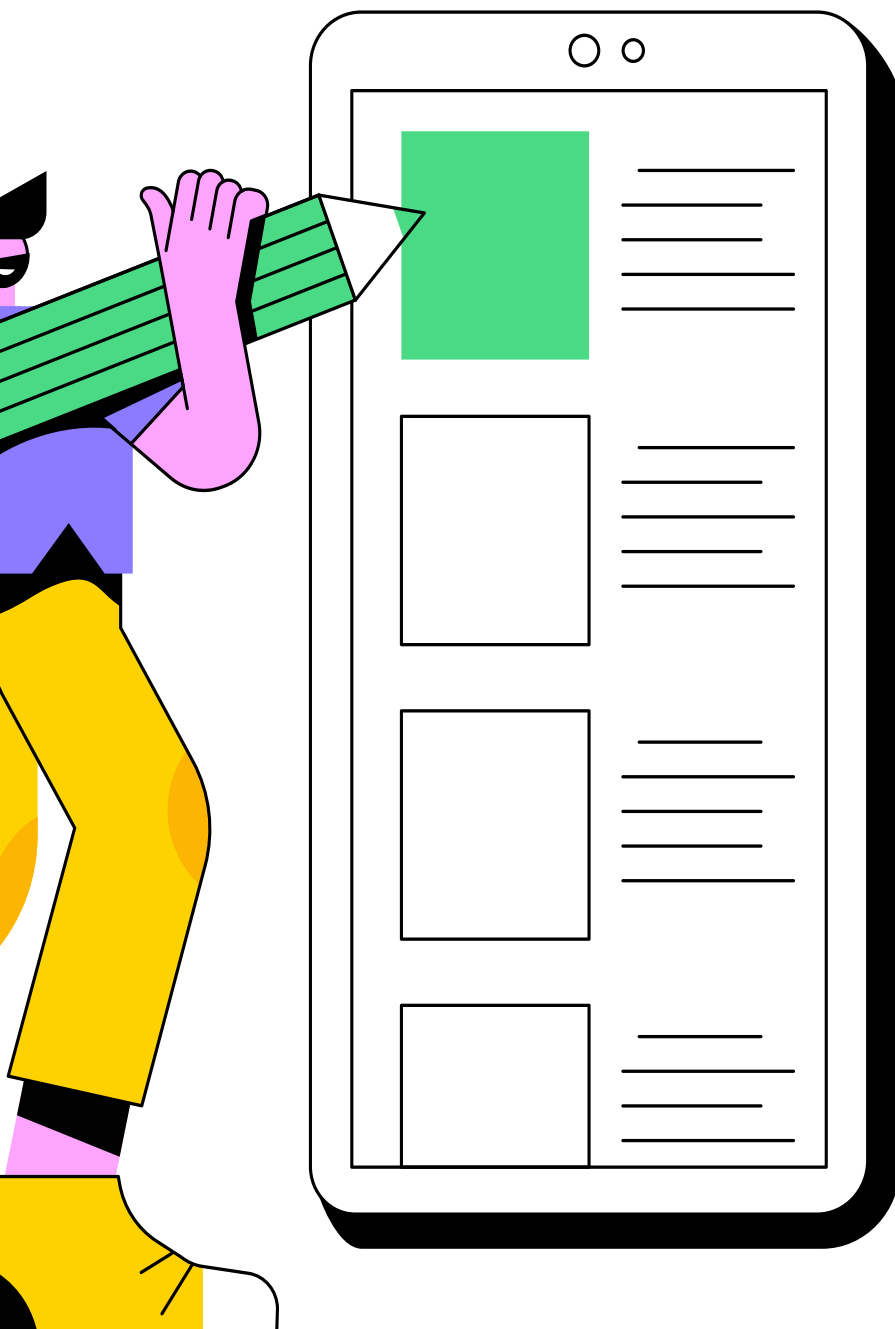
Dashboard




Insights

OBJECTIVES

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.





DAX QUERIES



```
age_group = SWITCH(  
    TRUE(),  
    'public_cust_details'[customer_age] < 30, "20-30",  
    'public_cust_details'[customer_age] >=30 && 'public_cust_details'[customer_age] < 40, "30-40",  
    'public_cust_details'[customer_age] >=40 && 'public_cust_details'[customer_age] < 50, "40-50",  
    'public_cust_details'[customer_age] >=50 && 'public_cust_details'[customer_age] < 60, "50-60",  
    'public_cust_details'[customer_age] >= 60, "60+",  
    "unknown")
```



DAX QUERIES



```
income_group = SWITCH(  
    TRUE(),  
    'public cust_details'[income] < 35000,"low",  
    'public cust_details'[income] >= 35000 && 'public cust_details'[income] < 70000, "med",  
    'public cust_details'[income] >= 70000,"high",  
    "unknown" )
```

```
revenue = 'public cc_detail'[annual_fees] + 'public cc_detail'[total_trans_amt] +  
'publiccc_detail'[interest_earned]
```

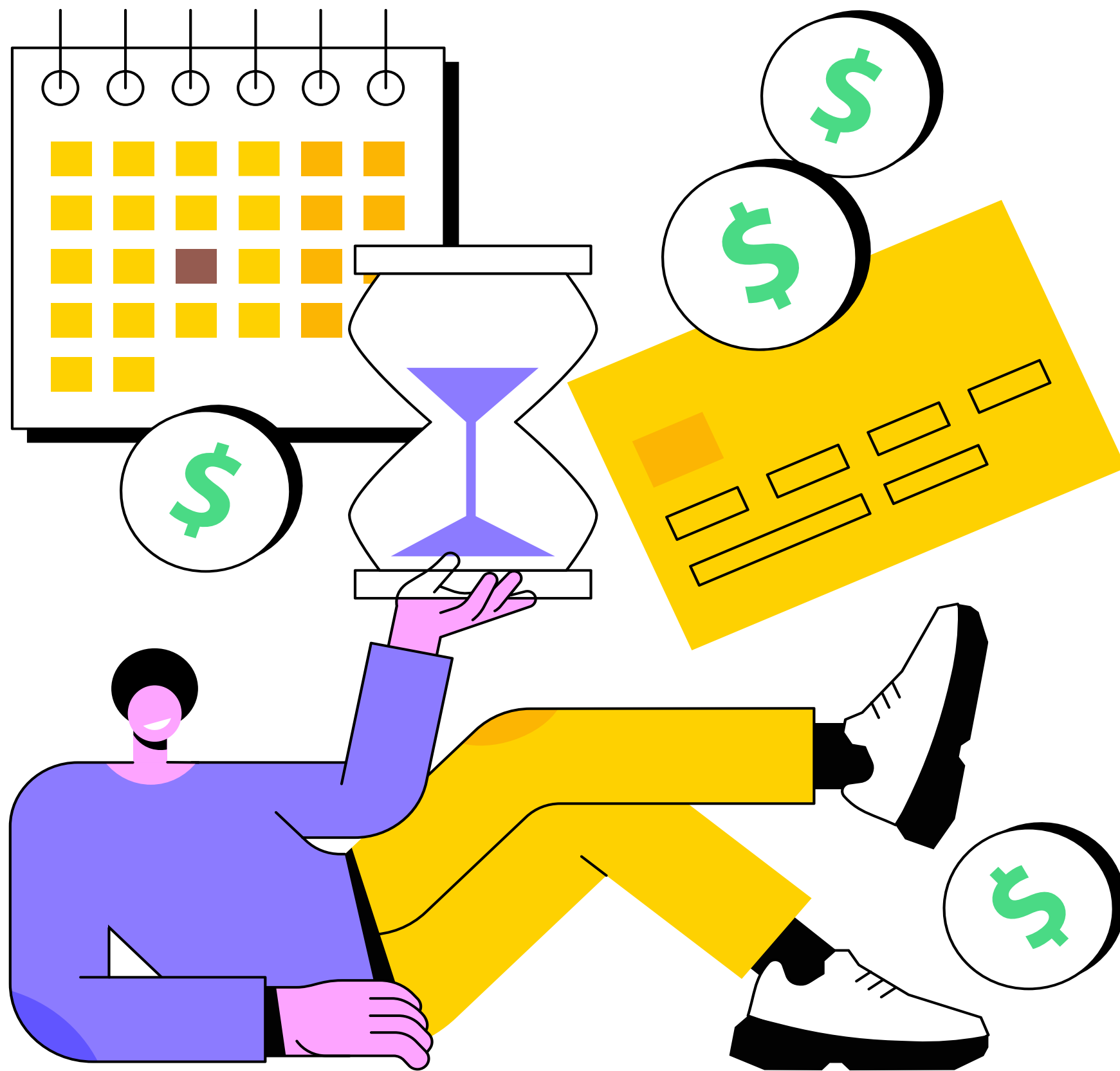


DAX QUERIES



```
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])))
```

```
Pre_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))
```



DASHBOARD

Credit Card Transaction

Total Revenue

57M

Total amount

46M

Total Interest

8M

TIME PERIOD

01-01-2023

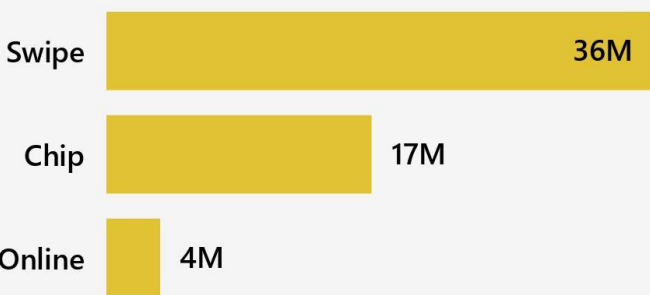


31-12-2023

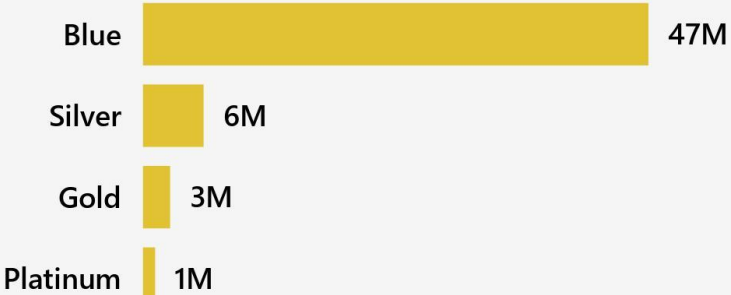


Card Type	Revenue	Transaction Amount	Interest Earned
Blue	47188612	37840749	6614173
Gold	2533682	2091362	384755
Platinum	1135608	953314	161629
Silver	5659109	4647596	821923

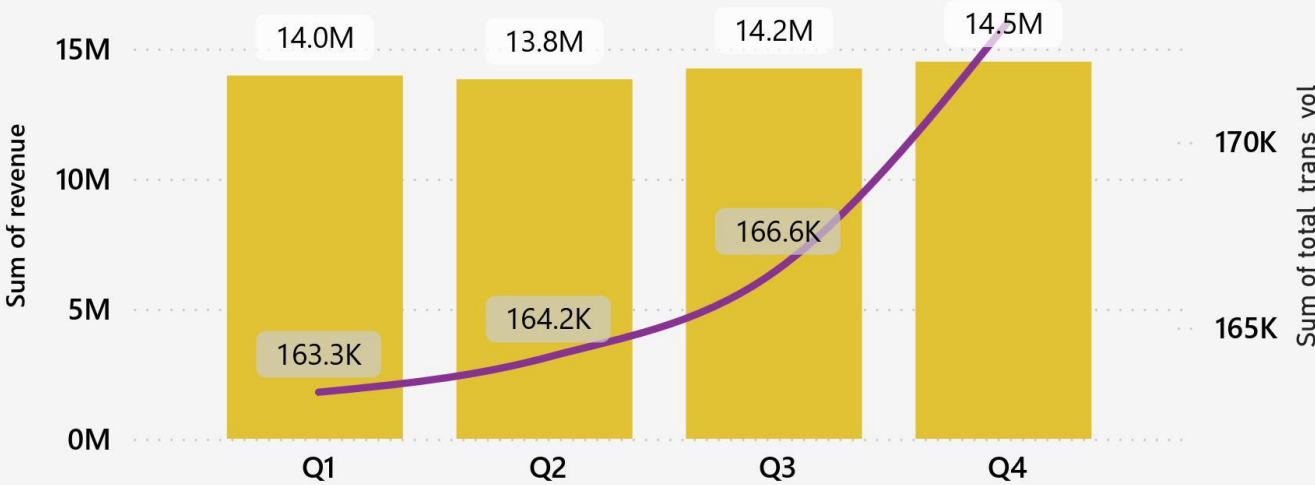
Revenue by Transaction Type



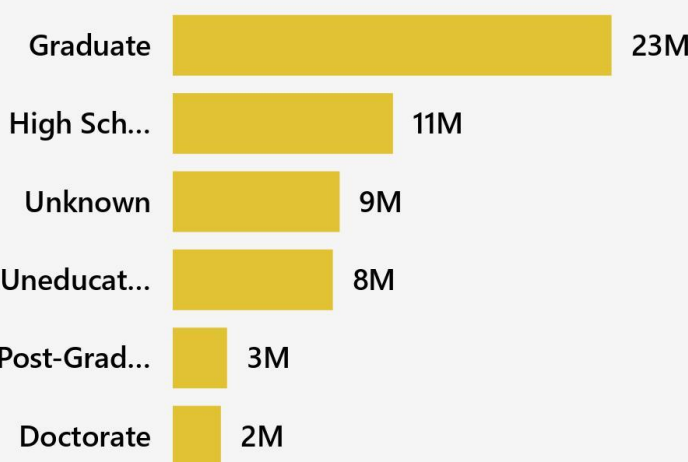
Revenue by Card Category



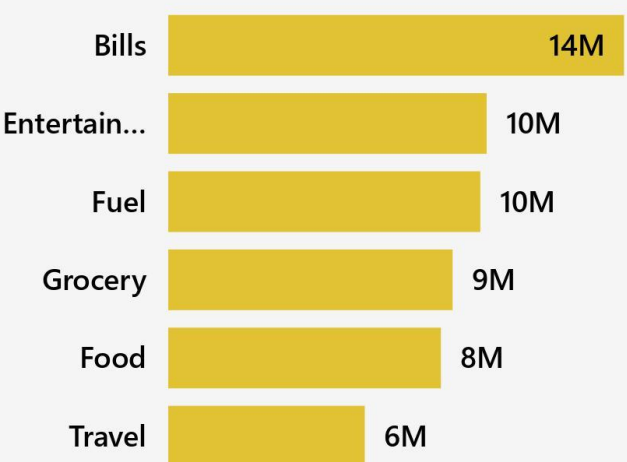
Total Revenue & Transaction by Quarter



Revenue by Education Level



Revenue by Expenditure



Credit Card Customer Report

Total Revenue

57M

Total Interest

8M

Sum of Income

588M

CSS

3.19

Card Category

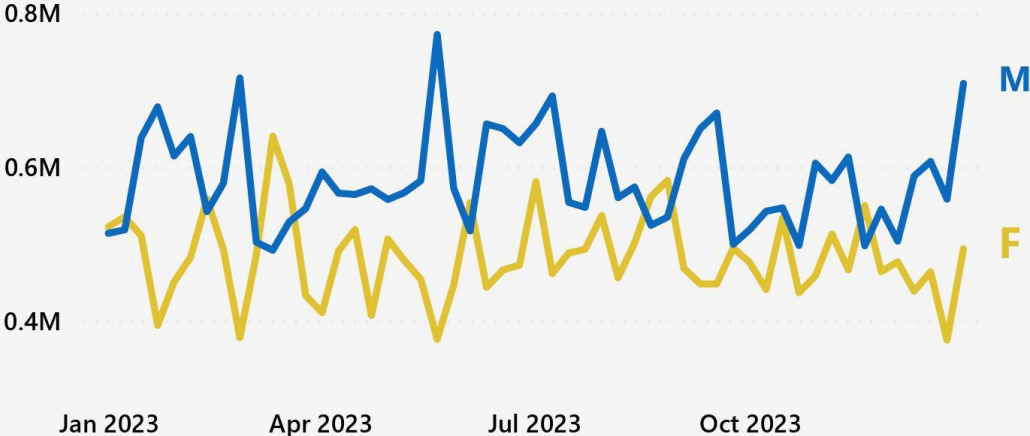
Blue

Gold

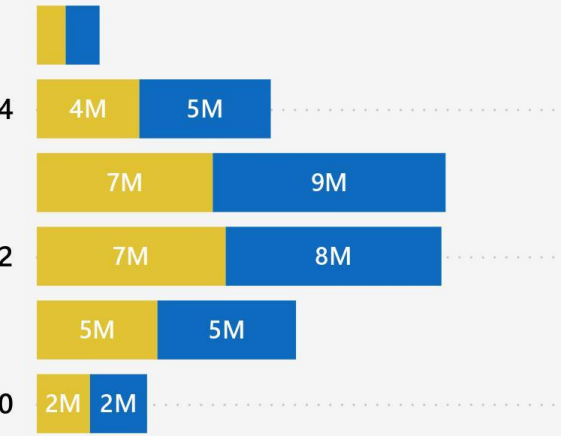
Platinum

Silver

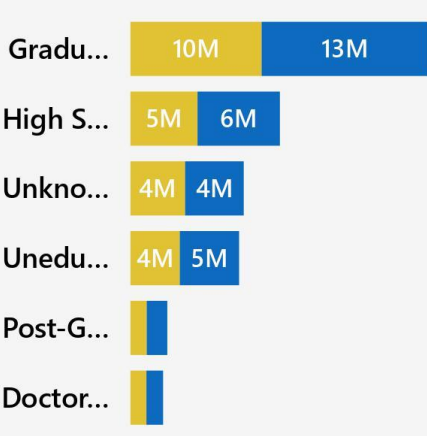
Revenue by Weeks



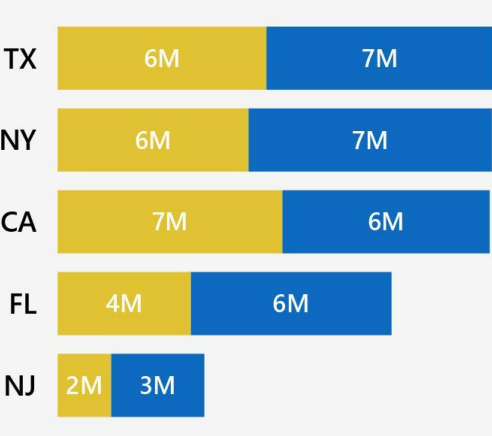
Revenue by Department



Revenue by Education Level

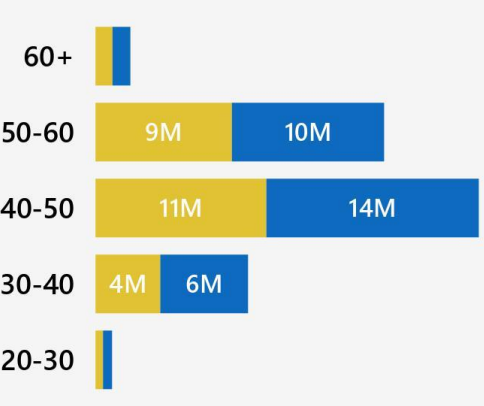


Revenue by State

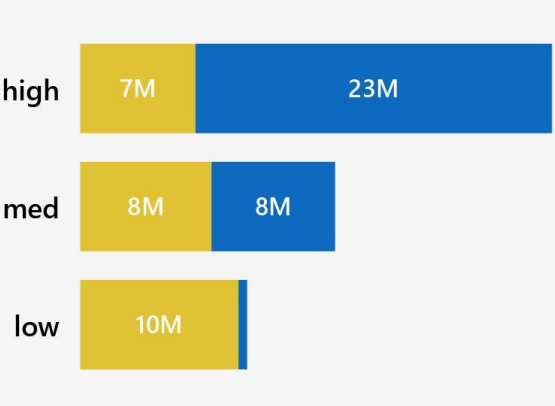


Job	Income	Revenue	Interest Earned
Retirees	49619308	4617448	641692
Blue-collar	73516911	7040606	967751
Selfemployeed	77659931	8542826	1141510
Govt	90834727	8335534	1182231
White-collar	105618475	10283124	1464691
Businessman	190350431	17697472	2584604

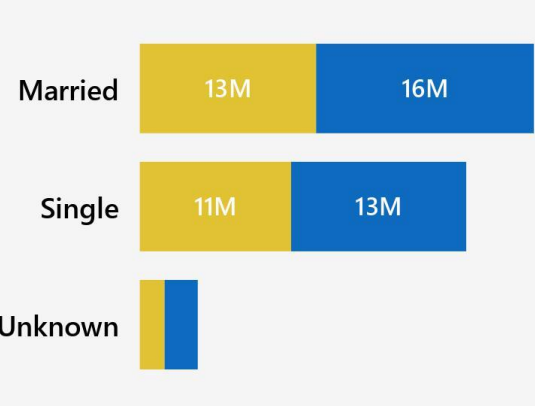
Revenue by Age Group



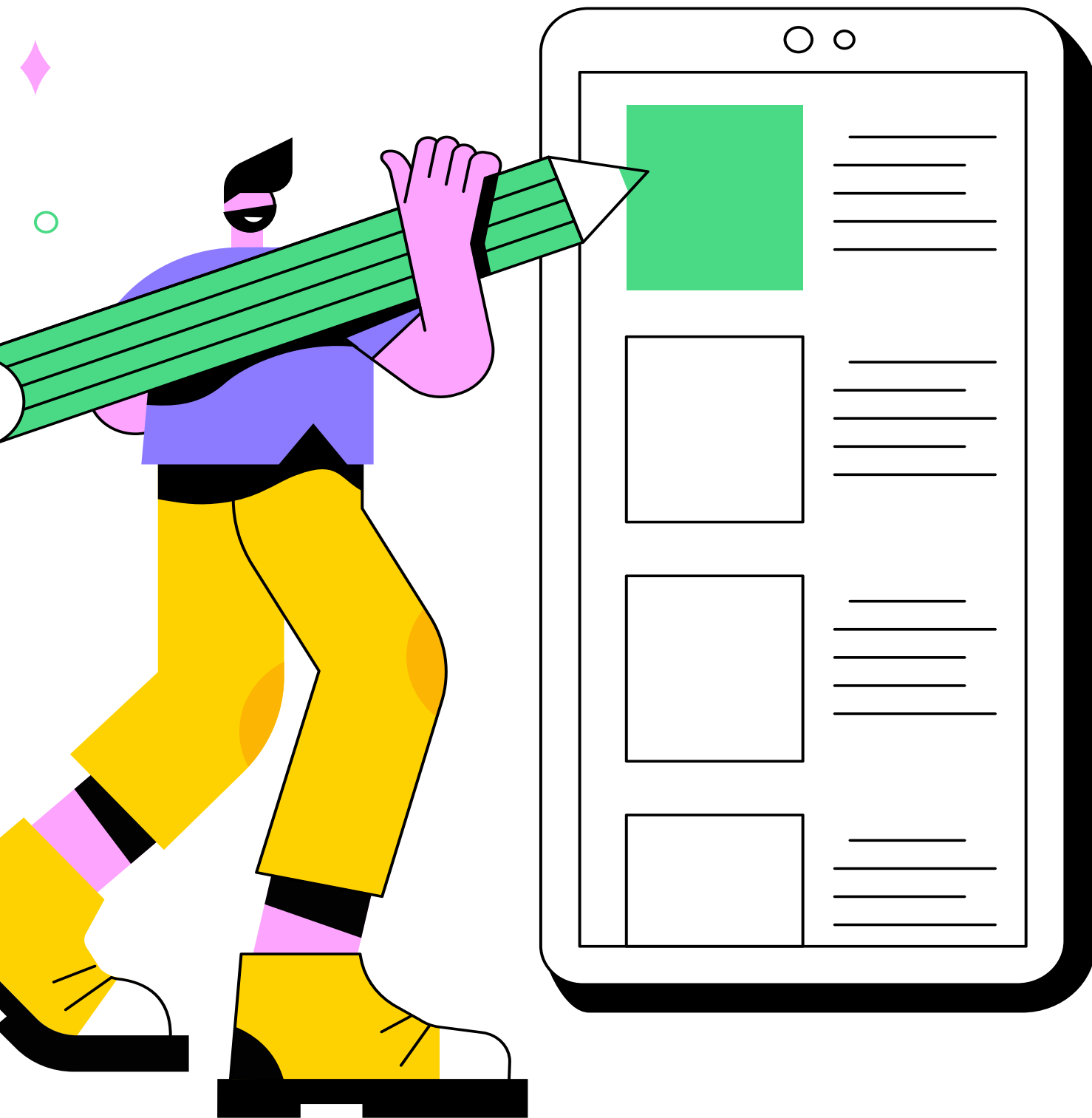
Revenue by Income Group



Revenue by Marital status



INSIGHTS



- Overall revenue is 57M
- Total interest is 8M
- Total transaction amount is 46M
- Male customers are contributing more in revenue by 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%

Thank You

Rana Basak



Ranabasak293@gmail.com



Basakrana.github.io



January 2023