

CREDIT CARD

WEEKLY STATUS REPORT



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.

IMPORT DATA TO SQL DATABASE

- Prepare csv file
- Create tables in SQL
- Import csv file into SQL



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"
)
```

```
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"
)
```

DAX Queries

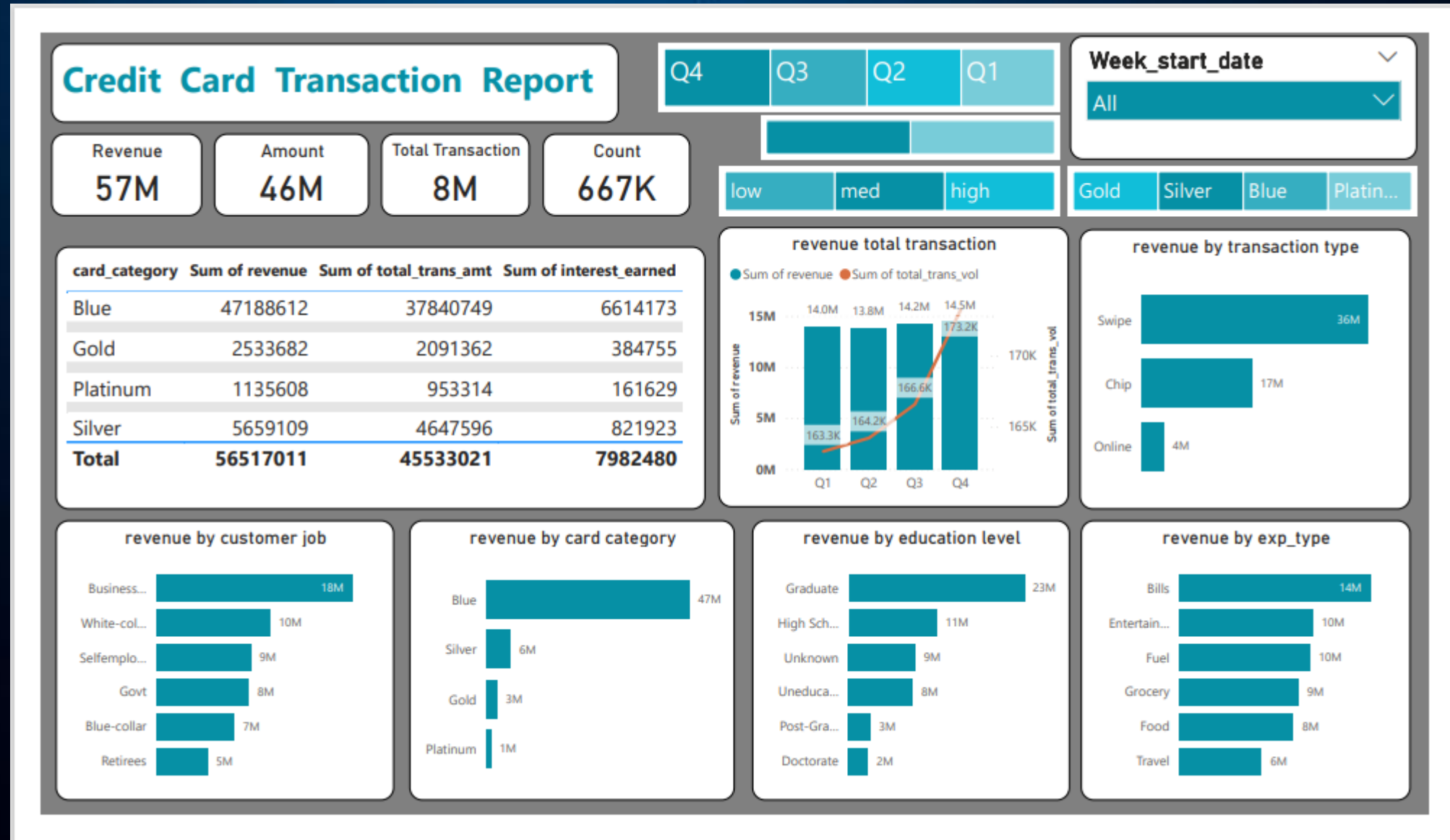
```
week_num2 = WEEKNUM('public cc_detail'[week_start_date].[Date])
```

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

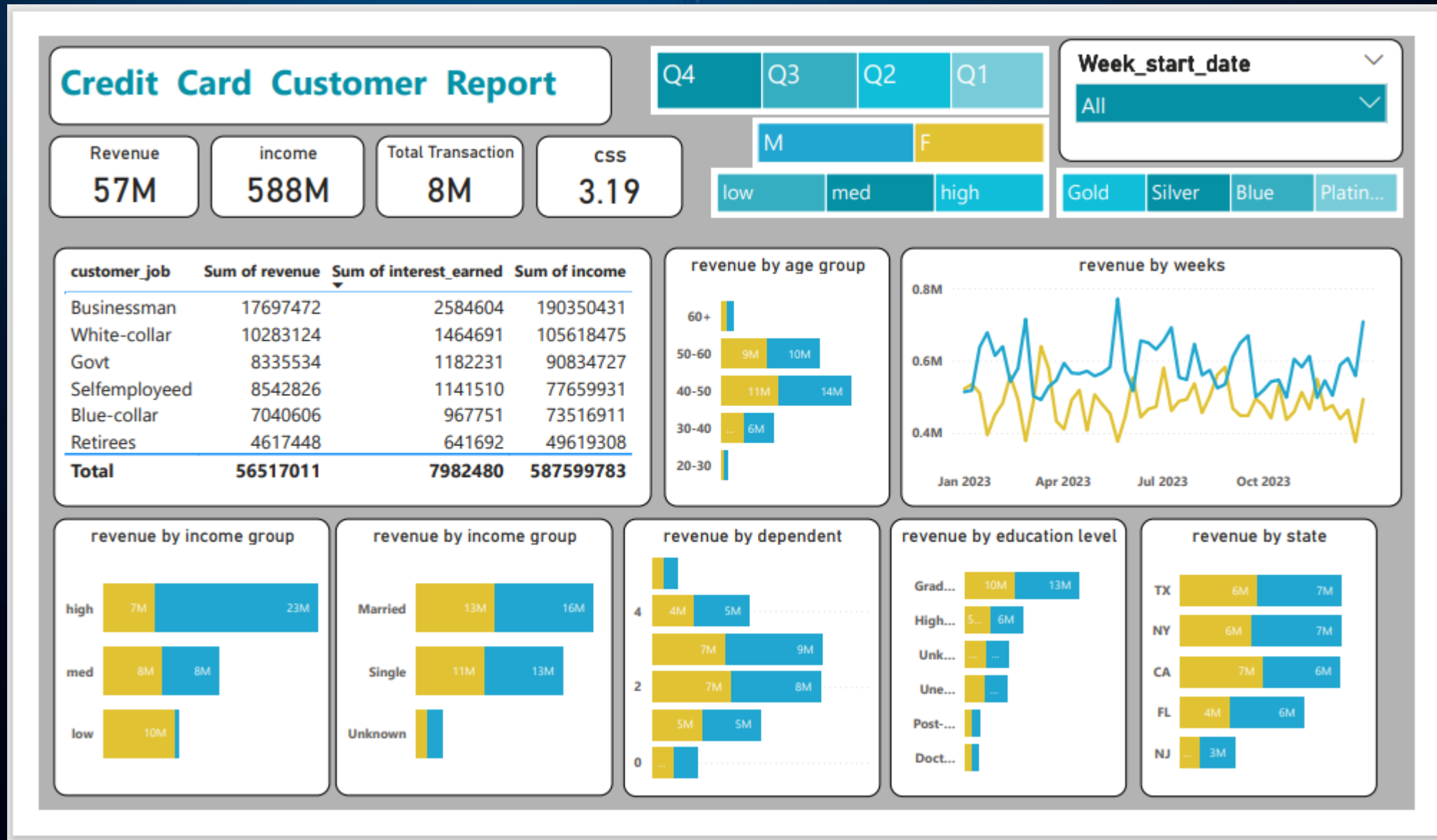
```
current_week_revenue = CALCULATE(  
    SUM('public cc_detail'[revenue]),  
    FILTER(  
        ALL('public cc_detail'),  
        'public cc_detail'[week_num2] = MAX('public cc_detail'[week_num2])))
```

```
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))
```

Credit Card Transaction Dashboard



Credit Card Customer Dashboard



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%



THANKING YOU

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