CREDIT CARD WEEKLY STATUS REPORT

CONTENT:

1. Project objective

2. Data from POWER BI

3. Data processing & DAX

4. Dashboard & insights

5. Export & share project

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 POWER BI Database:

1. Prepare csv file
2. Import csv file in Power BI

DAX Queries

AgeGroup = SWITCH(

    TRUE(),

    customer[Customer\_Age] < 30,"20-30",

    customer[Customer\_Age] > 30 && customer[Customer\_Age] < 40,"30-40",

    customer[Customer\_Age] > 40 && customer[Customer\_Age] < 50,"40-50",

    customer[Customer\_Age] > 50 && customer[Customer\_Age] < 60,"50-60",

    customer[Customer\_Age] >= 60, "60+"

    )

IncomeGroup = SWITCH(

    TRUE(),

    customer[Income] < 35000,"Low",

    customer[Income] >= 35000 && customer[Income] < 70000,"Med",

    customer[Income] >= 70000, "High"

    )

Week\_num2 = WEEKNUM(credit\_card[Week\_Start\_Date])

Revenue = credit\_card[Annual\_Fees]+ credit\_card[Interest\_Earned]+ credit\_card[Total\_Trans\_Amt]

DAX Queries

Current\_week\_revenue = CALCULATE(

    SUM(credit\_card[Revenue]),

    FILTER(

        ALL(credit\_card),

        credit\_card[Week\_Num] = MAX(credit\_card[Week\_num2])))

Previous\_Week\_revenue = CALCULATE(

    SUM(credit\_card[Revenue]),

    FILTER(

        ALL(credit\_card),

        credit\_card[Week\_Num] = MAX(credit\_card[Week\_num2])-1))

Project Insights-

• Overall revenue is 55M

• Total interest is 8M

• Total transaction amount is 45M

• Male customers are contributing more in revenue 30M, female 25M

• 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%