

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



Project Insights -

Overview:

- Overall revenue generated from 4 quarters is 55m where from female customer is 25m and from male customers is 35m.
- Total Transaction amount is 45M with Total interest earned is 8m.
- With education level maximum revenue is generated from graduated customers, by job maximum revenue is generated from business man and maximum utilization of the card is seen in paying bills and mostly the cards are used via swipe
- Male Satisfaction score is 3.20 and of females are 3.18.
- The blue and silver cards are more contributing in the overall revenue, around 97% revenue generated from both cards.
- Maximum customers age range between 40-50.
- Maximum revenue is generated from 4 states ie. TX, CA, NY and FL.

