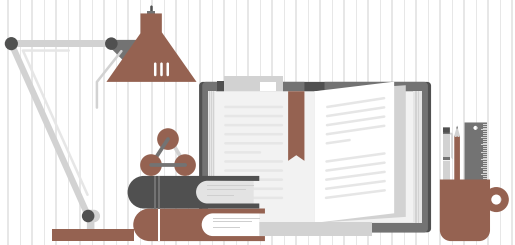
Dashboard Presentation

Presented By: Chandrani Das

Tool Used: Power BI

Brief:



SR TA

Objective:

1. Developed an interactive dashboard using transaction and customer data from csv files to provide real-time insights.

2. Shared actionable insights based on dashboard findings to support decision- making processes.

3. Data Source: Kaggle.

Situation

- Design an interactive **'Credit Card Financial Dashboard'** using the transaction and customer data.
- **Weekly Dashboard** that provides **real time insights** into key performance metrices and trends, enabling stakeholders to monitor and analyze Credit Card Operations effectively.

Results

- Overview of the Report:

- Overall Revenue = **57M.**
- Total Interest = **8M.**
- Total Transaction amount = **46M.**
- Male Customers are contributing more to revenue = **31M**; Female = **26M**.
- Blue & Silver credit card are contributing to **93%** of overall transactions.
- Texas, New York and California is contributing to **68%.**
- Overall Activation rate = **57.5%**

SR TA

Task

Data Extraction.

Data Cleaning.

Data Processing and Power Query.

Action

Import the data to Power BI.

Data Analysis.

Dashboards and Insights.

Export and Share.

Dashboard 1: CC- Weekly Transaction Report

Credit Card Transaction Report

Total Revenue	Total Interest	Transaction Amount	Transaction Count
55M	7.8M	45M	656K

Card_Category	Sum of Revenue	Sum of Total_Trans_Amt	Sum of Interest_Earned
Blue	4,61,39,397.74	36957875	64,95,887.74
Silver	55,86,332.28	4586746	8,12,081.28
Gold	24,54,072.16	2024078	3,73,784.16
Platinum	11,35,608.05	953314	1,61,629.05
Total	**5,53,15,410.23**	**44522013**	**78,43,382.23**

Q4 | Q3 | Q2 | Q1

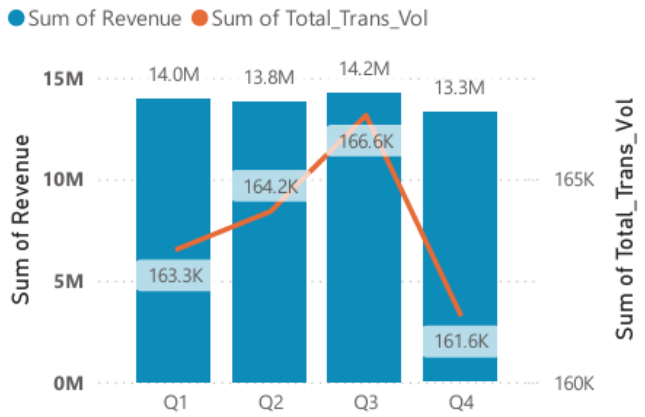
Week_Start_Date: All

F | M

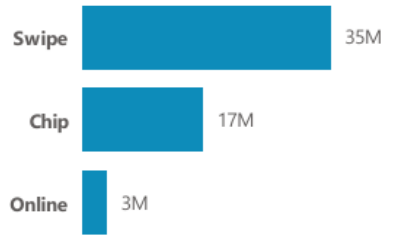
Medium | Low | High

Silver | Blue | Gold | Platinum

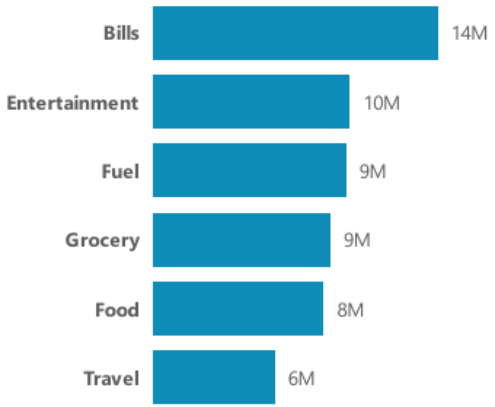
QTR Revenue and Total Trans count



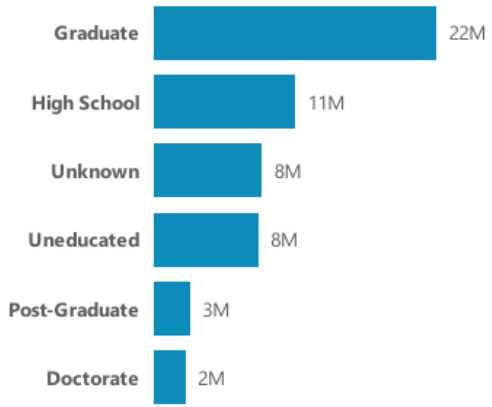
Revenue by use chip



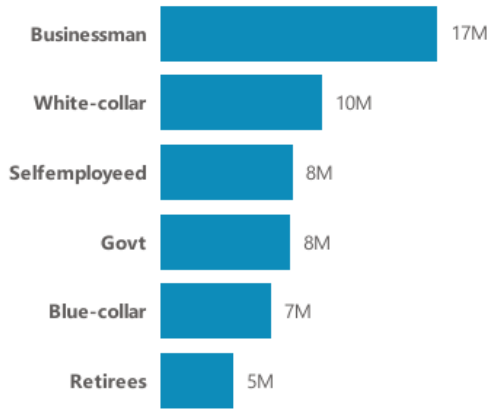
Revenue by Expenditure Type



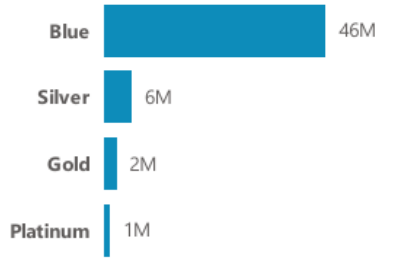
Revenue by EducationType



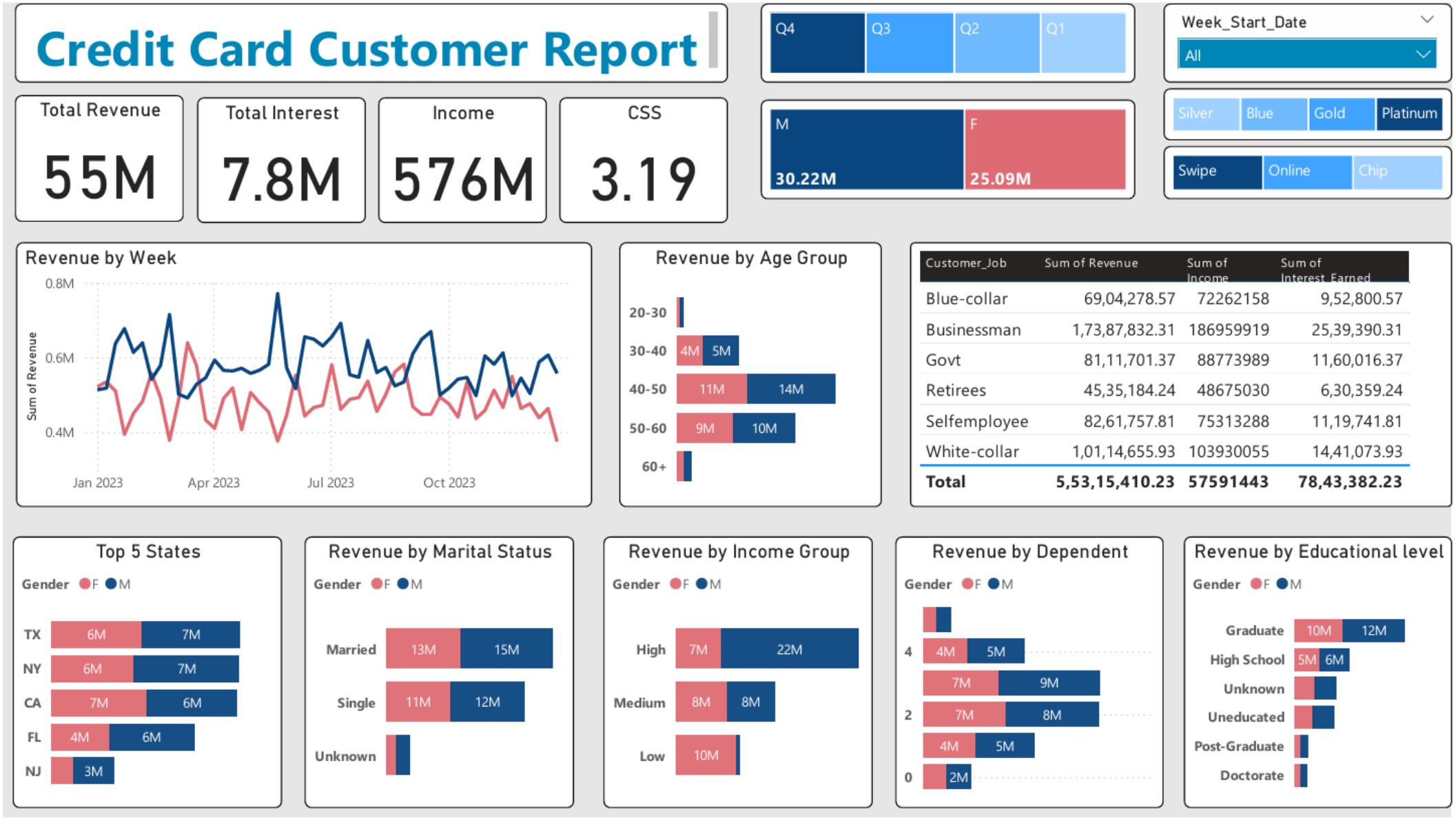
Revenue by Customer Job

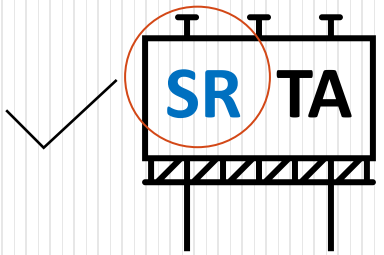


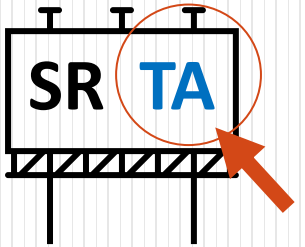
Revenue by card category



Dashboard 2: Weekly Customer Report



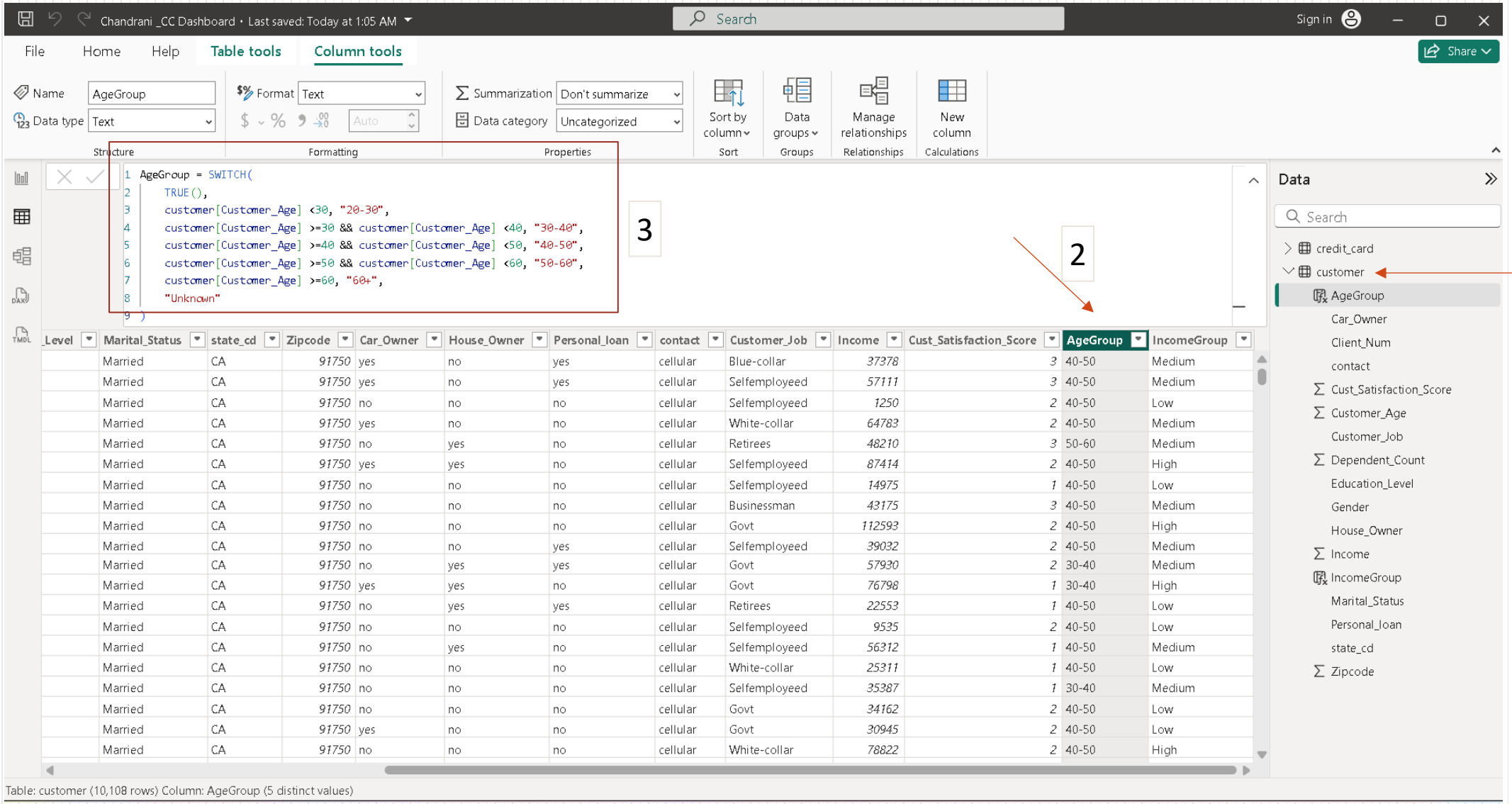




TASK PHASE

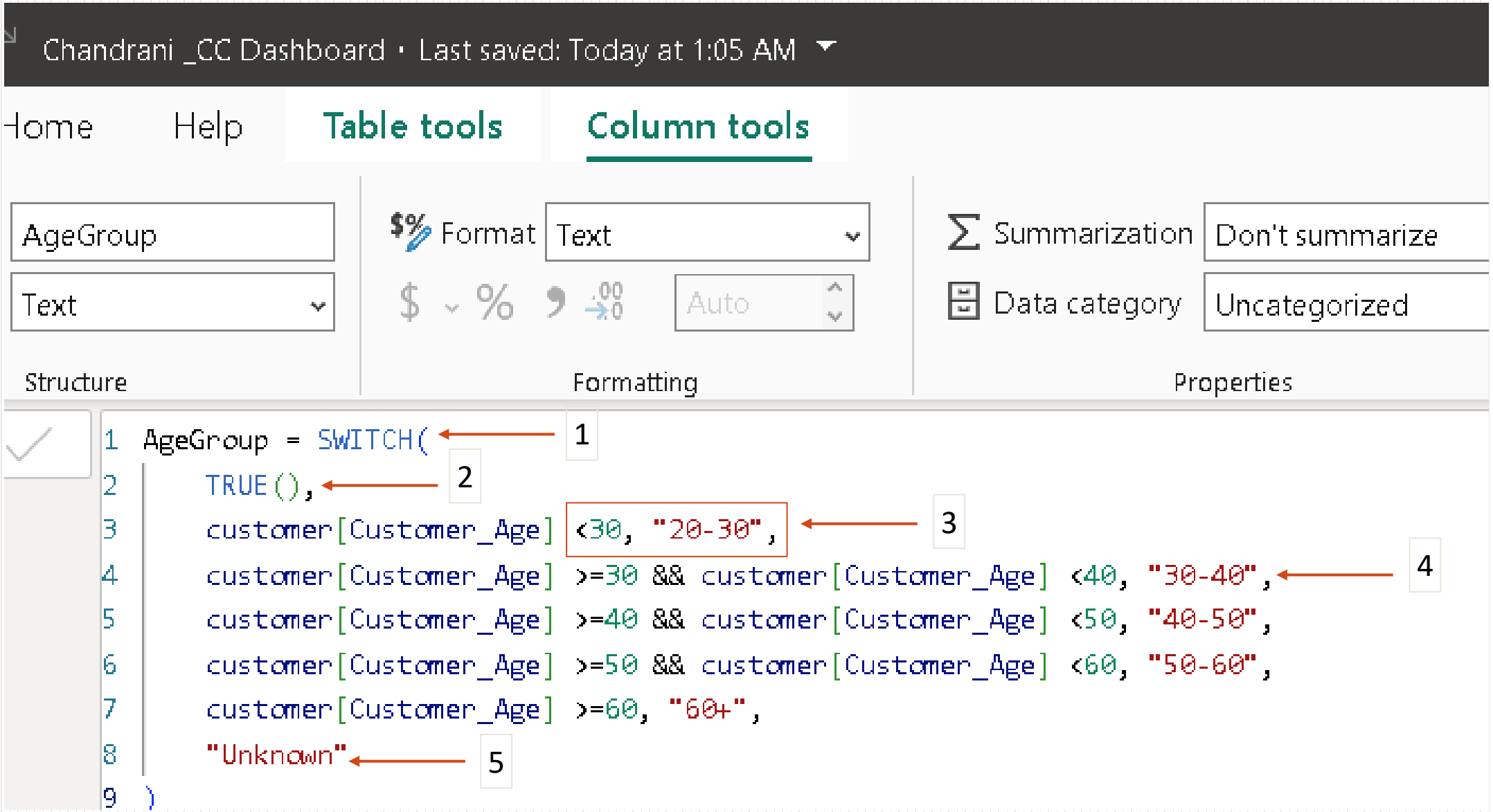
Data Extraction | Data Cleaning | Data processing & Power Query

Power Query: Customer Table [Add Column: Age Group]

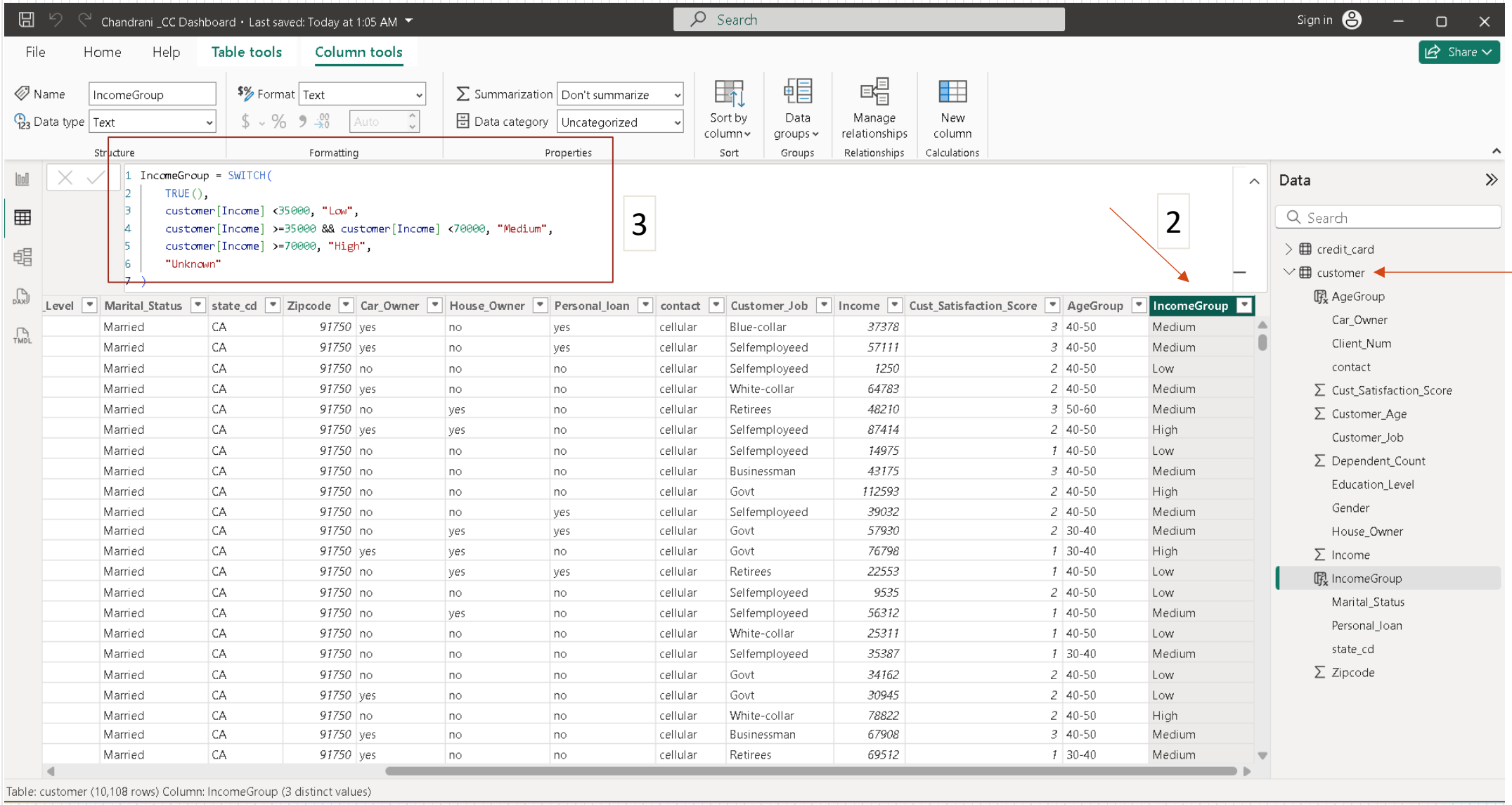


_Level	Marital_Status	state_cd	Zipcode	Car_Owner	House_Owner	Personal_loan	contact	Customer_Job	Income	Cust_Satisfaction_Score	AgeGroup	IncomeGroup
	Married	CA	91750	yes	no	yes	cellular	Blue-collar	37378	3	40-50	Medium
	Married	CA	91750	yes	no	yes	cellular	Selfemployeed	57111	3	40-50	Medium
	Married	CA	91750	no	no	no	cellular	Selfemployeed	1250	2	40-50	Low
	Married	CA	91750	yes	no	no	cellular	White-collar	64783	2	40-50	Medium
	Married	CA	91750	no	yes	no	cellular	Retirees	48210	3	50-60	Medium
	Married	CA	91750	yes	yes	no	cellular	Selfemployeed	87414	2	40-50	High
	Married	CA	91750	no	no	no	cellular	Selfemployeed	14975	1	40-50	Low
	Married	CA	91750	no	no	no	cellular	Businessman	43175	3	40-50	Medium
	Married	CA	91750	no	no	no	cellular	Govt	112593	2	40-50	High
	Married	CA	91750	no	no	yes	cellular	Selfemployeed	39032	2	40-50	Medium
	Married	CA	91750	no	yes	yes	cellular	Govt	57930	2	30-40	Medium
	Married	CA	91750	yes	yes	no	cellular	Govt	76798	1	30-40	High
	Married	CA	91750	no	yes	yes	cellular	Retirees	22553	1	40-50	Low
	Married	CA	91750	no	no	no	cellular	Selfemployeed	9535	2	40-50	Low
	Married	CA	91750	no	yes	no	cellular	Selfemployeed	56312	1	40-50	Medium
	Married	CA	91750	no	no	no	cellular	White-collar	25311	1	40-50	Low
	Married	CA	91750	no	no	no	cellular	Selfemployeed	35387	1	30-40	Medium
	Married	CA	91750	no	no	no	cellular	Govt	34162	2	40-50	Low
	Married	CA	91750	yes	no	no	cellular	Govt	30945	2	40-50	Low
	Married	CA	91750	no	no	no	cellular	White-collar	78822	2	40-50	High

(Bird's Eye View): DAX Query used in Customer Table



Power Query: Customer Table [Add Column: Income Group]



_Level	Marital_Status	state_cd	Zipcode	Car_Owner	House_Owner	Personal_loan	contact	Customer_Job	Income	Cust_Satisfaction_Score	AgeGroup	IncomeGroup
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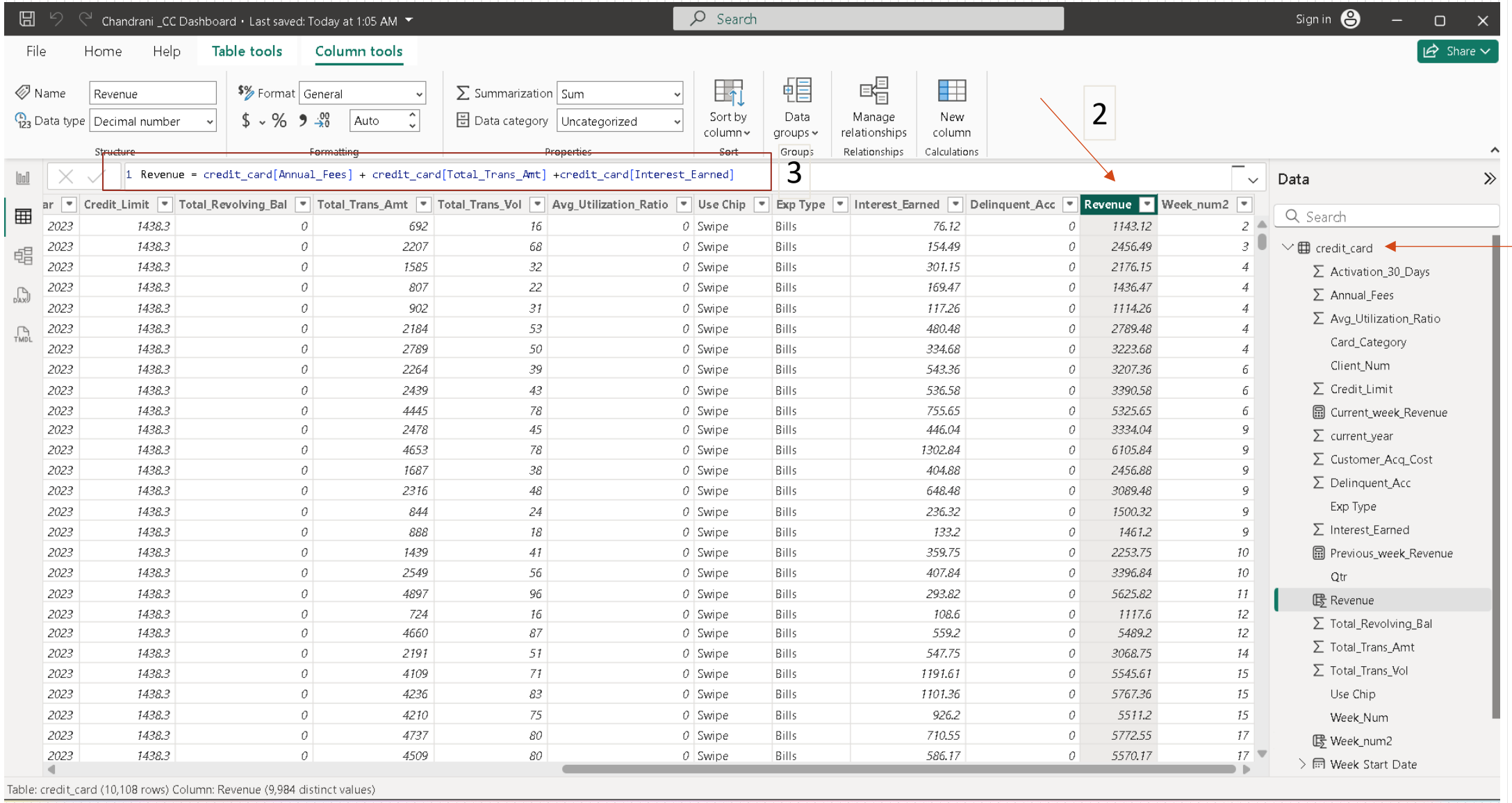
	Married	CA	91750	yes	no	yes	cellular	Selfemployeed	57111	3	40-50	Medium
	Married	CA	91750	no	no	no	cellular	Selfemployeed	1250	2	40-50	Low
	Married	CA	91750	yes	no	no	cellular	White-collar	64783	2	40-50	Medium
	Married	CA	91750	no	yes	no	cellular	Retirees	48210	3	50-60	Medium
	Married	CA	91750	yes	yes	no	cellular	Selfemployeed	87414	2	40-50	High
	Married	CA	91750	no	no	no	cellular	Selfemployeed	14975	1	40-50	Low
	Married	CA	91750	no	no	no	cellular	Businessman	43175	3	40-50	Medium
	Married	CA	91750	no	no	no	cellular	Govt	112593	2	40-50	High
	Married	CA	91750	no	no	yes	cellular	Selfemployeed	39032	2	40-50	Medium
	Married	CA	91750	no	yes	yes	cellular	Govt	57930	2	30-40	Medium
	Married	CA	91750	yes	yes	no	cellular	Govt	76798	1	30-40	High
	Married	CA	91750	no	yes	yes	cellular	Retirees	22553	1	40-50	Low
	Married	CA	91750	no	no	no	cellular	Selfemployeed	9535	2	40-50	Low
	Married	CA	91750	no	yes	no	cellular	Selfemployeed	56312	1	40-50	Medium
	Married	CA	91750	no	no	no	cellular	White-collar	25311	1	40-50	Low
	Married	CA	91750	no	no	no	cellular	Selfemployeed	35387	1	30-40	Medium
	Married	CA	91750	no	no	no	cellular	Govt	34162	2	40-50	Low
	Married	CA	91750	yes	no	no	cellular	Govt	30945	2	40-50	Low
	Married	CA	91750	no	no	no	cellular	White-collar	78822	2	40-50	High
	Married	CA	91750	yes	no	no	cellular	Businessman	67908	3	40-50	Medium
	Married	CA	91750	yes	no	no	cellular	Retirees	69512	1	30-40	Medium

Power Query: CC Table [Add Column: Revenue]



ar	Credit_Limit	Total_Revolving_Bal	Total_Trans_Amt	Total_Trans_Vol	Avg_Utilization_Ratio	Use Chip	Exp Type	Interest_Earned	Delinquent_Acc	Revenue	Week_num2
2023	1438.3	0	692	16	0	Swipe	Bills	76.12	0	1143.12	2
2023	1438.3	0	2207	68	0	Swipe	Bills	154.49	0	2456.49	3
2023	1438.3	0	1585	32	0	Swipe	Bills	301.15	0	2176.15	4
2023	1438.3	0	807	22	0	Swipe	Bills	169.47	0	1436.47	4
2023	1438.3	0	902	31	0	Swipe	Bills	117.26	0	1114.26	4
2023	1438.3	0	2184	53	0	Swipe	Bills	480.48	0	2789.48	4
2023	1438.3	0	2789	50	0	Swipe	Bills	334.68	0	3223.68	4
2023	1438.3	0	2264	39	0	Swipe	Bills	543.36	0	3207.36	6
2023	1438.3	0	2439	43	0	Swipe	Bills	536.58	0	3390.58	6
2023	1438.3	0	4445	78	0	Swipe	Bills	755.65	0	5325.65	6
2023	1438.3	0	2478	45	0	Swipe	Bills	446.04	0	3334.04	9
2023	1438.3	0	4653	78	0	Swipe	Bills	1302.84	0	6105.84	9
2023	1438.3	0	1687	38	0	Swipe	Bills	404.88	0	2456.88	9
2023	1438.3	0	2316	48	0	Swipe	Bills	648.48	0	3089.48	9
2023	1438.3	0	844	24	0	Swipe	Bills	236.32	0	1500.32	9
2023	1438.3	0	888	18	0	Swipe	Bills	133.2	0	1461.2	9
2023	1438.3	0	1439	41	0	Swipe	Bills	359.75	0	2253.75	10
2023	1438.3	0	2549	56	0	Swipe	Bills	407.84	0	3396.84	10
2023	1438.3	0	4897	96	0	Swipe	Bills	293.82	0	5625.82	11
2023	1438.3	0	724	16	0	Swipe	Bills	108.6	0	1117.6	12
2023	1438.3	0	4660	87	0	Swipe	Bills	559.2	0	5489.2	12
2023	1438.3	0	2191	51	0	Swipe	Bills	547.75	0	3068.75	14
2023	1438.3	0	4109	71	0	Swipe	Bills	1191.61	0	5545.61	15
2023	1438.3	0	4236	83	0	Swipe	Bills	1101.36	0	5767.36	15
2023	1438.3	0	4210	75	0	Swipe	Bills	926.2	0	5511.2	15
2023	1438.3	0	4737	80	0	Swipe	Bills	710.55	0	5772.55	17
2023	1438.3	0	4509	80	0	Swipe	Bills	586.17	0	5570.17	17

A

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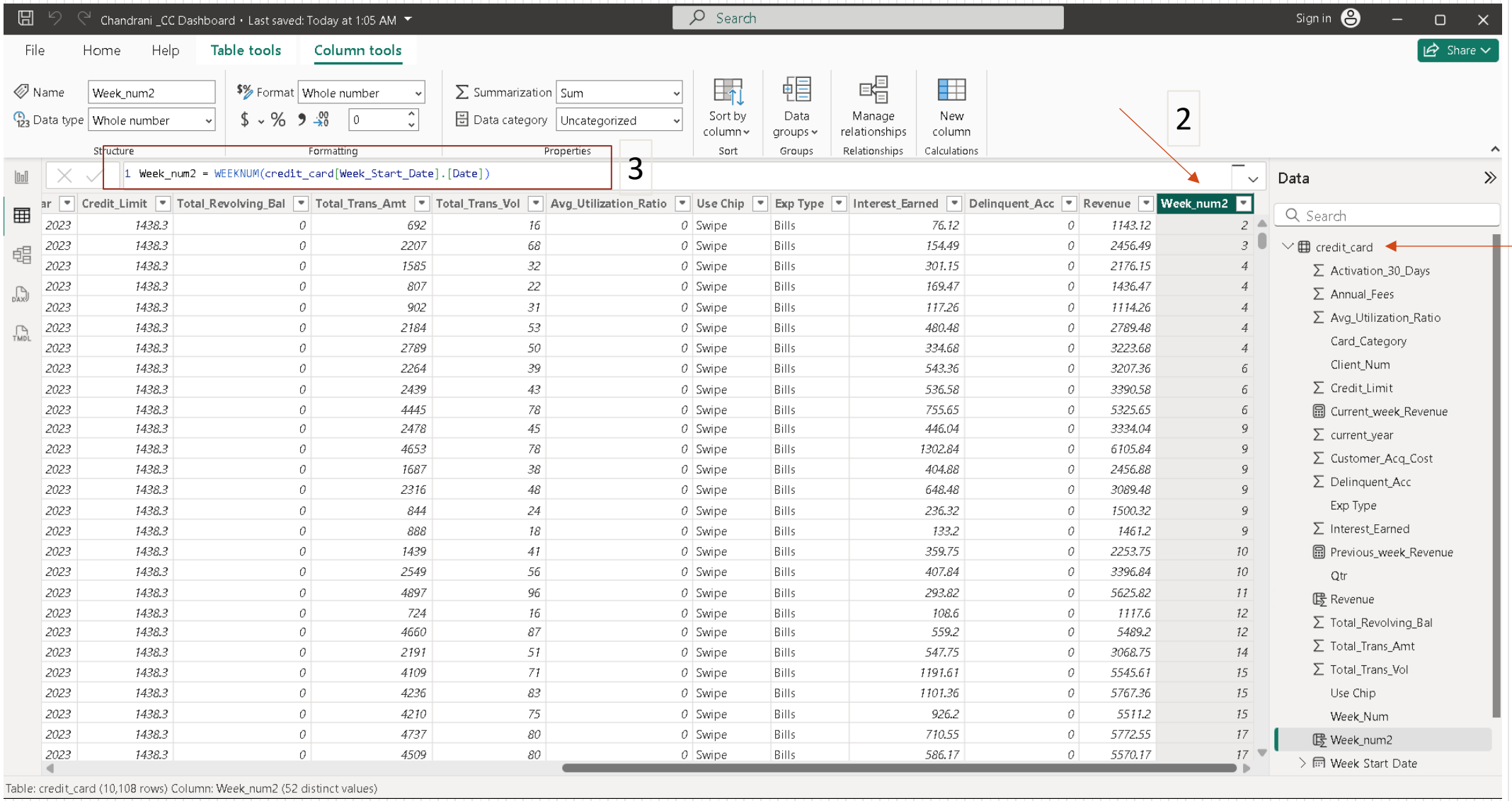
Power Query: CC Table [Add Column: Week num 2]



ar	Credit_Limit	Total_Revolving_Bal	Total_Trans_Amt	Total_Trans_Vol	Avg_Utilization_Ratio	Use Chip	Exp Type	Interest_Earned	Delinquent_Acc	Revenue	Week_num2
2023	1438.3	0	692	16	0	Swipe	Bills	76.12	0	1143.12	2
2023	1438.3	0	2207	68	0	Swipe	Bills	154.49	0	2456.49	3
2023	1438.3	0	1585	32	0	Swipe	Bills	301.15	0	2176.15	4
2023	1438.3	0	807	22	0	Swipe	Bills	169.47	0	1436.47	4
2023	1438.3	0	902	31	0	Swipe	Bills	117.26	0	1114.26	4
2023	1438.3	0	2184	53	0	Swipe	Bills	480.48	0	2789.48	4
2023	1438.3	0	2789	50	0	Swipe	Bills	334.68	0	3223.68	4
2023	1438.3	0	2264	39	0	Swipe	Bills	543.36	0	3207.36	6
2023	1438.3	0	2439	43	0	Swipe	Bills	536.58	0	3390.58	6
2023	1438.3	0	4445	78	0	Swipe	Bills	755.65	0	5325.65	6
2023	1438.3	0	2478	45	0	Swipe	Bills	446.04	0	3334.04	9
2023	1438.3	0	4653	78	0	Swipe	Bills	1302.84	0	6105.84	9
2023	1438.3	0	1687	38	0	Swipe	Bills	404.88	0	2456.88	9
2023	1438.3	0	2316	48	0	Swipe	Bills	648.48	0	3089.48	9
2023	1438.3	0	844	24	0	Swipe	Bills	236.32	0	1500.32	9
2023	1438.3	0	888	18	0	Swipe	Bills	133.2	0	1461.2	9
2023	1438.3	0	1439	41	0	Swipe	Bills	359.75	0	2253.75	10
2023	1438.3	0	2549	56	0	Swipe	Bills	407.84	0	3396.84	10
2023	1438.3	0	4897	96	0	Swipe	Bills	293.82	0	5625.82	11
2023	1438.3	0	724	16	0	Swipe	Bills	108.6	0	1117.6	12
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2023	1438.3	0	4109	71	0	Swipe	Bills	1191.61	0	5545.61	15
2023	1438.3	0	4236	83	0	Swipe	Bills	1101.36	0	5767.36	15
2023	1438.3	0	4210	75	0	Swipe	Bills	926.2	0	5511.2	15
2023	1438.3	0	4737	80	0	Swipe	Bills	710.55	0	5772.55	17
2023	1438.3	0	4509	80	0	Swipe	Bills	586.17	0	5570.17	17

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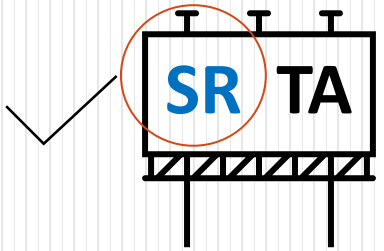
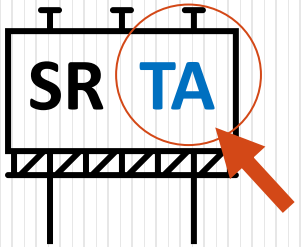
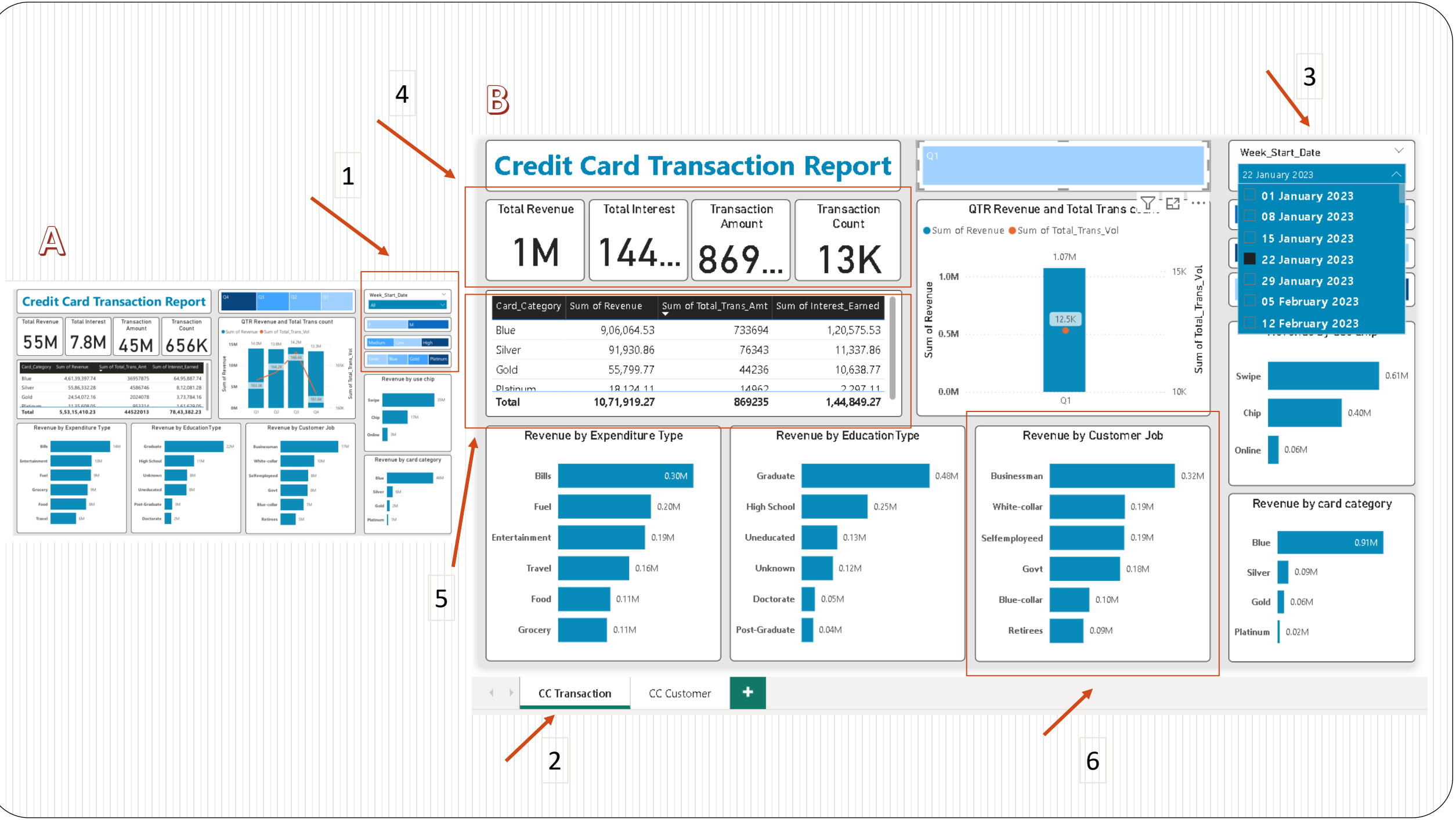




ACTION PHASE

Data Analysis| Dashboard Design & Insights | Export & Share.


A
B
1
2
3
4
5
6
Credit Card Transaction Report
Total Revenue
55M
Total Interest
7.8M
Transaction Amount
45M
Transaction Count
656K
Revenue by Expenditure Type
Revenue by EducationType
Revenue by Customer Job
Revenue by use chip
Revenue by card category
Credit Card Transaction Report
Total Revenue
1M
Total Interest
144...
Transaction Amount
869...
Transaction Count
13K
Card_Category | Sum of Revenue | Sum of Total_Trans_Amt | Sum of Interest_Earned
Blue | 9,06,064.53 | 733694 | 1,20,575.53
Silver | 91,930.86 | 76343 | 11,337.86
Gold | 55,799.77 | 44236 | 10,638.77
Platinum | 18,124.11 | 14962 | 2,297.11
Total | 10,71,919.27 | 869235 | 1,44,849.27
QTR Revenue and Total Trans c...
Sum of Revenue
Sum of Total_Trans_Vol
1.07M
12.5K
Q1
Week_Start_Date
22 January 2023
01 January 2023
08 January 2023
15 January 2023
22 January 2023
29 January 2023
05 February 2023
12 February 2023
Revenue by Expenditure Type
Bills 0.30M
Fuel 0.20M
Entertainment 0.19M
Travel 0.16M
Food 0.11M
Grocery 0.11M
Revenue by Education Type
Graduate 0.48M
High School 0.25M
Uneducated 0.13M
Unknown 0.12M
Doctorate 0.05M
Post-Graduate 0.04M
Revenue by Customer Job
Businessman 0.32M
White-collar 0.19M
Selfemployeed 0.19M
Govt 0.18M
Blue-collar 0.10M
Retirees 0.09M
Swipe 0.61M
Chip 0.40M
Online 0.06M
Revenue by card category
Blue 0.91M
Silver 0.09M
Gold 0.06M
Platinum 0.02M
CC Transaction
CC Customer

A

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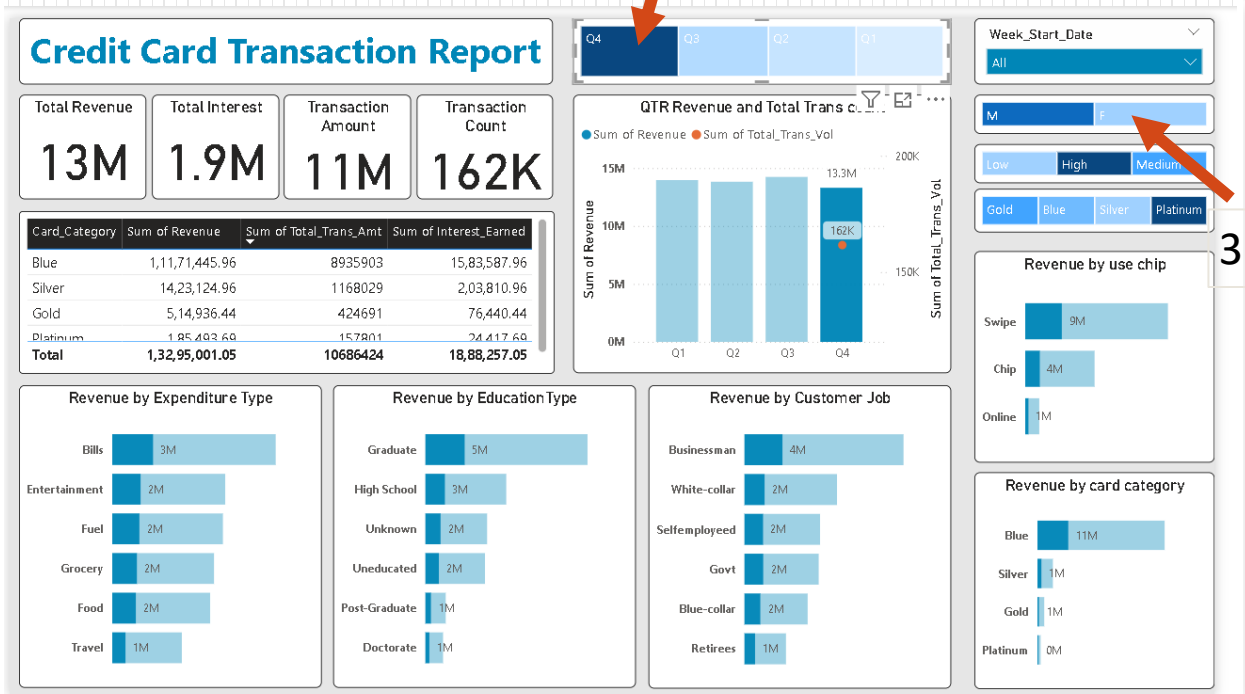
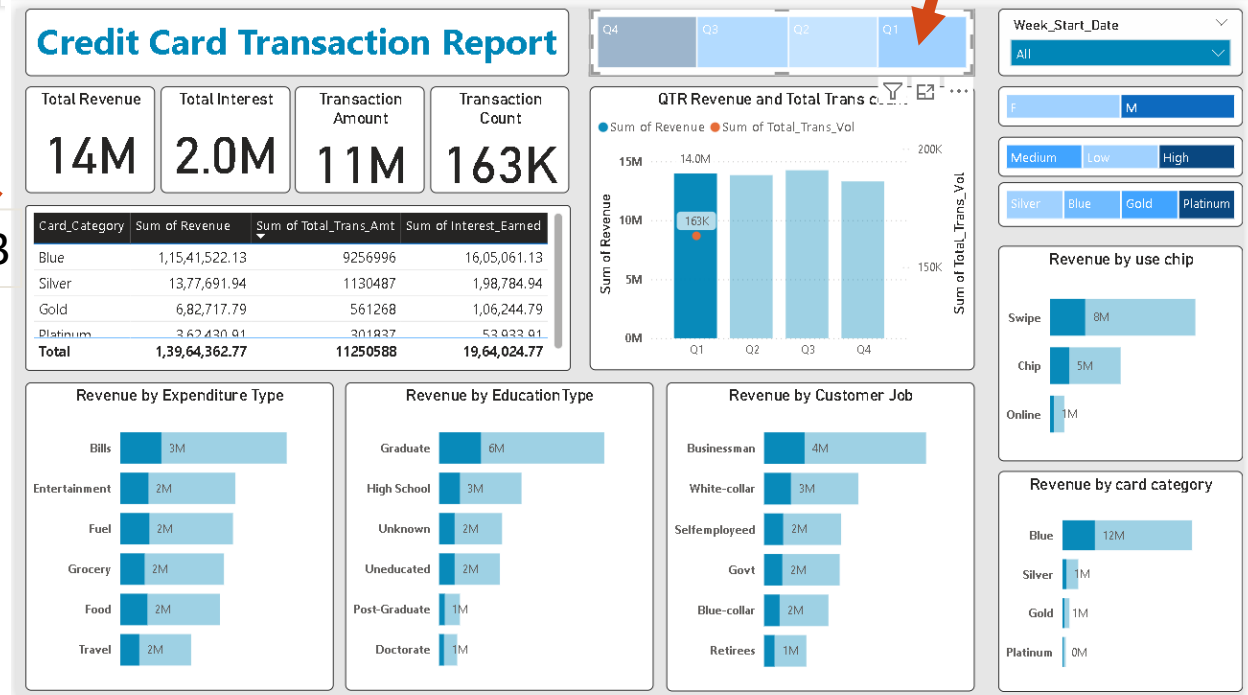

Credit Card Transaction Report
Total Revenue
13M
Total Interest
1.9M
Transaction Amount
11M
Transaction Count
162K
Card_Category | Sum of Revenue | Sum of Total_Trans_Amt | Sum of Interest_Earned
Blue 1,11,71,445.96 8935903 15,83,587.96
Silver 14,23,124.96 1168029 2,03,810.96
Gold 5,14,936.44 424691 76,440.44
Platinum 1,85,493.69 157801 24,417.69
Total 1,32,95,001.05 10686424 18,88,257.05
Q4 Q3 Q2 Q1
QTR Revenue and Total Trans c...
Sum of Revenue
Sum of Total_Trans_Vol
15M
10M
5M
0M
200K
150K
13.3M
162K
Q1 Q2 Q3 Q4
Week_Start_Date
All
M F
Low High Medium
Gold Blue Silver Platinum
Revenue by use chip
Swipe 9M
Chip 4M
Online 1M
Revenue by card category
Blue 11M
Silver 1M
Gold 1M
Platinum 0M
Revenue by Expenditure Type
Bills 3M
Entertainment 2M
Fuel 2M
Grocery 2M
Food 2M
Travel 1M
Revenue by Education Type
Graduate 5M
High School 3M
Unknown 2M
Uneducated 2M
Post-Graduate 1M
Doctorate 1M
Revenue by Customer Job
Businessman 4M
White-collar 2M
Selfemployeed 2M
Govt 2M
Blue-collar 2M
Retirees 1M
CC Transaction
CC Customer

3

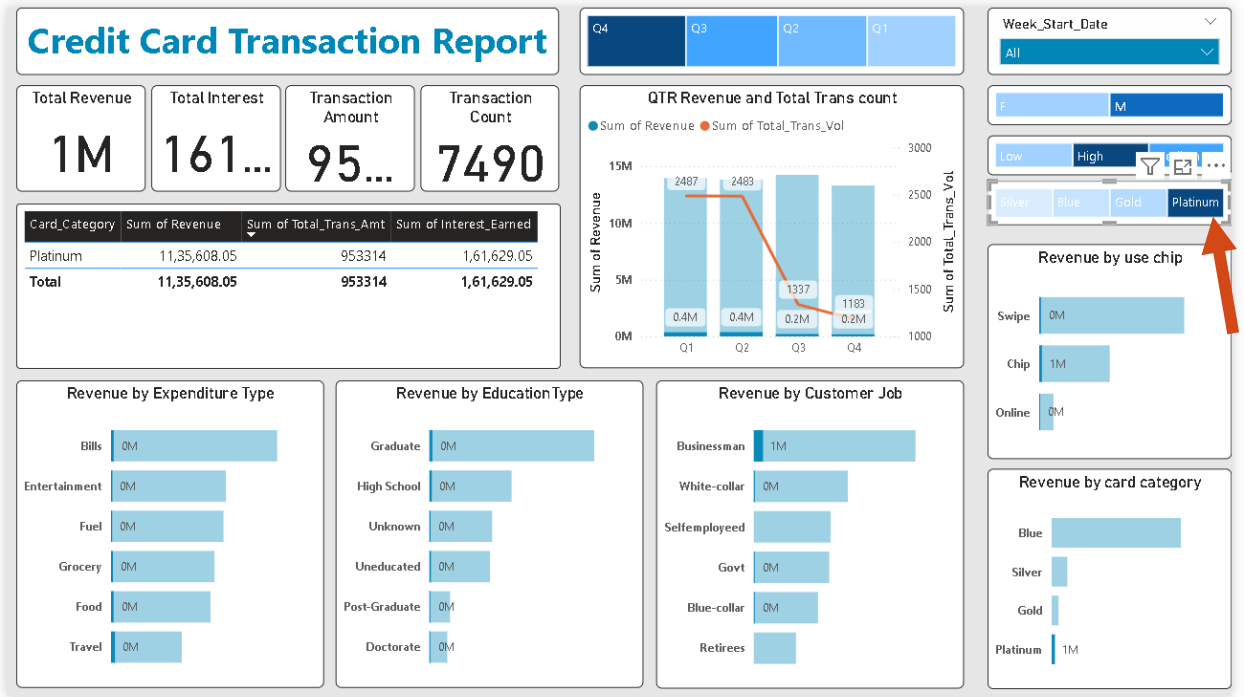
B

2


Credit Card Transaction Report
Total Revenue
14M
Total Interest
2.0M
Transaction Amount
11M
Transaction Count
163K
Card_Category | Sum of Revenue | Sum of Total_Trans_Amt | Sum of Interest_Earned
Blue 1,15,41,522.13 9256996 16,05,061.13
Silver 13,77,691.94 1130487 1,98,784.94
Gold 6,82,717.79 561268 1,06,244.79
Platinum 3,62,430.91 301837 53,933.91
Total 1,39,64,362.77 11250588 19,64,024.77
Q4 Q3 Q2 Q1
QTR Revenue and Total Trans c...
Sum of Revenue
Sum of Total_Trans_Vol
15M
10M
5M
0M
200K
150K
14.0M
163K
Q1 Q2 Q3 Q4
Week_Start_Date
All
F M
Medium Low High
Silver Blue Gold Platinum
Revenue by use chip
Swipe 8M
Chip 5M
Online 1M
Revenue by card category
Blue 12M
Silver 1M
Gold 1M
Platinum 0M
Revenue by Expenditure Type
Bills 3M
Entertainment 2M
Fuel 2M
Grocery 2M
Food 2M
Travel 2M
Revenue by Education Type
Graduate 6M
High School 3M
Unknown 2M
Uneducated 2M
Post-Graduate 1M
Doctorate 1M
Revenue by Customer Job
Businessman 4M
White-collar 3M
Selfemployeed 2M
Govt 2M
Blue-collar 2M
Retirees 1M
CC Transaction
CC Customer

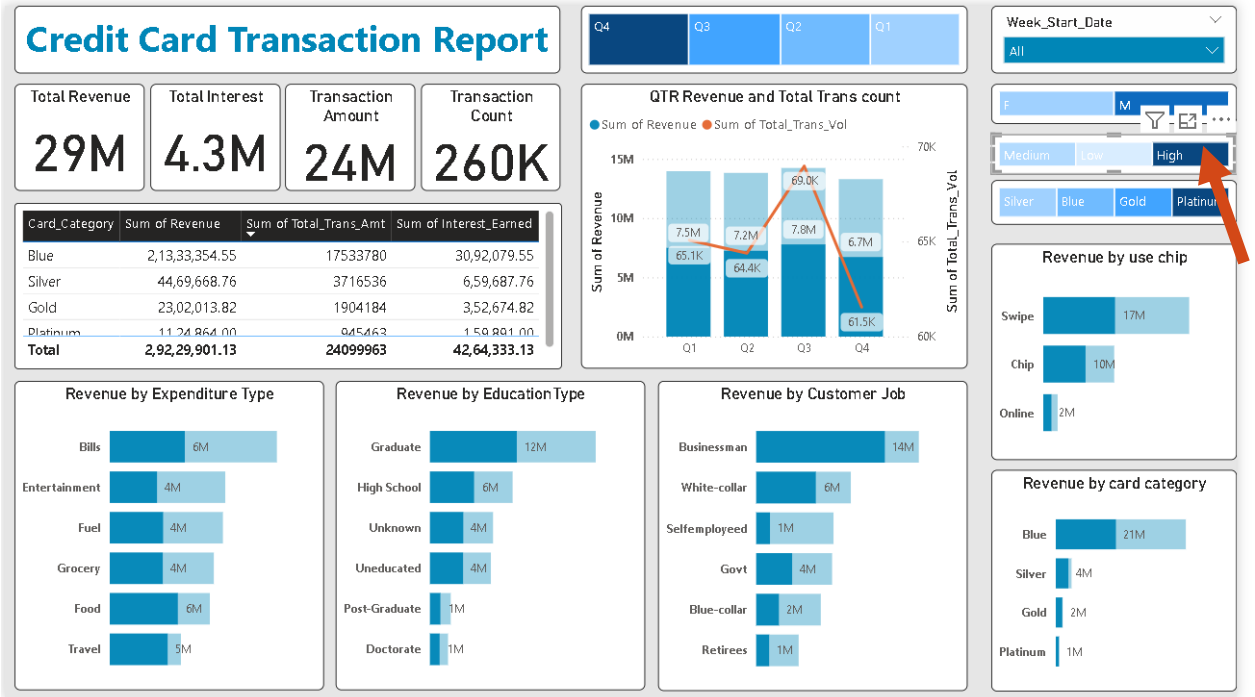
A

1


Credit Card Transaction Report
Total Revenue
1M
Total Interest
161...
Transaction Amount
95...
Transaction Count
7490
Card_Category | Sum of Revenue | Sum of Total_Trans_Amt | Sum of Interest_Earned
Platinum | 11,35,608.05 | 953314 | 1,61,629.05
Total | 11,35,608.05 | 953314 | 1,61,629.05
Q4 Q3 Q2 Q1
QTR Revenue and Total Trans count
Sum of Revenue
Sum of Total_Trans_Vol
Week_Start_Date
All
F M
Low High
Silver Blue Gold Platinum
Revenue by use chip
Swipe 0M
Chip 1M
Online 0M
Revenue by card category
Blue
Silver
Gold
Platinum 1M
Revenue by Expenditure Type
Bills 0M
Entertainment 0M
Fuel 0M
Grocery 0M
Food 0M
Travel 0M
Revenue by EducationType
Graduate 0M
High School 0M
Unknown 0M
Uneducated 0M
Post-Graduate 0M
Doctorate 0M
Revenue by Customer Job
Businessman 1M
White-collar 0M
Selfemployeed
Govt 0M
Blue-collar 0M
Retirees
CC Transaction
CC Customer

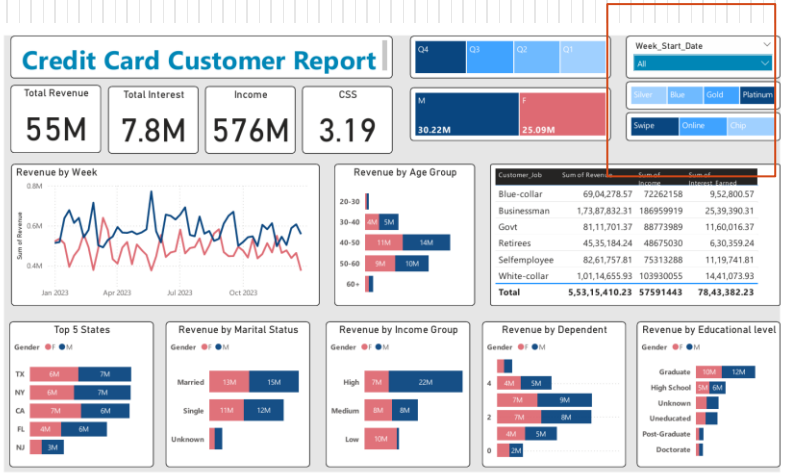
B

2


Credit Card Transaction Report
Total Revenue
29M
Total Interest
4.3M
Transaction Amount
24M
Transaction Count
260K
Card_Category | Sum of Revenue | Sum of Total_Trans_Amt | Sum of Interest_Earned
Blue | 2,13,33,354.55 | 17533780 | 30,92,079.55
Silver | 44,69,668.76 | 3716536 | 6,59,687.76
Gold | 23,02,013.82 | 1904184 | 3,52,674.82
Total | 2,92,29,901.13 | 24099963 | 42,64,333.13
Q4 Q3 Q2 Q1
QTR Revenue and Total Trans count
Sum of Revenue
Sum of Total_Trans_Vol
Week_Start_Date
All
F M
Medium Low High
Silver Blue Gold Platinum
Revenue by use chip
Swipe 17M
Chip 10M
Online 2M
Revenue by card category
Blue 21M
Silver 4M
Gold 2M
Platinum 1M
Revenue by Expenditure Type
Bills 6M
Entertainment 4M
Fuel 4M
Grocery 4M
Food 6M
Travel 5M
Revenue by EducationType
Graduate 12M
High School 6M
Unknown 4M
Uneducated 4M
Post-Graduate 1M
Doctorate 1M
Revenue by Customer Job
Businessman 14M
White-collar 6M
Selfemployeed 1M
Govt 4M
Blue-collar 2M
Retirees 1M
CC Transaction
CC Customer

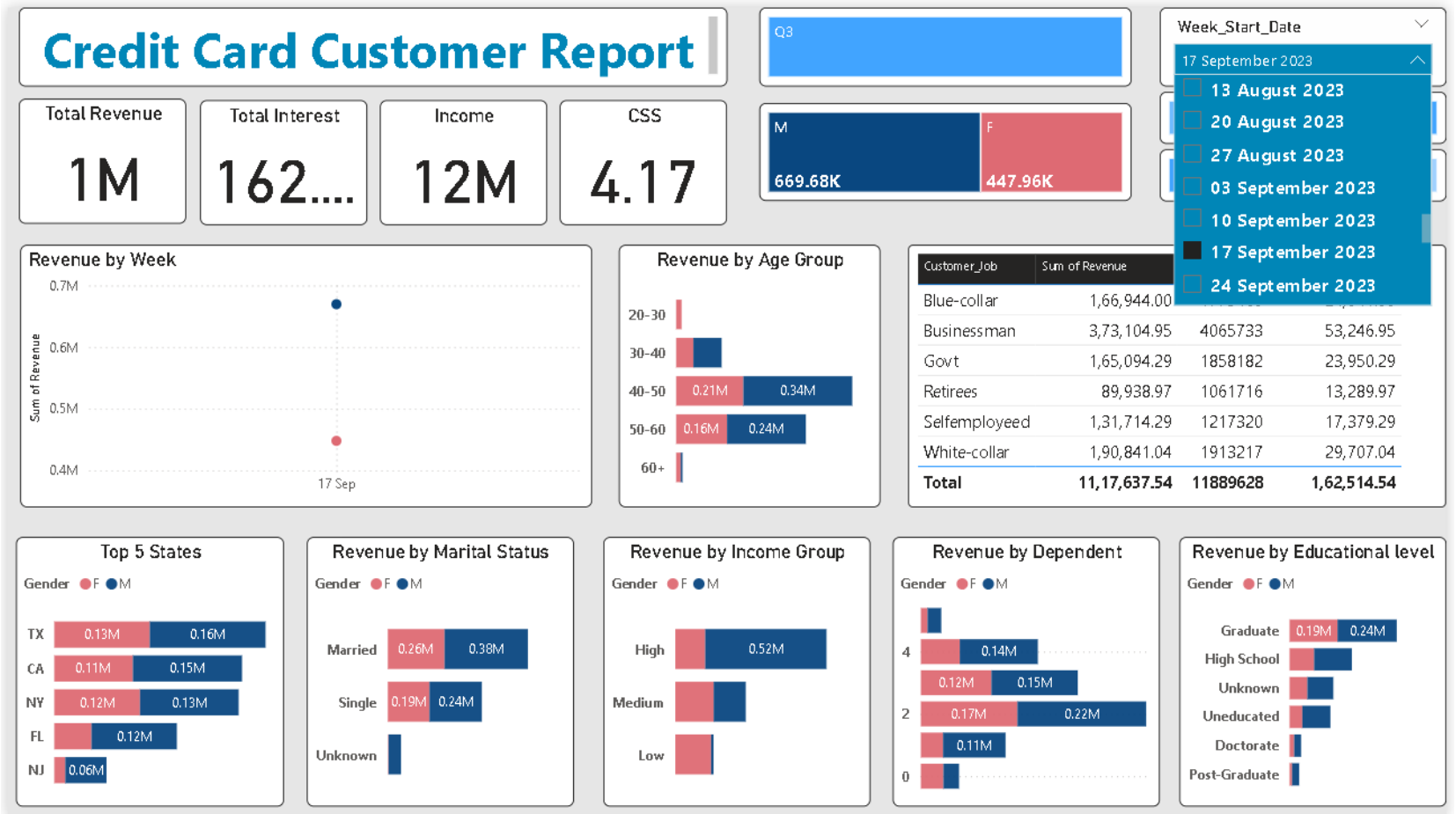
A

1


Credit Card Customer Report
Total Revenue
55M
Total Interest
7.8M
Income
576M
CSS
3.19
Revenue by Week
Revenue by Age Group
Top 5 States
Revenue by Marital Status
Revenue by Income Group
Revenue by Dependent
Revenue by Educational level

B

3

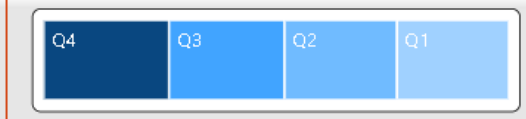

Credit Card Customer Report
Total Revenue
1M
Total Interest
162....
Income
12M
CSS
4.17
Q3
M
669.68K
F
447.96K
Week_Start_Date
17 September 2023
13 August 2023
20 August 2023
27 August 2023
03 September 2023
10 September 2023
17 September 2023
24 September 2023
Revenue by Week
0.7M
0.6M
0.5M
0.4M
Sum of Revenue
17 Sep
Revenue by Age Group
20-30
30-40
40-50
0.21M
0.34M
50-60
0.16M
0.24M
60+
Customer_Job | Sum of Revenue
Blue-collar 1,66,944.00
Businessman 3,73,104.95 4065733 53,246.95
Govt 1,65,094.29 1858182 23,950.29
Retirees 89,938.97 1061716 13,289.97
Selfemployeed 1,31,714.29 1217320 17,379.29
White-collar 1,90,841.04 1913217 29,707.04
Total 11,17,637.54 11889628 1,62,514.54
Top 5 States
Gender F M
TX 0.13M 0.16M
CA 0.11M 0.15M
NY 0.12M 0.13M
FL 0.12M
NJ 0.06M
Revenue by Marital Status
Gender F M
Married 0.26M 0.38M
Single 0.19M 0.24M
Unknown
Revenue by Income Group
Gender F M
High 0.52M
Medium
Low
Revenue by Dependent
Gender F M
4 0.14M
0.12M 0.15M
2 0.17M 0.22M
0.11M
0
Revenue by Educational level
Gender F M
Graduate 0.19M 0.24M
High School
Unknown
Uneducated
Doctorate
Post-Graduate
CC Transaction
CC Customer

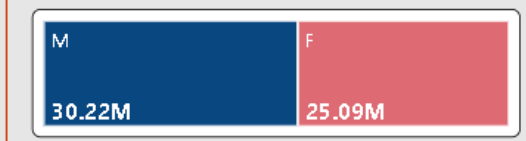
2

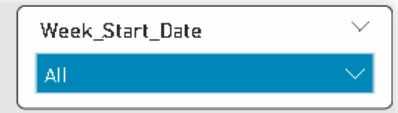
A

Credit Card Customer Report

Total Revenue	Total Interest	Income	CSS
55M	7.8M	576M	3.19







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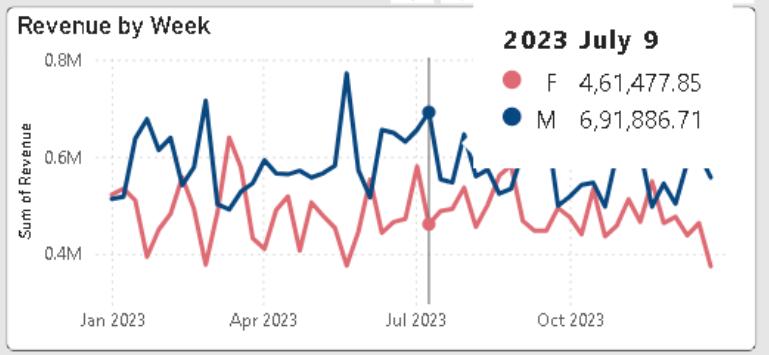
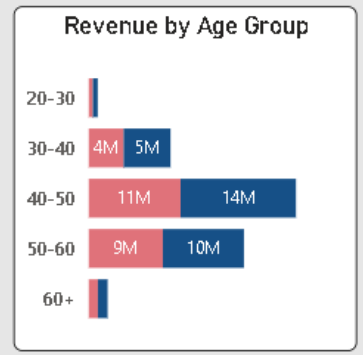
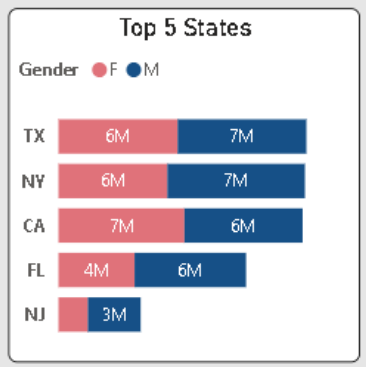
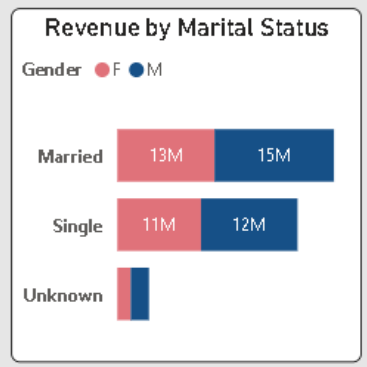
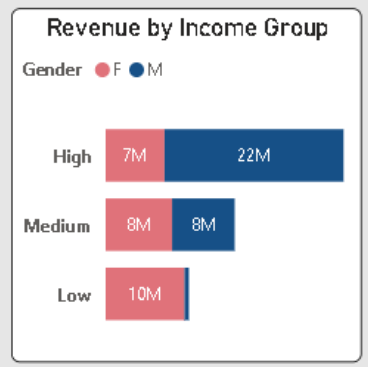


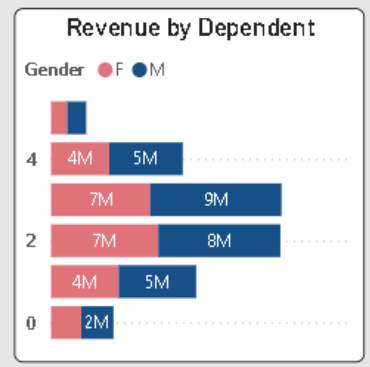


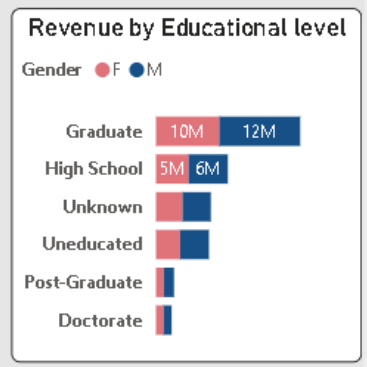
Customer_Job	Sum of Revenue	Sum of Income	Sum of Interest_Earned
Blue-collar	69,04,278.57	72262158	9,52,800.57
Businessman	1,73,87,832.31	186959919	25,39,390.31
Govt	81,11,701.37	88773989	11,60,016.37
Retirees	45,35,184.24	48675030	6,30,359.24
Selfemployeed	82,61,757.81	75313288	11,19,741.81
White-collar	1,01,14,655.93	103930055	14,41,073.93
Total	**5,53,15,410.23**	**575914439**	**78,43,382.23**









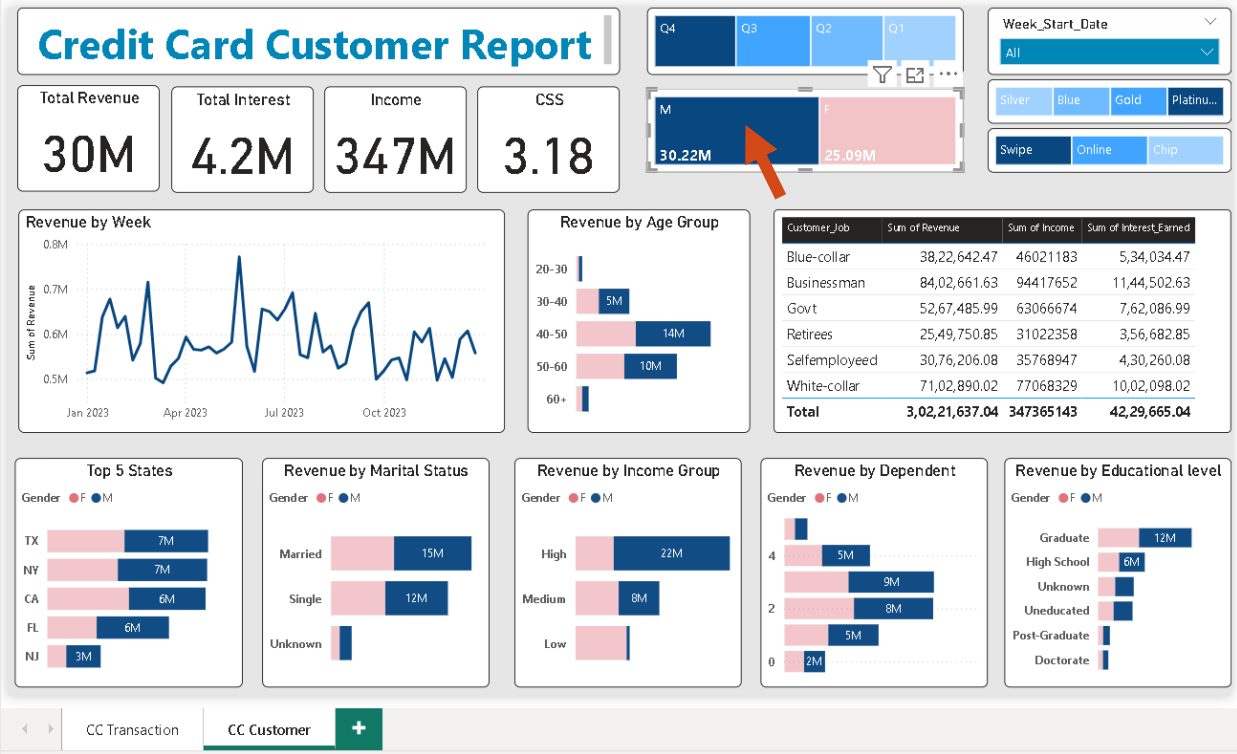


2

CC Transaction | CC Customer | +

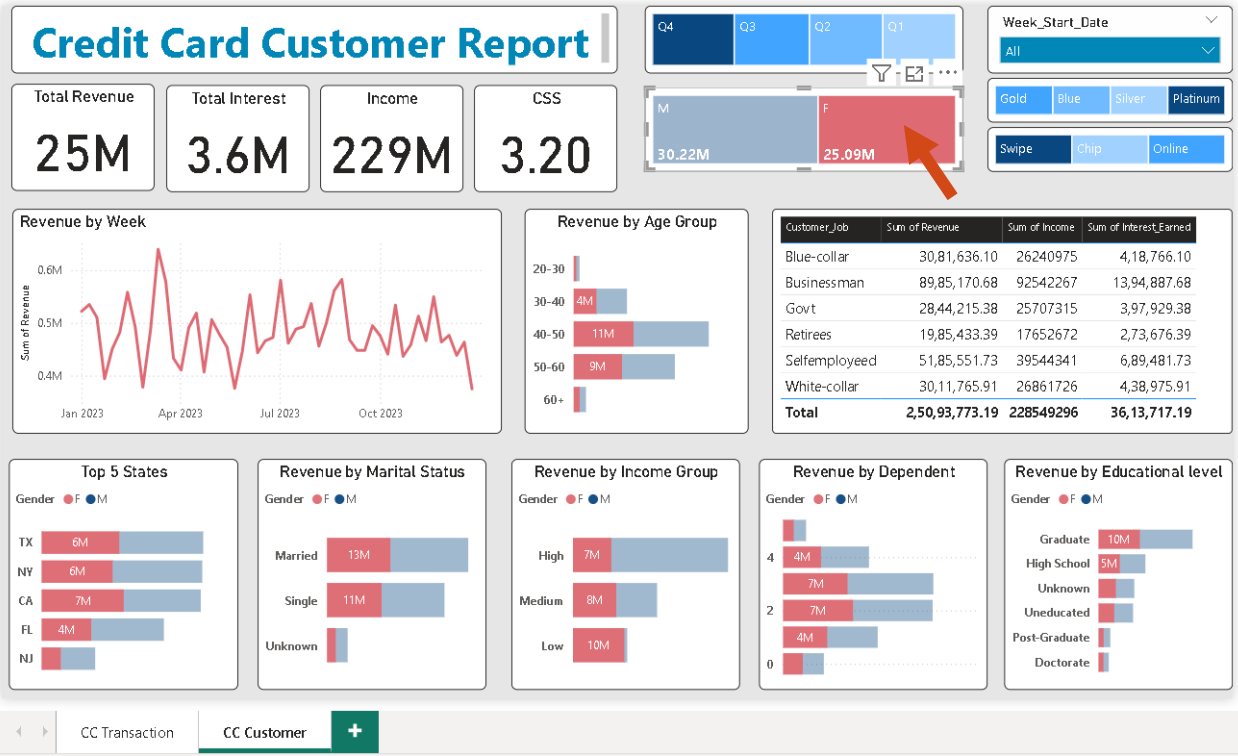
A

1



B

2

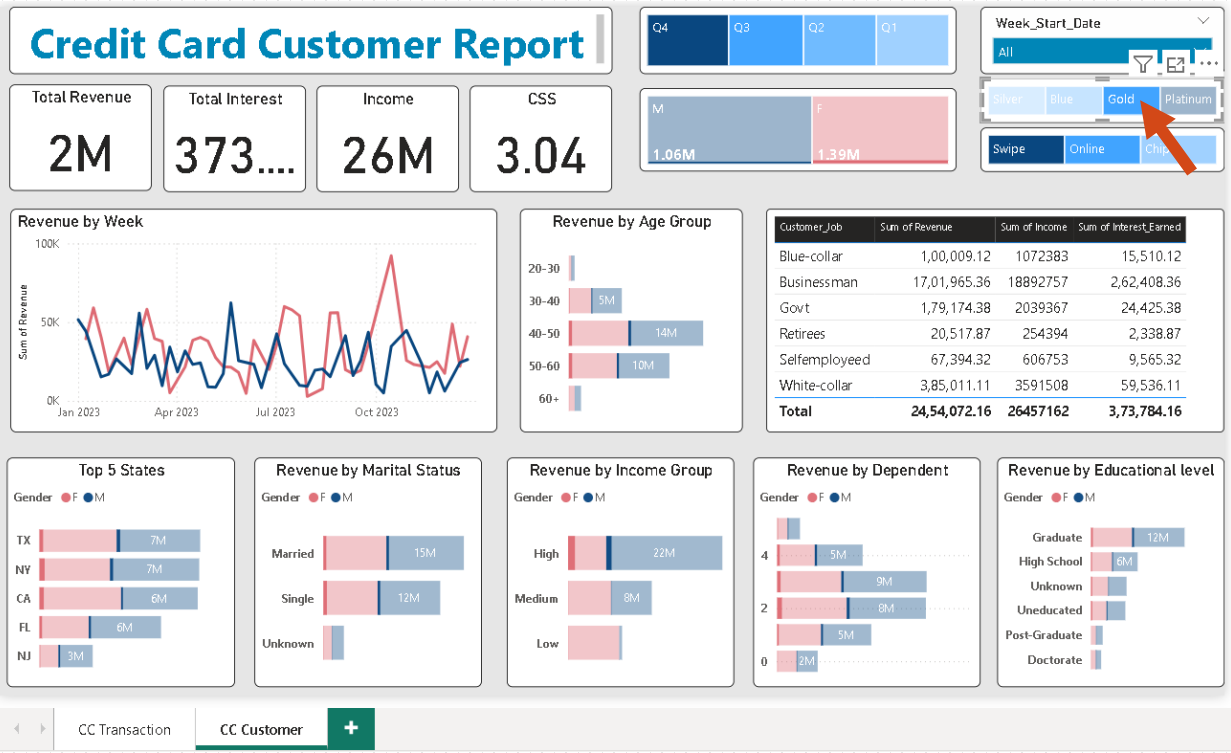


CC Transaction | CC Customer | +

CC Transaction | CC Customer | +

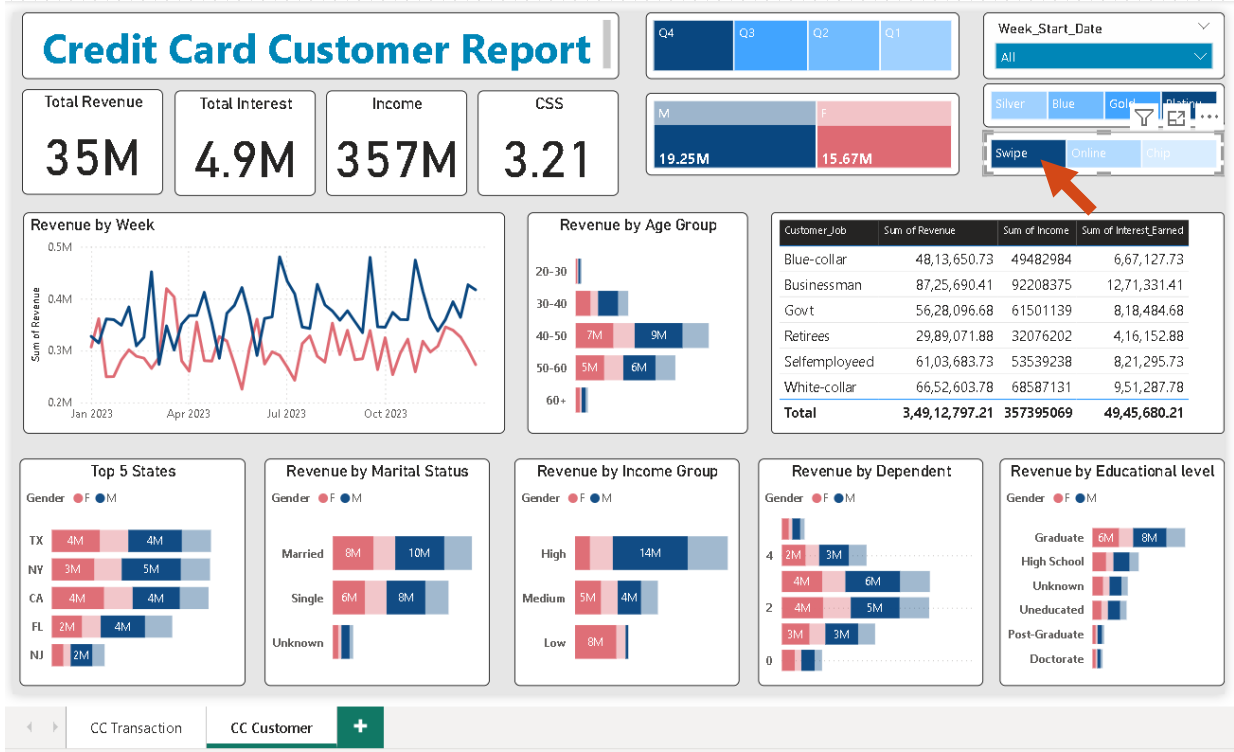
A

1


Credit Card Customer Report
Total Revenue
2M
Total Interest
373....
Income
26M
CSS
3.04
Q4
Q3
Q2
Q1
M
1.06M
F
1.39M
Week_Start_Date
All
Silver
Blue
Gold
Platinum
Swipe
Online
Chip
Revenue by Week
100K
50K
0K
Sum of Revenue
Jan 2023
Apr 2023
Jul 2023
Oct 2023
Revenue by Age Group
20-30
30-40
40-50
50-60
60+
5M
14M
10M
Customer_Job | Sum of Revenue | Sum of Income | Sum of Interest_Earned
Blue-collar | 1,00,009.12 | 1072383 | 15,510.12
Businessman | 17,01,965.36 | 18892757 | 2,62,408.36
Govt | 1,79,174.38 | 2039367 | 24,425.38
Retirees | 20,517.87 | 254394 | 2,338.87
Selfemployeed | 67,394.32 | 606753 | 9,565.32
White-collar | 3,85,011.11 | 3591508 | 59,536.11
Total | 24,54,072.16 | 26457162 | 3,73,784.16
Top 5 States
Gender F M
TX 7M
NY 7M
CA 6M
FL 6M
NJ 3M
Revenue by Marital Status
Married 15M
Single 12M
Unknown
Revenue by Income Group
High 22M
Medium 8M
Low
Revenue by Dependent
4
2
0
5M
9M
8M
5M
2M
Revenue by Educational level
Graduate 12M
High School 6M
Unknown
Uneducated
Post-Graduate
Doctorate
CC Transaction
CC Customer

B

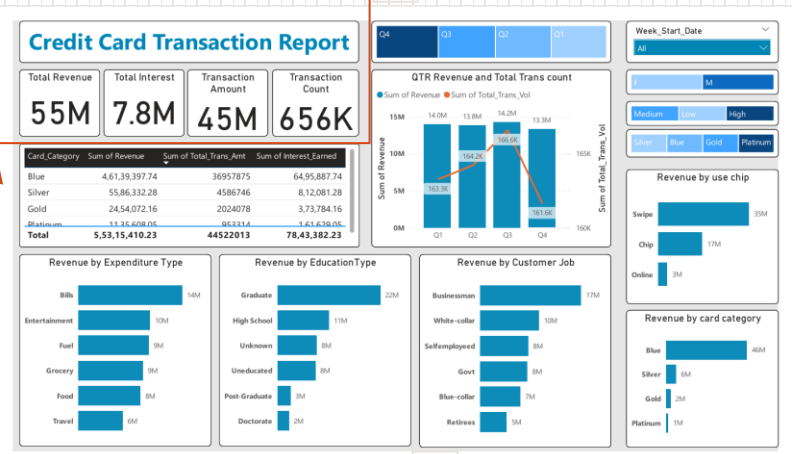
2


Credit Card Customer Report
Total Revenue
35M
Total Interest
4.9M
Income
357M
CSS
3.21
Q4
Q3
Q2
Q1
M
19.25M
F
15.67M
Week_Start_Date
All
Silver
Blue
Gold
Platinum
Swipe
Online
Chip
Revenue by Week
0.5M
0.4M
0.3M
0.2M
Sum of Revenue
Jan 2023
Apr 2023
Jul 2023
Oct 2023
Revenue by Age Group
20-30
30-40
40-50
50-60
60+
7M
9M
5M
6M
Customer_Job | Sum of Revenue | Sum of Income | Sum of Interest_Earned
Blue-collar | 48,13,650.73 | 49482984 | 6,67,127.73
Businessman | 87,25,690.41 | 92208375 | 12,71,331.41
Govt | 56,28,096.68 | 61501139 | 8,18,484.68
Retirees | 29,89,071.88 | 32076202 | 4,16,152.88
Selfemployeed | 61,03,683.73 | 53539238 | 8,21,295.73
White-collar | 66,52,603.78 | 68587131 | 9,51,287.78
Total | 3,49,12,797.21 | 357395069 | 49,45,680.21
Top 5 States
Gender F M
TX 4M 4M
NY 3M 5M
CA 4M 4M
FL 2M 4M
NJ 2M
Revenue by Marital Status
Married 8M 10M
Single 6M 8M
Unknown
Revenue by Income Group
High 14M
Medium 5M 4M
Low 8M
Revenue by Dependent
4
2
0
2M 3M
4M 6M
4M 5M
3M 3M
Revenue by Educational level
Graduate 6M 8M
High School
Unknown
Uneducated
Post-Graduate
Doctorate
CC Transaction
CC Customer

Insights on CC Weekly Report:

A

1



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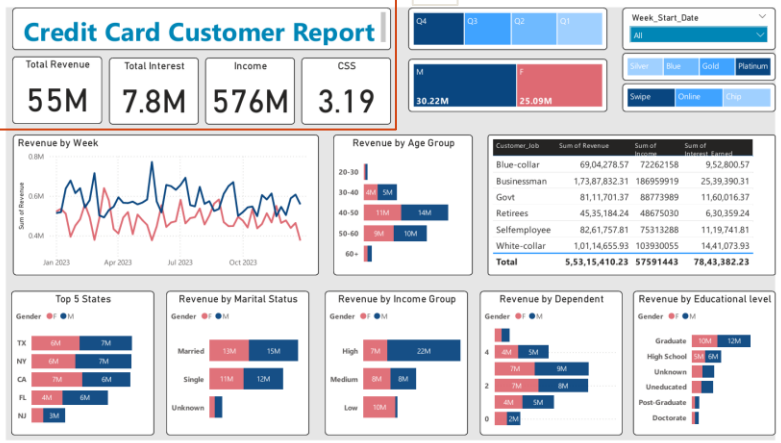

B

- Overall Revenue = **57M.**
- Total Interest = **8M.**
- Total Transaction amount = **46M.**

- Male Customers are contributing more to revenue = **31M**; Female = **26M**.
- Blue & Silver credit card are contributing to **93%** of overall transactions.
- Texas, New York and California is contributing to **68%.**

- Overall Activation rate = **57.5%**
- Overall Delinquent Rate = **6.06%**

Questions?

Why I opted for a ‘Financial dataset’?

How my current report aligns with the baseline reporting expectations?

What are your reporting expectations? How close it aligns with my work?

Thank You.