

Credit card

WEEKLY STATUS REPORT



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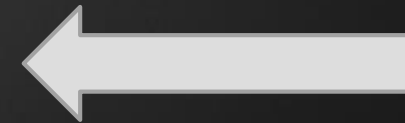
Project Objective

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 SQL database

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



Data Output	Messages	Notifications
COPY 10108		
Query returned successfully in 82 msec.		

DAX Queries

```
AGEGROUP = switch(
true(),
'public customer -detail'[customer_age] < 30, "20-30",
'public customer -detail'[customer_age] >= 30 && 'public customer -detail'[customer_age] < 40,
"30-40",
'public customer -detail'[customer_age] >= 40 && 'public customer -detail'[customer_age] < 50, "40-50",
'public customer -detail'[customer_age] >= 50 && 'public customer -detail'[customer_age] < 60, "50-60",
'public customer -detail'[customer_age] >= 60, "60+",
"unknown" )
```

```
INCOMEGROUP = switch(
true(),
'public customer -detail'[income] < 35000, "low",
'public customer -detail'[income] >= 35000 && 'public customer -detail'[income] < 70000, "med",
'public customer -detail'[income] >= 70000, "high",
"unknown"
)
```

Dax Queries

WEEK_NUM2 =

weeknum('public cc_detail'[week_start_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])))

PREVIOUS_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))

Project insight week – 53 (31 Dec)

WOW CHANGE

Revenue is increased by 23.32%.

Transaction amount is differ by 2.5 lakhs .

customer count is increased by 11.9K.

OVERVIEW YTD

Overall revenue is 57M.

Total interest is 7.98M.

Total transaction amount is 46M.

Male customers contributing more in revenue 31M , female 26M..

Blue and silver credit cards are contributing to 93% of overall transaction amount.

Overall card activation rate is 57.5%.

Overall delinquent rate in 6.06%.