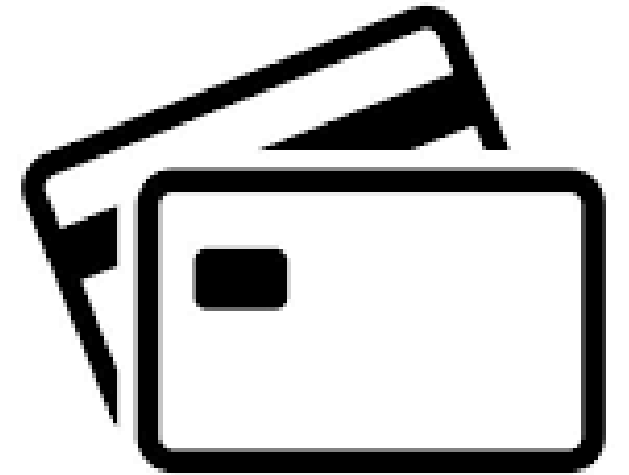


# Credit Card Financial Dashboard

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## Weekly Business Insights Report



# Project Objective

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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- Week 53 (31st Dec)

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WoW change:

- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by 123.54%
- Customer count increased by 1.80%

These insights show strong end-of-year growth in customer activity and revenue influenced by seasonal trends.



# Year-to-Date (YTD) Overview

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## Overview YTD:

- Overall revenue is 57M
- Total interest is 8M
- Total transaction amount is 46M
  - Male customers are contributing more in revenue 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%



# Key Business Insights

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- The majority of revenue is driven by male customers.
- Blue and Silver card tiers dominate the transaction volume.
- Southern and coastal U.S. states show highest engagement.
- Activation and delinquency rates provide valuable insights into product performance and risk.



# Tools & Technologies Used

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- Microsoft Power BI: For dashboard creation and visualizations
- Microsoft Excel: For data cleaning and transformation
- DAX: For creating custom KPIs and business measures
- Data Modeling: To build relationships and calculations across tables



# Professional Project Summary

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I created a weekly credit card dashboard using Power BI and Excel to track key metrics like revenue, transactions, and customer behavior. This helped the team monitor trends, reduce risk, and focus on the best-performing card types and customer segments through clear visuals and insights.



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<https://github.com/Damini74/Credit-Card-Financial-Dashboard-Customer>