PROJECT

ON

CREDIT CARD FINANCIAL DASHBOARD REPORT:

# OBJECTIVES:

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.

# DAX QUERIES:

AgeGroup = SWITCH( TRUE(),

'public cust\_detail'[customer\_age] < 30, "20-30",

'public cust\_detail'[customer\_age] >= 30 && 'public cust\_detail'[customer\_age] < 40, "30-40", 'public cust\_detail'[customer\_age] >= 40 && 'public cust\_detail'[customer\_age] < 50, "40-50", 'public cust\_detail'[customer\_age] >= 50 && 'public cust\_detail'[customer\_age] < 60, "50-60", 'public cust\_detail'[customer\_age] >= 60, "60+",

"unknown"

)

IncomeGroup = SWITCH( TRUE(),

'public cust\_detail'[income] < 35000, "Low",

'public cust\_detail'[income] >= 35000 && 'public cust\_detail'[income] <70000, "Med",

'public cust\_detail'[income] >= 70000, "High",

"unknown"

)

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]

# DAX QUERIES:

Current\_week\_Reveneue = CALCULATE (

SUM('public cc\_detail'[Revenue]), FILTER

(

ALL('public cc\_detail'),

'public cc\_detail'[week\_num2] = MAX('public cc\_detail'[week\_num2])))

Previous\_week\_Reveneue = CALCULATE (

SUM('public cc\_detail'[Revenue]), FILTER(

ALL('public cc\_detail'),

'public cc\_detail'[week\_num2] = MAX('public cc\_detail'[week\_num2])-1))

# INSIGHTS:

## WOW CHANGE:

* Revenue decreased by 12.8%
* Transaction count decreased by 8.3%
* Transaction amount decreased by 10.4%

## OVERALL YTD:

* Overall revenue is 55M
* Total interest is 8M
* Total transaction amount is 45M
* Female customers are contributing more in revenue 739M, Male 738M
* 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%

# OVERALL:

Credit card financial dashboard using Power BI:

* Developed an interactive dashboard using

transaction and customer data to provide real-time insights.

* Streamlined data processing & analysis to monitor

key performance metrics and trends.

* Shared actionable insights with stakeholders based on dashboard findings to support decision-making processes.

# Debanjan

# Chowdhury

DATA ANALYST ENTHUSIAST || BUSINESS ANALYST ASPIRANT || SQL || POWER BI || MICROSOFT EXCEL || PYTHON

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