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 stakeholder to monitor and

Analyze credit card operations effectively.

Import data to SQL Database

1. Prepare csv file
2. Create tables in SQL
3. Import csv file into SQL

DAX Queries

AgeGroup= SWITCH(

TRUE(),

Customer[Customer_age]< 30, "20-30",

Customer[Customer_age]>= 30 && customer [customer_age]<40, "30-40",

Customer[Customer_age]>= 40 && customer [customer_age]<50, "40-50",

Customer[Customer_age]>= 50 && customer [customer_age]<60, "50-60",

Customer[Customer_age]>= 60, "60+",

"unknown"

)

IncomeGroup= SWITCH(

TRUE(),

Customer[income]< 35000, "low",

Customer[income]< 35000 && Customer[income]<70000, "Med"

Customer[income]>= 70000, "High",

)

DAX Queries

week_num2 = WEEKNUM(credit_cards[week_start_date])

Revenue = credit_card[annual_fees] + credit_card[total_trans_amt] + credit_card[interest_earned]

Current_week_Revenue = CALCULATE(

SUM(credit_cards[Revenue]),

FILTER(

ALL(credit_cards),

credit_cards[week_num2]= MAX(credit_cards[week_num])))

previous_week_Revenue = CALCULATE(

SUM(Credit_cards[Revenue]),

FILTER(

ALL(credit_cards),

credit_cards[week_num2]= MAX(credit_cards[week_num])-1))

Project Insights – Week 52

WoW Change:

- Revenue decreased by **12.8%**
- Total Transaction Amount & Count decreased by **1.68**% & **1.62%**
- Customer Count decreased by **3.08%**

Overview YTD:

- Overall Revenue is **55M**
- Total Interest is **8M**
- Total Transaction Amount is **45M**

- Male customers are contributing more in revenue **30M** & Female **25M**
- Blue & Silver credit card are contributing to **93%** of overall transactions
- TX, NY & CA is contributing to **70%**
- Overall Activation rate is **57.5%**
- Overall Delinquent rate is **6.06%**