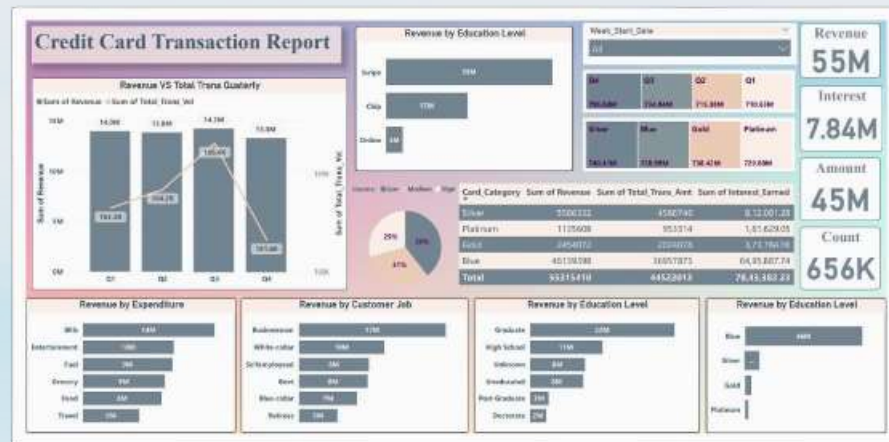


Project Objective



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.

by Dikheeta Nath

8	9.53E+08	42	F	4	High School	Married	CA	91750	yes	no	no	cellular	White-collar	75239	3
9	9.45E+08	40	F	4	Graduate	Married	FL	91750	no	no	no	unknown	Businessman	32035	5
10	9.47E+08	45	F	3	Graduate	Married	TX	91750	yes	yes	no	cellular	Retirees	40270	3
11	9.5E+08	54	F	3	Uneducated	Married	CA	91750	no	no	no	cellular	Businessman	55396	4
12	9.44E+08	51	F	1	Doctorate	Married	NV	91750	no	yes	no	unknown	Selfemployeed	194975	5
13	9.29E+08	31	M	1	Graduate	Single	CA	91750	no	no	no	telephone	Selfemployeed	45468	5
14	9.44E+08	37	M	3	Graduate	Married	FL	91750	no	yes	no	cellular	Businessman	107421	5
15	9.34E+08	60	F	1	Graduate	Single	NY	91750	yes	no	no	cellular	Selfemployeed	38459	4
16	9.11E+08	46	F	4	Graduate	Single	CA	91750	yes	no	no	cellular	Businessman	55057	4
17	9.35E+08	42	M	4	Graduate	Single	TX	91750	no	no	no	cellular	Govt	58212	5
18	9.62E+08	54	F	1	High School	Single	CA	91750	yes	yes	no	cellular	Selfemployeed	26354	4

Data Source and Methodology

Data Sources

The data for this Power BI project is sourced from a SQL database, which allows for the integration of real-time data. This dynamic connection ensures that our visualizations and reports are always up-to-date, reflecting the most current information available. The SQL database is designed to handle large volumes of data efficiently, providing a reliable foundation for our analysis.

Visualization

Designed interactive dashboards and reports in Power BI using various visualization techniques:

- Charts and Graphs: Used bar charts, line charts, pie charts, and scatter plots to represent data visually.
- Tables and Matrices: Provided detailed tabular views for granular data analysis.
- Filters and Slicers: Implemented filters and slicers to allow users to drill down into specific segments of data and perform ad-hoc analysis.

Real-time Monitoring

Leveraged Power BI's capabilities to set up real-time dashboards, allowing stakeholders to monitor key performance indicators (KPIs) and trends as they happen.

Overall Insights

Transaction Report

- Overall revenue is 57M
- Total interest is 8M
- Total transaction amount is 46M
- Male customers are contributing more in revenue 31M, females 26M
- Blue and silver credit cards are contributing to 93% of overall transactions
- Overall activation rate is 57.5%
- Overall delinquent rate is 6.06%
- Low income group counts the highest standing at 39% while white collar jobs generated 10 generated 10M revenues after businessmen, who generated 17 M

Customer Report

- Customer Satisfaction rating stands at 3, which means there is room for improvement
- 45% are female customers while Texas, New York and California contributes the most to revenue generation by 68%.
- Age Group 50-60, white collar jobs and businessmen are the key influencers for revenue increase.