

CREDIT CARD

WEEKLY STATUS REPORT



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



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, "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 Insights- Week 53 (31st Dec)

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

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%

