

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"  
)
```

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))
```

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.

**DIYA SAHA
CHOU DHURY**

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

Reach me out on:

 www.linkedin.com/in/diya-saha-choudhury-5679402a6

 diyasc2003@gmail.com