

CREDIT CARD

WEEKLY
STATUS REPORT



Contents :

1. Project objective
2. Data from SQL
3. Data processing & DAX
4. Dashboard & insights



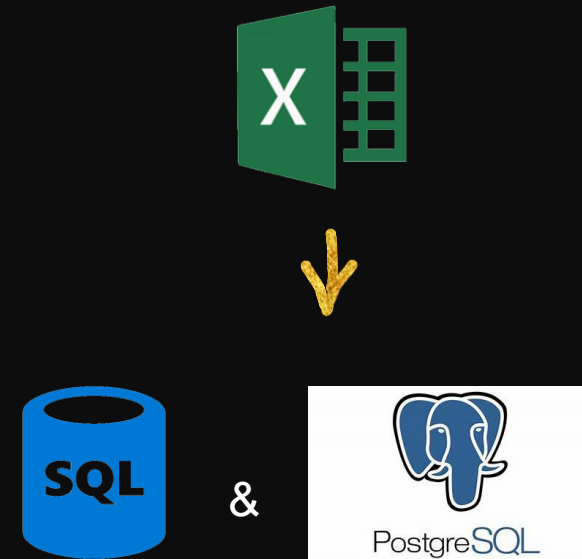
Project Objective :

- 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.



Import data to SQL Database :

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



Data Output	Messages	Notifications
COPY 10108		
Query returned successfully in 82 msec.		



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", "unknown")
```



DAX Queries :

```
week_num2 = WEEKNUM(credit_card[Week_Start_Date])
```

```
Revenue = credit_card[Annual_Fees] + credit_card[Total_Trans_Amt] + credit_card[Interest_Earned]
```

```
Current_week_Revenue = CALCULATE(sum(credit_card[Revenue]),  
                                  FILTER(all('credit_card'),credit_card[week_num2] = MAX(credit_card[week_num2]))))
```

```
Previous_week_Revenue = CALCULATE(sum(credit_card[Revenue]),  
                                   FILTER(all(credit_card),credit_card[week_num2] = MAX(credit_card[week_num2])-1))
```



Project Insights- Week 53 (31st Dec) :

WoW change:

- Revenue increased by 28.8%
- Total Transaction Amt & Count increased by 2.2% & 1.74%
- Customer count increased by 1.80%

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%

