CREDIT CARD WEEKLY DASHBOARD WITH POWER BI

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.

Data Import Workflow:

- CSV Preparation: Ensure CSV is properly formatted.
- SQL Table Creation: Define SQL table schema matching CSV structure.
- CSV to SQL Import: Utilize SQL commands or tools (e.g., LOAD DATA INFILE for MySQL, COPY for PostgreSQL) to import data.

Database Connection: Established robust connection between database and power BI for seamless data flow.

PROJECT INSIGHTS:

Week On Week Change:

- Revenue increased by 28.8%,

- Total Transaction Amt & Count increased by 2.22% & 1.74%

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%