

Power Bi Project on Credit Card transaction and Customers on Weekly Status

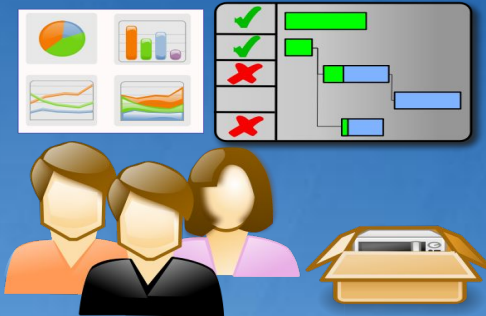


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Project Objective

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

```
iNCOMEgROUP = SWITCH(  
    TRUE(),  
    'customer'[Income]<35000, "Low",  
    'customer'[Income]>=35000 && customer[Income]<70000, "Medium",  
    'customer'[Income]>=70000, "High",  
    "Unknown")
```



Dax Queries

```
Age_group = 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" )
```



Dax Queries

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

Weeknum2 = WEEKNUM(credit_card[Week_Start_Date])

Qtr2 = SWITCH(

TRUE(),

credit_card[Qtr]=1,"Q1",

credit_card[Qtr]=2,"Q2",

credit_card[Qtr]=3,"Q3",

credit_card[Qtr]=4,"Q4", "unknown")





Project Insights

- **Male** being the **Major revenue** driver but the difference is of mere **5M**.
- In terms of Income group, High Income group contributes the most but to surprise in mid income group both male and female are equal contributors.
- **Major Revenue comes among the Age group 40-60.**
- Top 5 revenue generating states are **TX, CA, NY, FL and NJ.**
- **Overall Activation** rate is **57.5%**
- **Overall Delinquent** rate is **6.06%**
- **Blue and Silver** are the **maximum revenue** contributor in the **Card category** type.
- While the **maximum** chip use type is **Swipe.**
- **Maximum Revenue** is generated while using credit cards for **paying the bills.**
- Total Interest earned is **8M.**
- Every Quarter the revenue is similar to **14M.**
- **Quarter 3** has the **Maximum Transactions**, while **Quarter 4** had the **least transactions.**

GitHub Repository

-https://github.com/FarhanShaikh03/credit_card_project

