



# Power BI Dashboard Analysis

This presentation showcases a comprehensive analysis of key business metrics using Power BI dashboards. We'll explore weekly revenue trends, card transaction patterns, and customer demographics to gain valuable insights.

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# Weekly Revenue Performance

## Week-Over-Week Growth

The business experienced a steady increase in revenue over the first three weeks, reaching a peak in Week 3. However, a slight decline was observed in Week 4, followed by a stable revenue in Week 5.

## Notable Trends

The most significant week-over-week growth occurred between Week 2 and Week 3, indicating a potential successful marketing campaign or seasonal influence. The subsequent decline in Week 4 might suggest a temporary dip in demand or a shift in customer behavior.

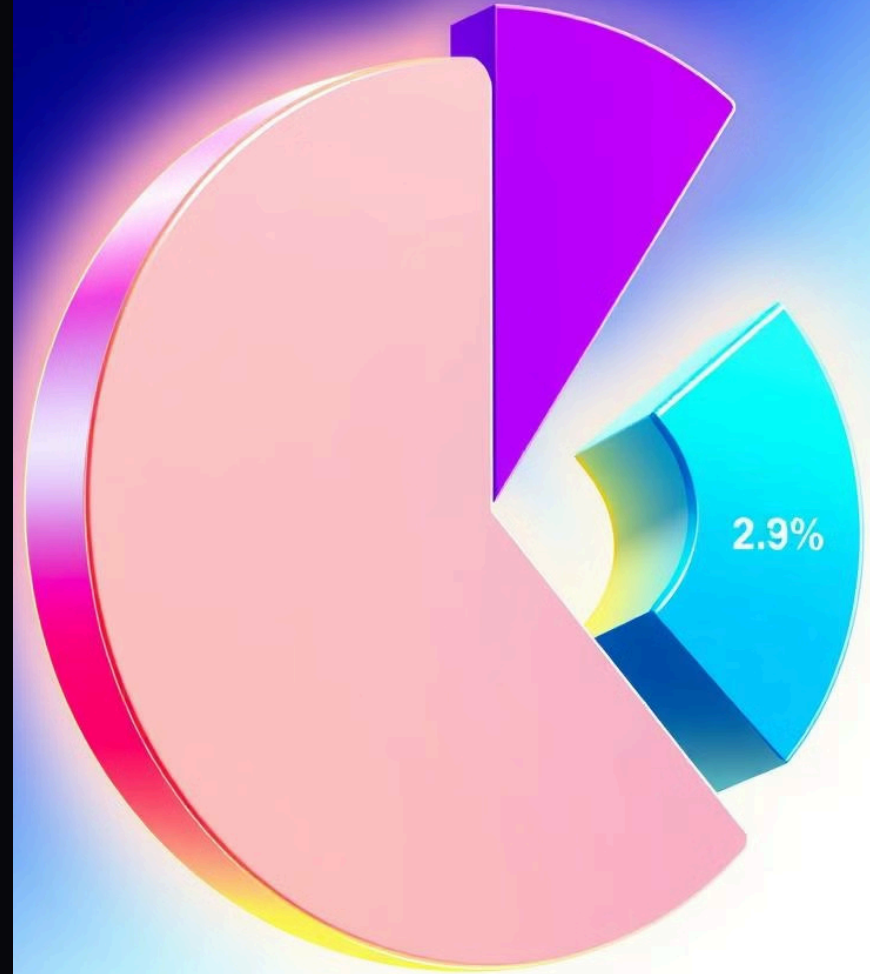
# Card Transaction Analysis

## 1 Card Type Distribution

The majority of transactions (57.47%) were made with card type 1, while card type 0 accounted for the remaining 42.53%.

## 2 Transaction Breakdown

The analysis reveals that card type 1 consistently dominates transaction volume across all weeks, indicating a preference for this card type among customers.



# Transaction Frequency by Week

## Transaction Volume by Week

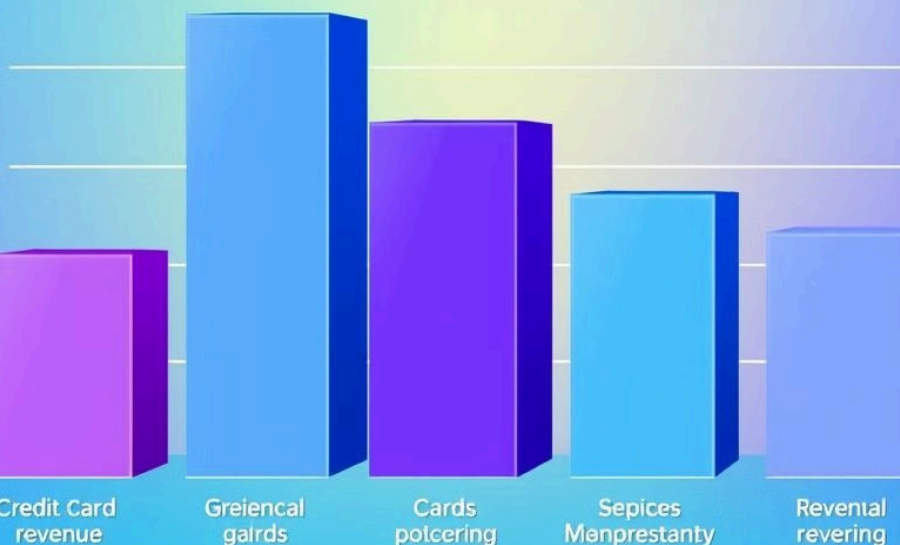
Week 5 witnessed the highest number of transactions, followed by Week 3 and Week 2, while Week 4 recorded the lowest.

## Impact of Trends

The fluctuation in transaction frequency could be linked to various factors, such as seasonal demand, promotional campaigns, or changes in customer purchasing patterns.

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## Revenue Distribution by Card Category

### Card Category Revenue

Card category 0 generated the highest revenue, followed by category 1. The remaining categories contributed a smaller portion to the overall revenue.

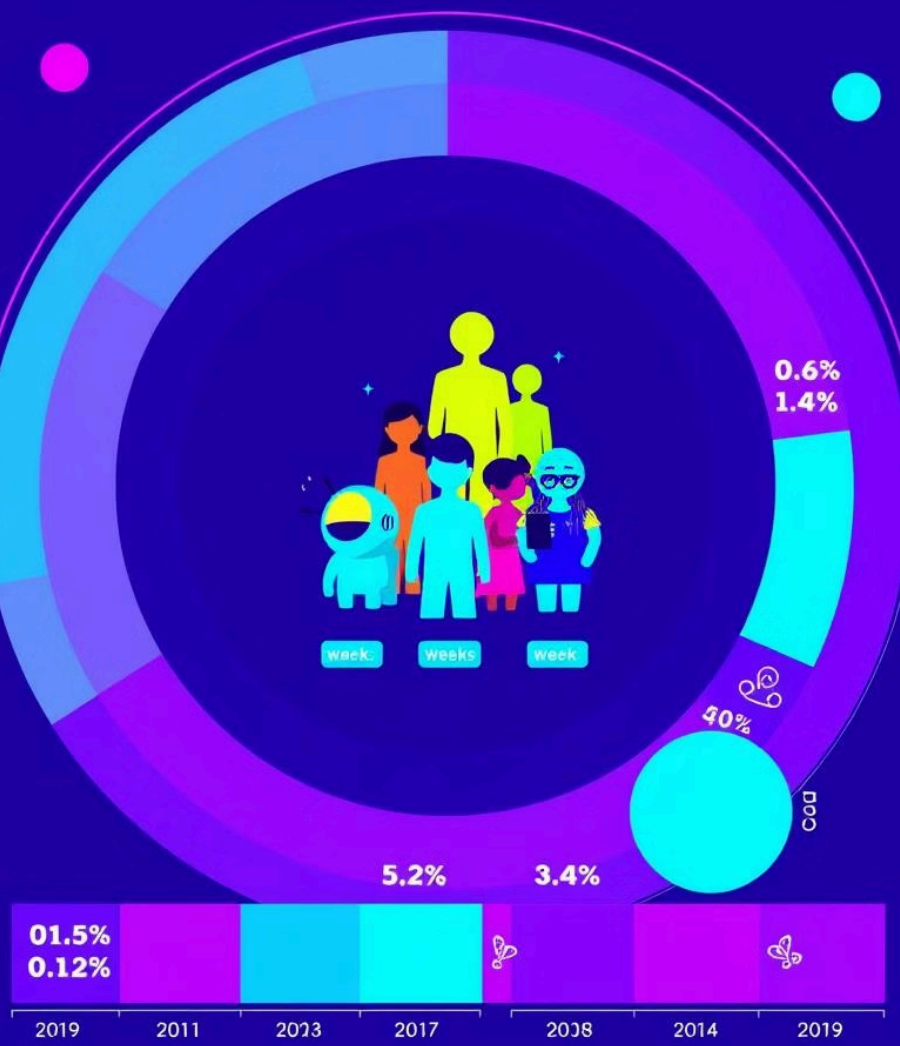
### Customer Segmentation

Understanding the revenue distribution by card category allows for targeted marketing campaigns and product offerings tailored to specific customer segments.

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# Customer Segmentation by Card Type



## Customer Behavior

The heatmap provides valuable insights into customer preferences for different card types over time. This analysis can aid in personalized marketing and customer relationship management.







# Next Steps

1

## Deep Dive into Customer Data

Conducting a more in-depth analysis of customer data, including demographics, purchase history, and preferences, will provide a deeper understanding of customer behavior.

2

## Predictive Modeling

Leveraging machine learning techniques to build predictive models that forecast future revenue trends and customer behavior can guide business strategies and optimize resource allocation.