

Comprehensive Credit Card Weekly Dashboard Report

Project Objective

Our goal is to develop a robust credit card weekly dashboard that delivers real-time insights into crucial performance metrics and trends. This empowers stakeholders to monitor and analyze credit card operations efficiently, driving informed decision-making and strategic planning.

Project Insights for Week 52 (24th Dec)

Week-over-Week (WoW) Changes:

- Revenue: Decreased by 13%
- Total Transaction Amount: Decreased by 16%
- Total Transaction Count: Decreased by 12%
- Customer Count: Decreased by 19%

Year-to-Date (YTD) Overview:

- Overall Revenue: \$55M
- Total Interest Earned: \$7.8M
- Total Transaction Amount: \$45M

Customer Demographics:

- Male Customers: \$30M in revenue
- Female Customers: \$25M in revenue

Credit Card Contributions:

- Blue & Silver Credit Cards: Contribute to 93% of total transactions

Geographic Contributions:

- Texas (TX), New York (NY), and California (CA): Contribute to 68% of total transactions

Operational Metrics:

- Activation Rate: 57.5%
 - Delinquent Rate: 6.06%
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Key Highlights:

1. Revenue Trends: Despite a 13% decrease in revenue WoW, the overall YTD revenue remains robust at \$55M.
2. Transaction Metrics: Both the Total Transaction Amount and Count have seen a decrease, reflecting a temporary dip in customer activity.
3. Customer Insights: The customer base has decreased WoW, but the demographic distribution shows a balanced contribution from both male and female customers.

4. Card Performance: Blue & Silver credit cards dominate the market, accounting for 93% of all transactions, indicating their popularity and usage.
5. Geographical Impact: TX, NY, and CA are key markets, jointly contributing to 68% of the total transactions, highlighting regional performance.
6. Operational Efficiency: With an activation rate of 57.5%, the engagement with new credit card customers is solid, while maintaining a manageable delinquency rate of 6.06%.

Conclusion:

This comprehensive dashboard provides a detailed view of credit card performance, highlighting both strengths and areas for improvement. By closely monitoring these key metrics, stakeholders can make strategic decisions to enhance credit card operations and customer satisfaction.
