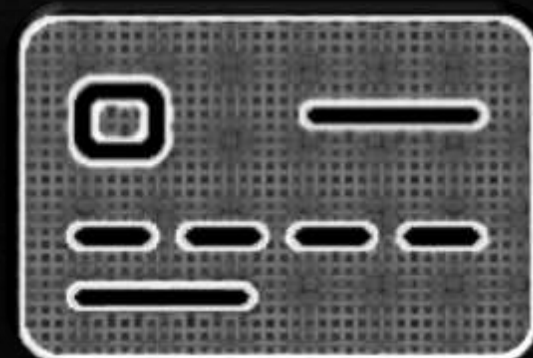


CREDIT CARD

WEEKLY

STATUS REPORT



Content of this Presentation

1. Project objective
2. Data from SQL
3. Data Processing & DAX Queries
4. Dashboard & insights
5. Export & share Project.



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.

Download Data

Github :

[https://github.com/Harshkumar6200/Credit Card Dashboard](https://github.com/Harshkumar6200/Credit_Card_Dashboard)

Or

Google Drive:

[Click here](#)

DAX Queries

AgeGroup = SWITCH

(TRUE(),

'ccdb customer'[Customer_Age] < 30, "20-30",'ccdb customer'[Customer_Age]
>= 30 && 'ccdb customer'[Customer_Age] < 40,"30-40",[Customer_Age] >=
40 && 'ccdb customer'[Customer_Age] < 50,"40-50",[Customer_Age] >= 50
&& 'ccdb customer'[Customer_Age] < 60,"50-60",[Customer_Age] >= 60,
"60+",

"unknown"

)

DAX Queries

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

DAX Queries

week_num2 = VALUE

(RIGHT('ccdb credit_card'[Week_Num], LEN('ccdb credit_card'[Week_Num]) - FIND("-", 'ccdb credit_card'[Week_Num])))

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

DAX Queries

```
Previous_week_Revenue = CALCULATE(  
    SUM('ccdb credit_card'[Revenue]),  
    FILTER(  
        ALL('ccdb credit_card'),  
        'ccdb credit_card'[week_num2] = MAX('ccdb credit_card'[week_num2])-  
        1))
```


Project Insights- Week 53 (31st Dec)

WoW change:

- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by xx% & xx%
- Customer count increased by xx%

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%

Add to resume

Credit card financial dashboard using Power BI:

- Developed an interactive dashboard using transaction and customer data from a SQL database, to provide real-time insights.
- Streamlined data processing & analysis to monitor key performance metrics and trends.
- Shared actionable insights with stakeholders based on dashboard findings to support decision-making processes.