

# CREDIT CARD

## WEEKLY STATUS REPORT



# CONTENTS

---

1. PROJECT OBJECTIVE
2. DATA FROM SQL
3. DATA PROCESSING & DAX
4. DASHBOARD & INSIGHTS

# 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.

# IMPORT DATA TO SQL DATABASE

1. Prepare csv file
2. Create tables in SQL
3. import cs file into SQL



# 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%