

# CREDIT CARD WEEKLY

## Status\_Report



# Project

## Objective

- \* The primary goal of this project is to develop a comprehensive credit card weekly dashboard.**
- \* This dashboard will provide real-time insights into key performance metrics and trends.**
- \* The dashboard will enable stakeholders to monitor and analyze credit card operations effectively.**

# DAX Queries

```
Revenue = SUM('Credit Card  
Details'[Total_Trans_Amt]) + SUM('Credit  
Card Details'[Annual_Fees]) + SUM('Credit  
Card Details'[Interest_Earned])
```

```
Age_Group =  
    SWITCH(  
        TRUE(),  
        'Customer Details'[Customer_Age] < 30, "20-30",  
        'Customer Details'[Customer_Age] >= 30 &&  
        'Customer Details'[Customer_Age] < 40, "30-40",  
        'Customer Details'[Customer_Age] >= 40 &&  
        'Customer Details'[Customer_Age] < 50, "40-50",  
        'Customer Details'[Customer_Age] >= 50 &&  
        'Customer Details'[Customer_Age] < 60, "50-60",  
        'Customer Details'[Customer_Age] >= 60, "60+",  
        "Unknown"  
    )
```

# DAX Queries

```
Current_Week_Amt =  
    CALCULATE(  
        SUM('Credit Card Details (2)'[Total_Trans_Amt]),  
        FILTER(  
            ALL('Credit Card Details (2)'),  
            'Credit Card Details (2)'[Week_Number] = MAX('Credit  
Card Details (2)'[Week_Number])  
        )  
    )
```

```
Last_Week_Amt =  
    CALCULATE(  
        SUM('Credit Card Details  
(2)'[Total_Trans_Amt]),  
        FILTER(  
            ALL('Credit Card Details (2)'),  
            'Credit Card Details (2)'[Week_Num2] =  
MAX('Credit Card Details (2)'[Week_Num2]) - 1  
        )  
    )
```



**Project  
Week 53  
(31 st December)**



# Insights

## WoW Change:

- \* Revenue increased by 28.8%.
- \* Total Transaction Amount and Count increased by xx% and 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 at 31M, while female customers contribute less.
- \* Blue and Silver credit cards are contributing to 93% of overall transactions.
- \* TX, NY, and CA are contributing to 68% of overall transactions.
- \* Overall Activation rate is 57.5%.
- \* Overall Delinquent rate is 6.06%.