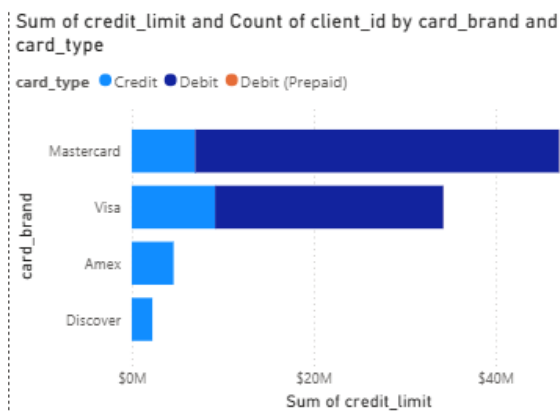
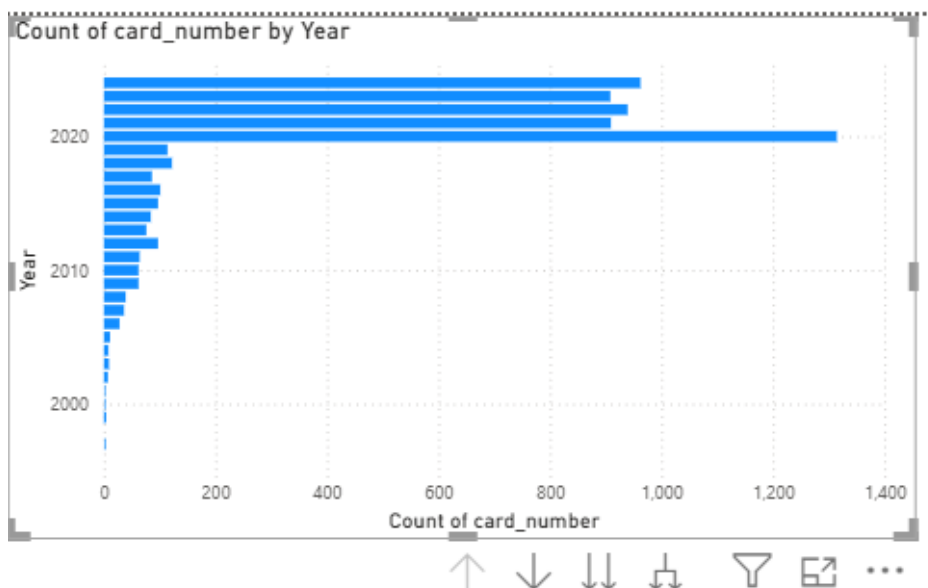


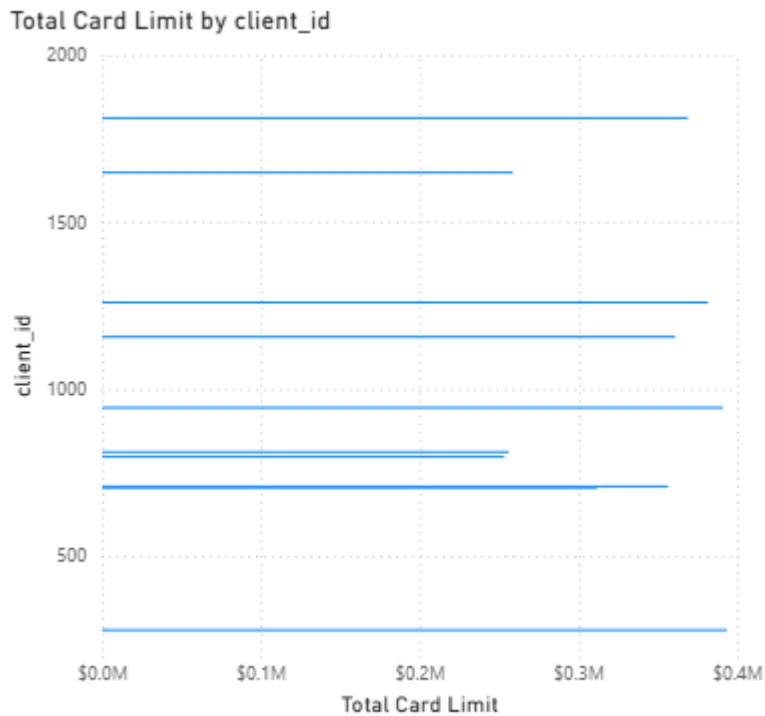
- Total Card Limit by Card Brand and Card Type (Stacked Column Chart)
 - X-axis: card_brand (e.g., Visa, Mastercard, Amex)
 - Y-axis: Sum of card_limit
 - Legend: card_type (e.g., Credit, Debit, Prepaid)
 - Tooltip: client_id count (i.e., number of clients using this brand/type combo)



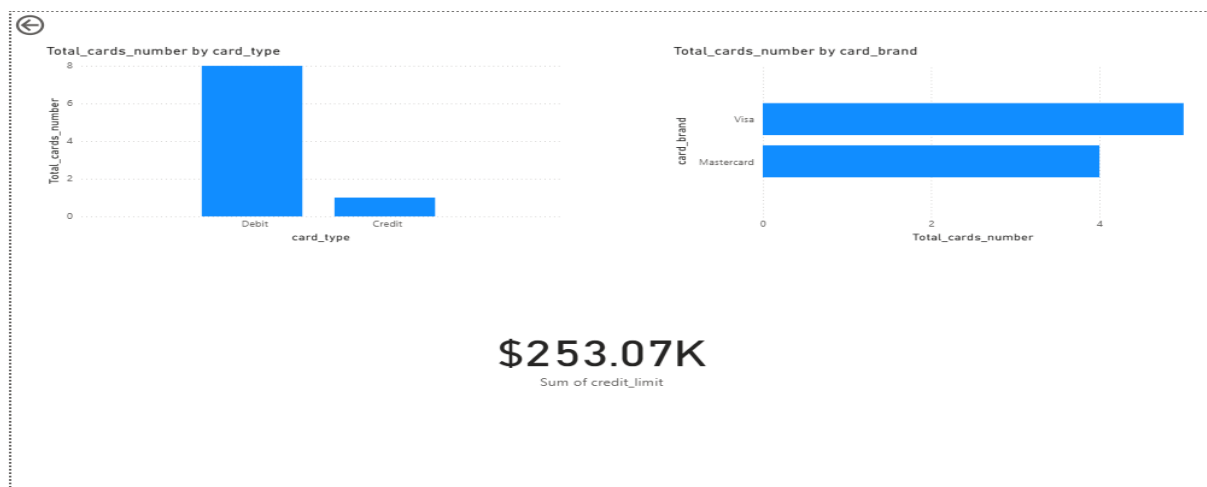
- Drill Down into Monthly Trends (Drill Down Feature)
 - Create a drill-down chart for analyzing card issues by time:
 - Hierarchy: Year → Month (from account_opened_date)
 - Values: Count of card_number
 - Chart type: Stacked Column Chart
 - Enable drill down/up to move between years and months.



- Top 10 Clients by Total Card Limit (Bar Chart)
 - Axis: client_id
 - Value: Total card_limit
 - Filter: Top 10 clients
 - Sort: Descending by total card limit
 - Use a bar chart to clearly show top clients.



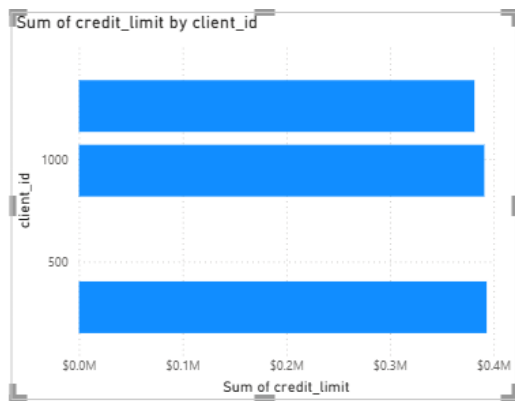
- Client Drill-through Details
 - Create a drill-through page showing all card details (e.g., card_type, card_brand, limit) for a selected client_id when a user clicks from any chart.
 - Add filters like card_type or expire_dates (Year).



- Heatmap-style Matrix of Expiry Trends
 - Rows: card_brand
 - Columns: Year of expire_dates
 - Values: Count of cards expiring
 - Format as a matrix with conditional formatting to highlight peaks (red for more expiries).

card_brand	1997	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Total
Amex		1		1		2		2		2	1	8	5	2	9	6	3	6	3	8	9	6	79	57	62	53	77	402
Discover								1		2	2	4	6	4	7	1	6	3	1	1	1	5	55	23	35	25	27	209
Mastercard	2	2	1	1	3		6	4	19	17	20	29	30	36	46	35	42	49	59	50	66	60	682	486	459	466	539	3209
Visa	1	1	1		4	7	2	4	9	15	16	21	21	22	35	34	33	39	38	27	46	43	498	343	383	364	319	2326
Total	3	4	2	2	7	9	8	11	28	36	39	62	62	64	97	76	84	97	101	86	122	114	1314	909	939	908	962	6146

- Create a dynamic slicer which will give options to select or to enter number and bar chart or column chart need to show only Top N (N should be selected by user in dynamic slicer) Card Brands according to their card limit. (column chart)
 - X axis: Card Brand
 - Y axis: Sum of Card Limit



client_id	Sum of credit_limit	check_top_n
278	\$393,197	1
944	\$390,933	1
1259	\$381,413	1
1811	\$368,894	0
1156	\$360,766	0
708	\$356,324	0
704	\$311,509	0
1648	\$258,595	0
811	\$255,981	0
797	\$253,066	0
1301	\$246,947	0
1223	\$243,814	0
1444	\$242,860	0
921	\$227,284	0
1699	\$217,937	0
Total	\$88,179,698	1

Parameter		
1	5	9
2	6	10
3	7	
4	8	

6. Download sales.csv file and disable Auto DateTime options by Options in Current File and create new DATE table by using Calendarauto and Format functions.

- Calculate Average number of days between Sales date and previous sales date for each customer
(ex:
last sales date 05.05.2025,
prev sales date 05.01.2025,
sales before prev sales date 04.21.2025
Answer: $7 + 10 / 2$)

Customer	Average_for_each_customer
Alice	1.75
Ava	1.77
Bob	1.92
Charlie	1.78
David	2.27
Emma	1.60
Frank	2.69
Grace	2.12
Hannah	1.43
Isaac	1.81
Jack	1.51
Liam	1.73
Noah	1.79
Total	1.88

```

1 Average_for_each_customer =
2 AVERAGEX (
3     VALUES ( Sales[Customer] ),
4     CALCULATE ( AVERAGE ( Sales[Sales Gap] ) )
5 )

```