

CREDIT CARD

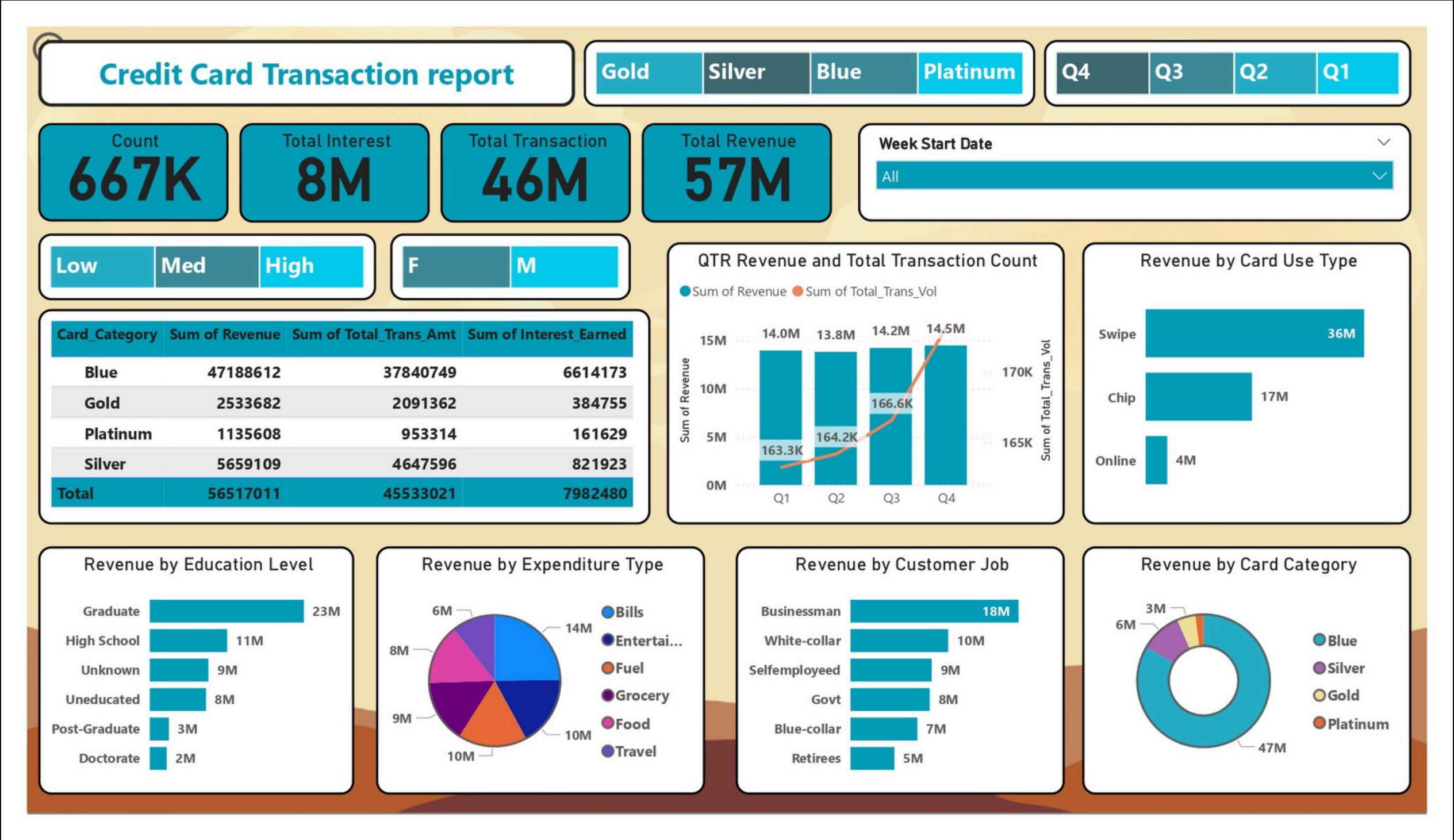
WEEKLY

STATUS REPORT

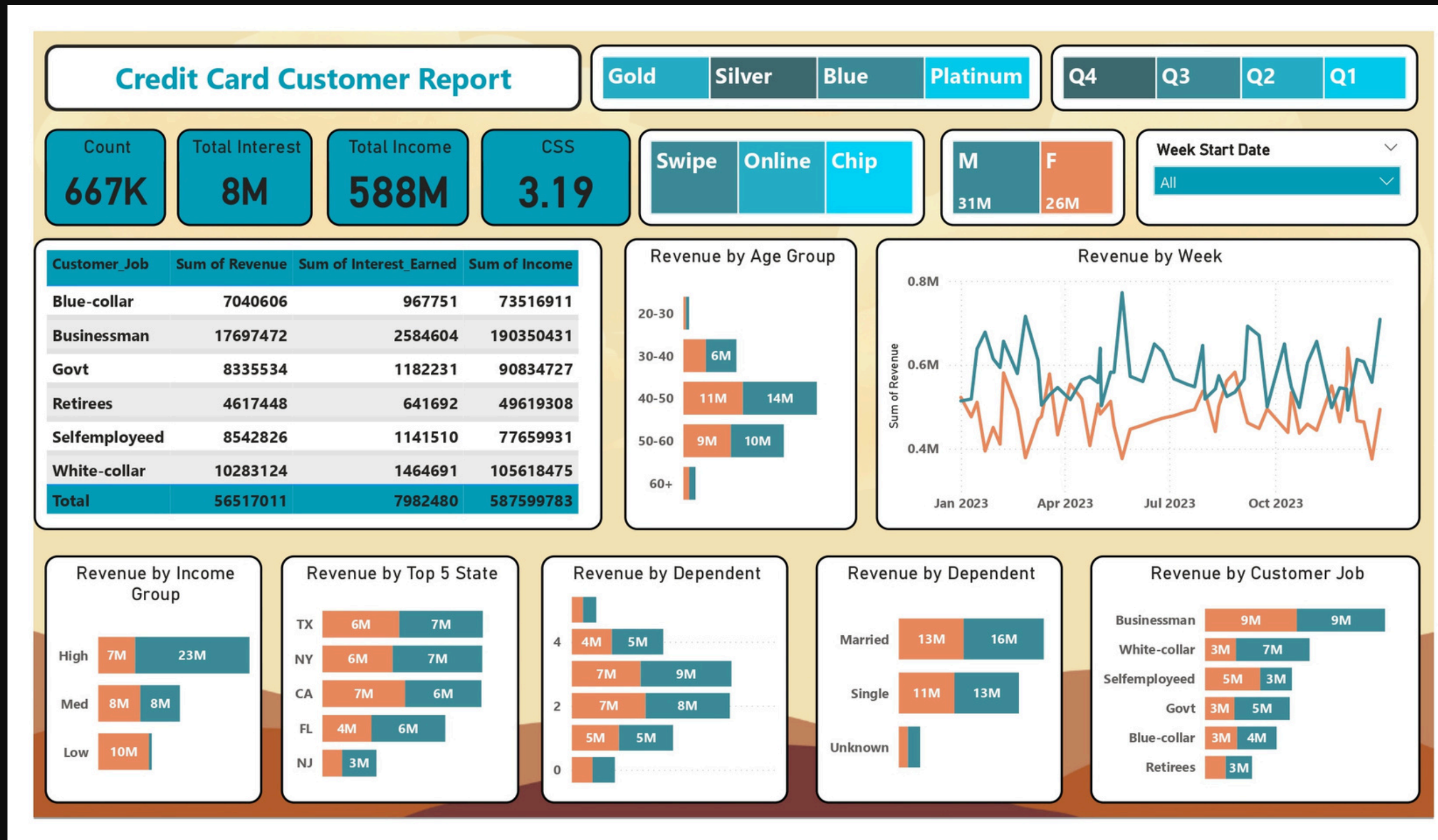
By : Indrajit Kulkarni



Credit card Transaction Report



Credit card Customer Report



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.



DAX Queries

```
AgeGroup = SWITCH(
    true(),
    'ccdb customer'[Customer_Age] <30,"20-30",
    'ccdb customer'[Customer_Age] >=30 && 'ccdb customer'[Customer_Age] <40, "30-40",
    'ccdb customer'[Customer_Age] >=40 && 'ccdb customer'[Customer_Age] <50, "40-50",
    'ccdb customer'[Customer_Age] >=50 && 'ccdb customer'[Customer_Age] <60, "50-60",
    'ccdb customer'[Customer_Age] >=60, "60+",
    "Unknown")
```

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

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

```
week_num2 = WEEKNUM('ccdb credit_card'[Week_Start_Date])
```



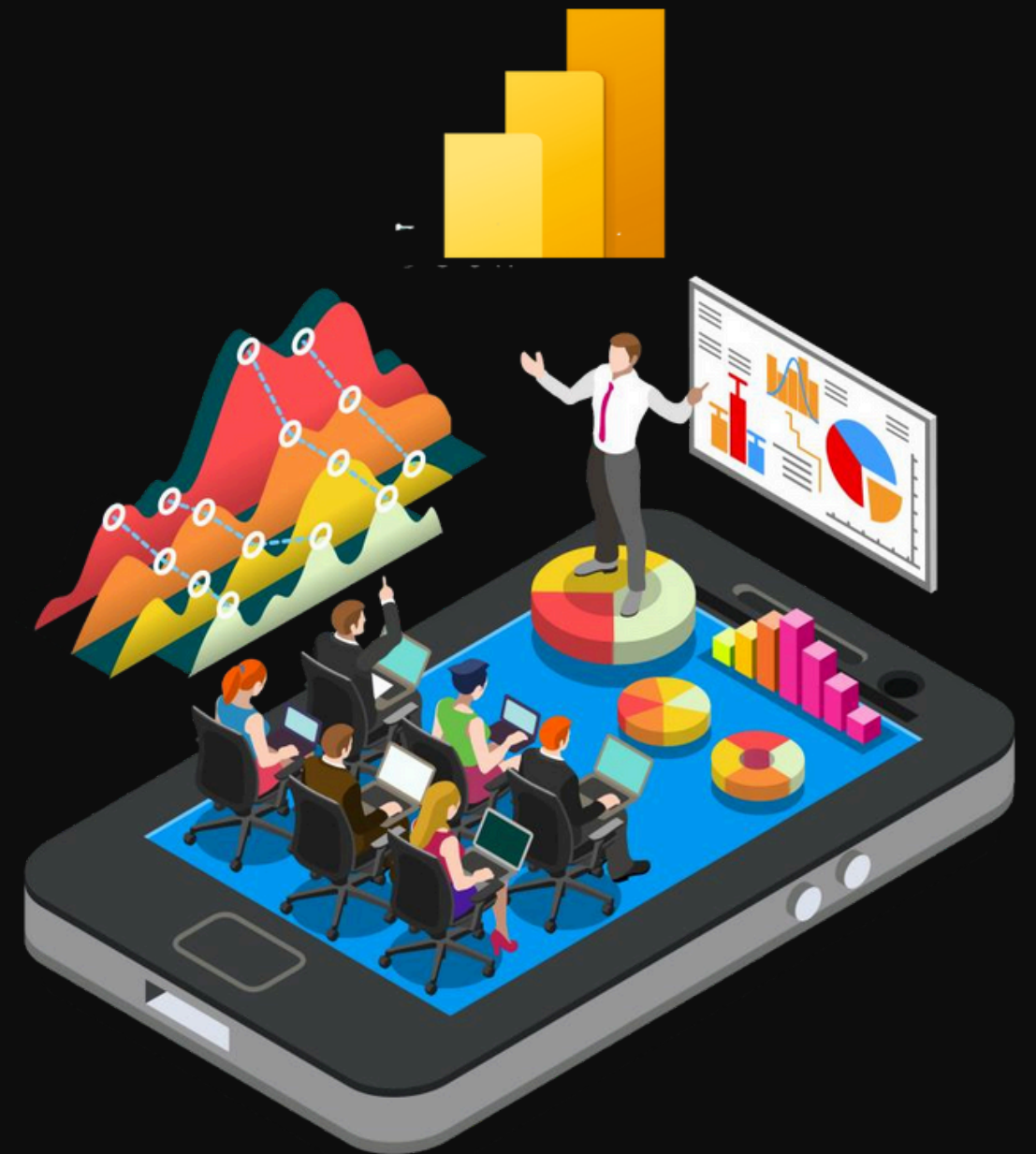
Project Insights- Week 53 (31st Dec)

WoW change:

- Revenue increased by 28.8%
- Total Transaction Amt & Count increased by 35.0% & 3.4%

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%





LinkedIn : www.linkedin.com/in/indrajit-kulkarni-977165232