

Project Objective

To develop a comprehensive weekly credit card dashboard that delivers real-time insights into key performance metrics and emerging trends, empowering stakeholders to effectively monitor, evaluate, and optimize credit card operations.

DAX Queries Used

```
AgeGroup = SWITCH(
TRUE(),
'public cust_detail'[customer_age] < 30, "20-30",
'public cust_detail'[customer_age] >= 30 && 'public cust_detail'[customer_age] < 40, "30-40",
'public cust_detail'[customer_age] >= 40 && 'public cust_detail'[customer_age] < 50, "40-50",
'public cust_detail'[customer_age] >= 50 && 'public cust_detail'[customer_age] < 60, "50-60",
'public cust_detail'[customer_age] >= 60, "60+",
"unknown"
)
```

```
IncomeGroup = SWITCH(
TRUE(),
'public cust_detail'[income] < 35000, "Low",
'public cust_detail'[income] >= 35000 && 'public cust_detail'[income] < 70000, "Med",
'public cust_detail'[income] >= 70000, "High",
"unknown"
)
```

```
week_num2 = WEEKNUM ('public cc_detail'[week_start_date])
```

```
Revenue = 'public cc_detail'[annual_fees] + 'public cc_detail'[total_trans_amt] + 'public
cc_detail'[interest_earned]
```

```
Current_week_Revenue = CALCULATE (SUM ('public cc_detail'[Revenue]),
FILTER (
ALL ('public cc_detail'),
'Public cc_detail'[week_num2] = MAX ('public cc_detail'[week_num2])))
```

```
Previous_week_Revenue = CALCULATE (
SUM ('public cc_detail'[Revenue]),
FILTER (
ALL ('public cc_detail'),
'Public cc_detail'[week_num2] = MAX ('public cc_detail'[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%