

# Credit Card

## Weekly Status Report

Iqra Ishfaq



## Agenda:

1. Project objective

2. Data from SQL

3. Data processing & DAX

4. Dashboard & insights

5. Export & share Projection title

# Project objective

- Develop a comprehensive weekly credit card dashboard.
- Provide real-time insights into key performance metrics and trends.
- Enable stakeholders to effectively monitor credit card operations.
- Support data-driven analysis and decision-making through clear visualization.



# Next step:

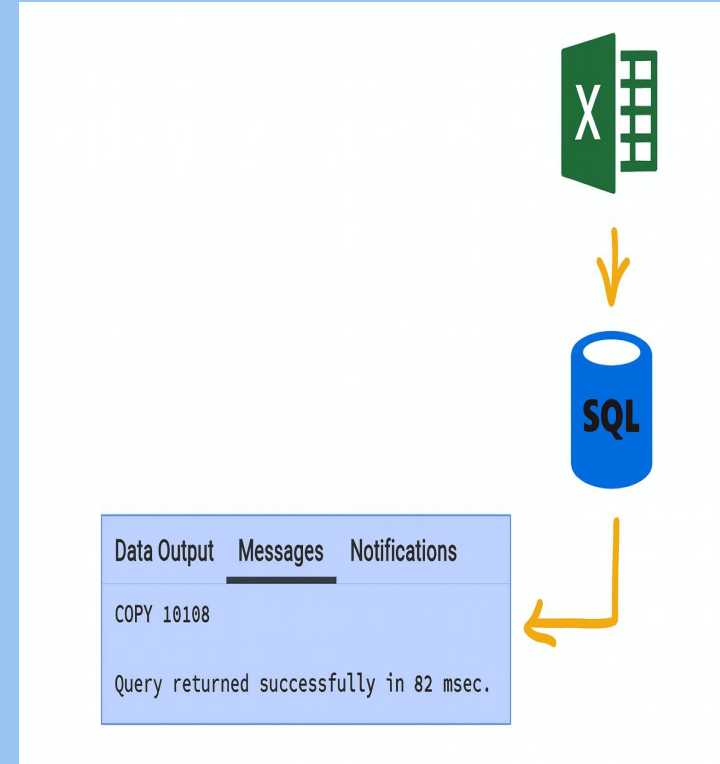
## Download Data

**Github Link:**

[https://github.com/Iqralshfaq14/Credit\\_Card\\_Financial\\_Dashboard/upload/main](https://github.com/Iqralshfaq14/Credit_Card_Financial_Dashboard/upload/main)

# Import data to SQL database

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



# DAX Queries

1. `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" )`
2. `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" )`
3. `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])) )`
4. `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) )`

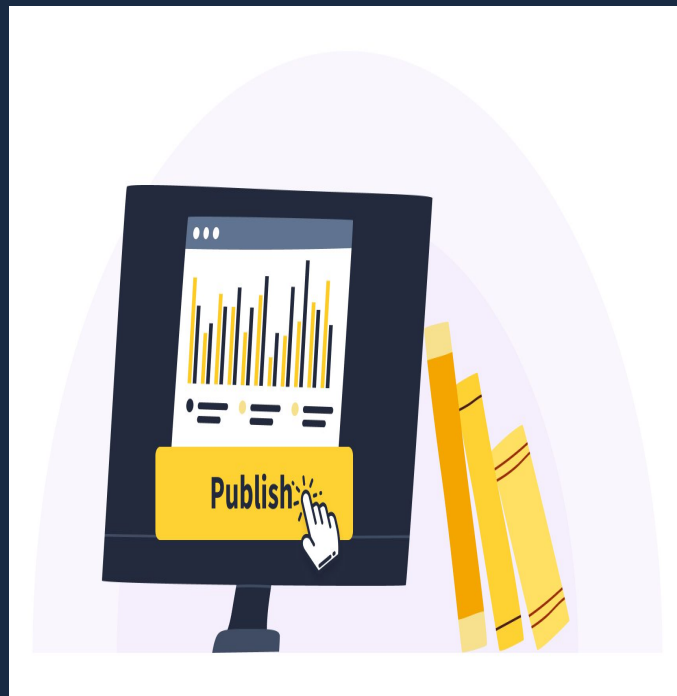
# Project Insights- Week 53 (31st Dec)

## WoW change:

- Revenue increased by 28.8%,
- Total Transaction Amt increased by 1.69 %
- Customer count increased by 4.2%

## 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%



## Added to resume

- Developed an interactive dashboard using transaction and customer data from a SQL database, to provide real-time insights.
- Streamlined data processing & analysis to monitor key performance metrics and trends.
- Shared actionable insights with stakeholders based on dashboard findings to support decision-making processes.




# Thank you

Your time and attention are appreciated. Happy to discuss insights or improvements.

## **IQRA ISHFAQ**

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 [https://github.com/IqraIshfaq14/Credit\\_Card\\_Financial\\_Dashboard/upload/main](https://github.com/IqraIshfaq14/Credit_Card_Financial_Dashboard/upload/main)

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