CREDIT CARD

WEEKLY

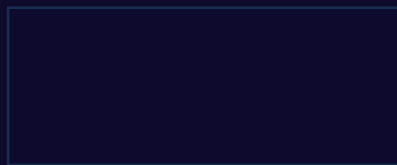## SALES REPORT

by Riddham Jain
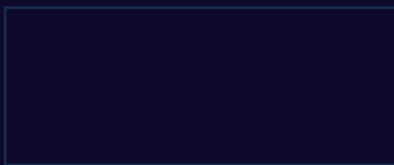
Contents
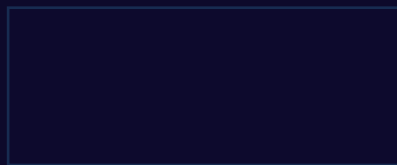
Project Objective

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.

Download Data

GitHub:

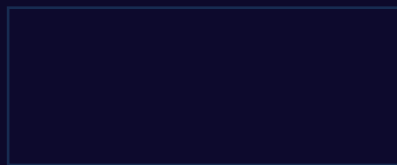https://github.com/Jainriddham/Credit_Card_Financial_Dashboard

Import data to SQL database

1. Prepare csv file

2. Create tables in SQL

3. import csv file into SQL

NOTE: Find all SQL queries & project data-

https://github.com/Jainriddham/Credit_Card_Financial_Dashboard

DAX Queries

```
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"
)
```

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
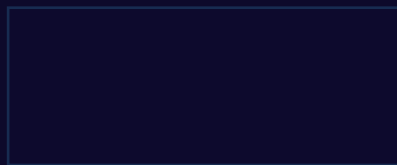
THANK YOU

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