Credit Card Financial Dashboard Using Power BI

1. Data Integration and Importation:

Extracted and imported transactional and customer data from a MySQL database into Power BI for comprehensive analysis.

2. Data Processing and DAX Implementation:

Utilized Data Analysis Expressions (DAX) to create additional columns such as Revenue, Age Group, Income Group, Current Year Revenue, Previous Year Revenue, and Projected Next Year Revenue, enhancing data readiness for visualization.

1. Advanced Data Visualization:

Designed and developed an interactive dashboard incorporating various visualizations, including graphs, donut charts, slicers, tree maps, bar charts, column charts, tables, shapes, cards, and line charts, to effectively communicate data insights.

2. Insight Generation and Reporting:

- Achieved a 28% year-over-year revenue increase.

- Generated a total revenue of $57M.

- Recorded $8M in interest income.

- Processed transactions totalling $46M.

- Determined male customers contributed $31M and female customers $26M to total revenue.

- Blue and Silver credit cards accounted for 93% of all transactions.

- TX, NY, and CA contributed 68% to the total revenue.

- Maintained an overall delinquency rate of 6.06%.

1. **Performance Monitoring and Trend Analysis**:

Streamlined data processing and analysis to monitor key performance metrics and trends, ensuring accurate and actionable insights.

2. **Stakeholder Engagement and Decision Support**:

Shared actionable insights with stakeholders, facilitating data-driven decision-making processes to optimize business strategies and outcomes.

CREDIT CARD TRANSACTION REPORT

Qtr 2 | **Qtr 3** | **Qtr 1** | **Qtr 4**

Week Start Date
All

Total Revenue	Transaction count	Transaction Amout	Total Interest
55.32M	656K	45M	7.84M

Card_Category	Sum of Renvenew	Sum of Total_Trans_Amt	Sum of Interest_Earned
Blue	46139418	36957875	6495908
Silver	5586334	4586746	812083
Gold	2454073	2024078	373785
Platinum	1135608	953314	161629
Total	**55315433**	**44522013**	**7843405**

Qtr Revenue & Transaction Count

● Sum of Renvenew   ● Sum of Total_Trans_Amt

11.5M
11.0M

Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4

F | M

Med... | Low | High

Silver | Gold
Blue | Platin...

Revenew By Education Level

- Graduate — 22M
- High Sch... — 11M
- Unknown — 8M
- Uneduca... — 8M
- Post-Gra... — 3M
- Doctorate — 2M
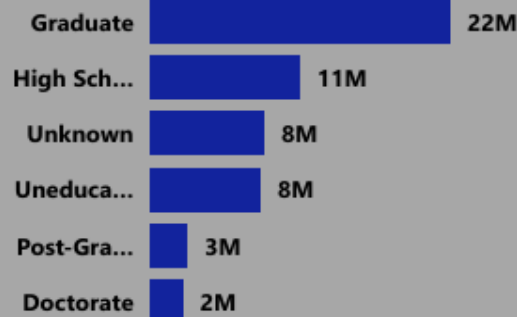
Renvenew by Customer_Job

- Business... — 17M
- White-c... — 10M
- Selfempl... — 8M
- Govt — 8M
- Blue-collar — 7M
- Retirees — 5M

Renvenew by Use Chip

- 6.21%
- 30.67%
- 63.12%

● Swipe
● Chip
● Online
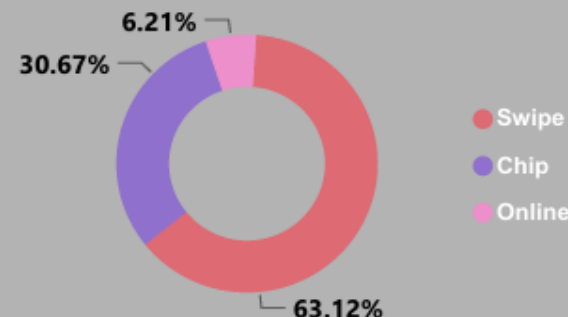
Renvenew by Card_Category(%)

- 10.10%
- 2.05%
- 83.41%

● Blue
● Silver
● Gold
● Platinum
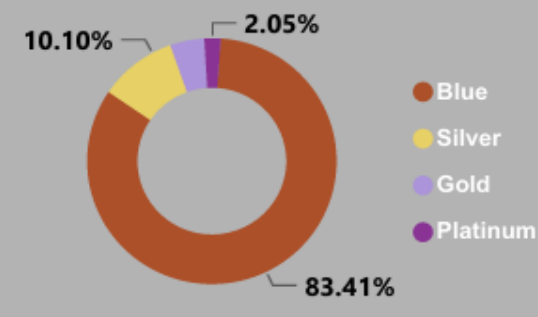
CREDIT CARD CUSTOMER REPORT

Qtr 2	Qtr 3	Qtr 1	Qtr 4

Week Start Date

All

Total Revenue	Total Interest	Total Income	Satification Score
55.32M	7.84M	576M	3.19

Renvenew VS Gender

Gender ● F ● M
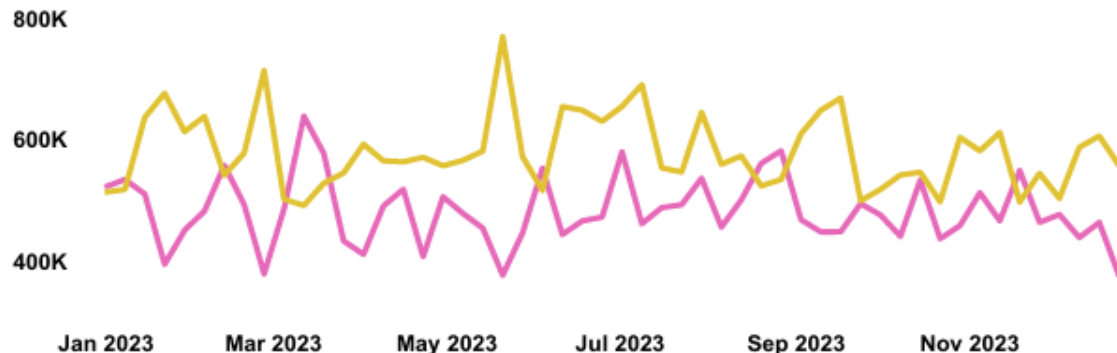
Renvenew by AgeGroup and Gender

Gender ● F ● M

40-50	10.76M / 13.52M
50-60	8.68M / 9.50M
30-40	4.09M / 5.49M
60+	
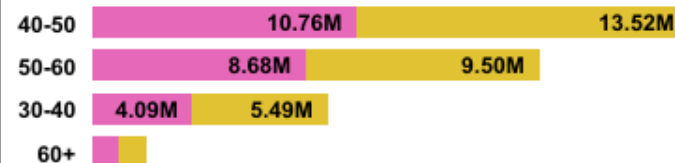
Med...	Low	High

Silver	Gold
Blue	Platin...

Customer_Job	Sum of Renvenew	Sum of Interest_Earned	Sum of Income
White-collar	10114670	1441088	103930055
Selfemployeed	8261747	1119731	75313288
Retirees	4535185	630360	48675030
Govt	8111713	1160028	88773989
Businessman	17387832	2539390	186959919
Blue-collar	6904286	952808	72262158
Total	55315433	7843405	575914439

Renvenew By State

State	Value
TX	12.81M
NY	12.73M
CA	12.62M
FL	9.69M
NJ	4.25M
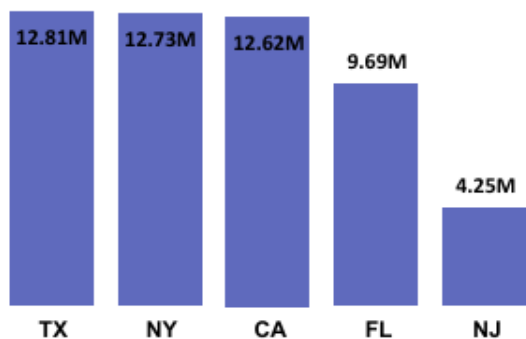
Renvenew by Dependent_Count

Count	Value
0	4.1M
	15.2M
	15.3M
	8.7M
5	2.3M
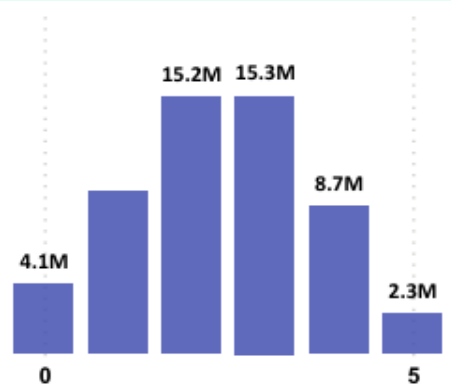
Renvenew by Income group

Income g...
● High
● Medium
● Low

52.84%
28.6...
18.5%
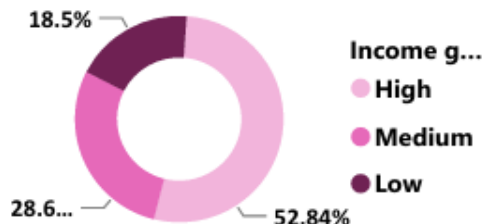
Renvenew by Marital_Status

Marital_Sta...
● Married
● Single
● Unknown

7.39%
50.5...
42....