

CREDIT CARD

WEEKLY STATUS REPORT



Project Content

1. Project objective
2. Data processing & DAX
3. Dashboard & insights
4. Export & share project



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/Jit562/Power-Bi-Credit-Card-Analysis>



or

Google Drive:

<https://drive.google.com/drive/folders/1KPpMOUwPGqjLcW5CQfbGOEejMuL5jHVL?usp=sharing>



Import data

1. Prepare csv file
2. import csv

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"
)
```



DAX Queries

```
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%



Credit Card Transaction Report

Revenue
55M

Amount
45M

Interest
8M

Counts
656K

Q4

Q3

Q2

Q1

F

M

Week_Start_Date

All

Card_Category	Sum of Revenue	Sum of Total_Trans_Amt	Sum of Interest_Earned
Blue	46139398	36957875	6495888
Silver	5586332	4586746	812081
Gold	2454072	2024078	373784
Platinum	1135608	953314	161629
Total	55315410	44522013	7843382

Silver

Blue

Gold

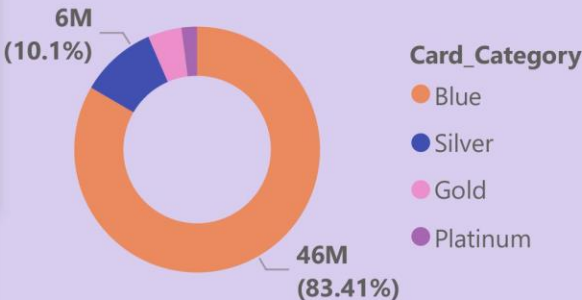
Platinum

Med

Low

High

Revenue by Card_Category



Annual_Fees by Card_Category



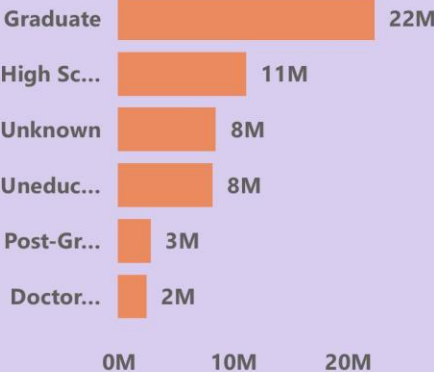
Revenue by Exp Type



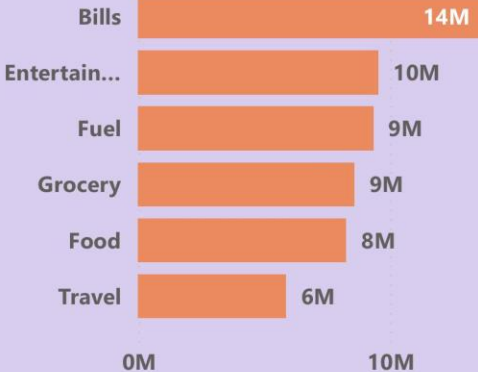
Revenue and Sum of Total_Trans_Vol by Qtr



Revenue by Exp Type



Revenue by Exp Type



Credit Card Customer Report

Revenue
55M

Income
576M

Interest
8M

CSS
3.19

Q4

Q3

Q2

Q1

M

F

Week_Start_Date

All

Customer_Job	Sum of Revenue	Sum of Income	Sum of Interest_Earned
--------------	----------------	---------------	------------------------

Businessman	17387832	186959919	2539390
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White-collar	10114656	103930055	1441074
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Govt	8111701	88773989	1160016
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Selfemployed	8261758	75313288	1119742
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Blue-collar	6904279	72262158	952801
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Total	55315410	575914439	7843382
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Silver

Blue

Gold

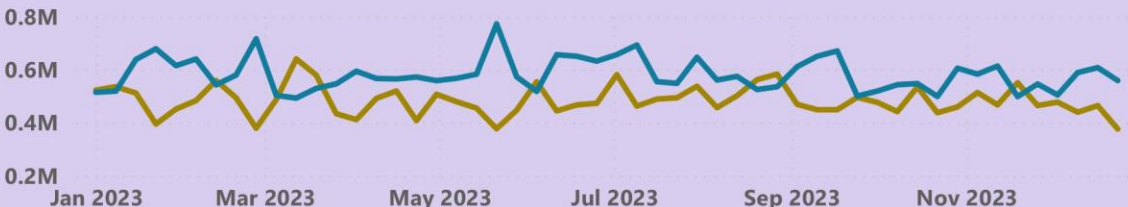
Platinum

Swipe

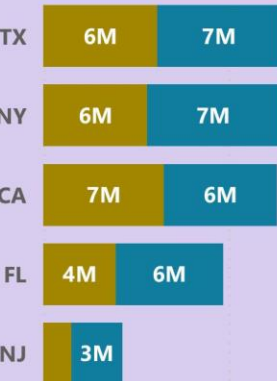
Online

Chip

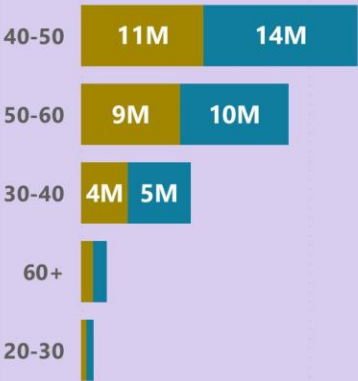
Revenue by Week



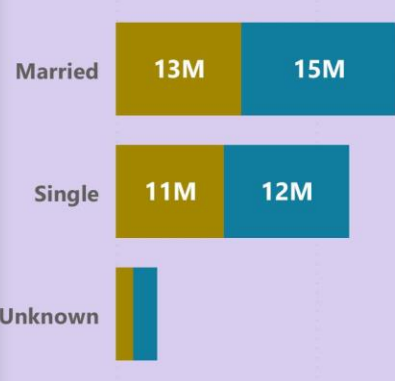
Revenue by State



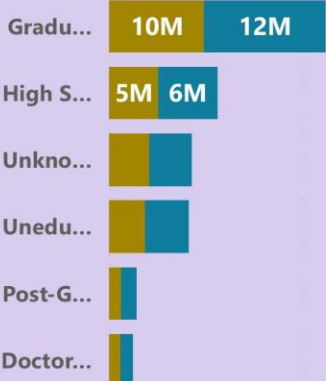
Revenue by Age



Revenue by Marital-Status



Revenue by Education



Revenue by Income

