

Credit Card Weekly Financial Report

1. New Column 'AgeGroup' – To divide the age of customers into groups for better and cleaner insights

Table: public_cust_detail (10,108 rows) Column: AgeGroup (5 distinct values)

count	education_level	marital_status	state_cd	zipcode	car_owner	house_owner	personal_loan	contact	customer_job	income	cust_satisfaction_score	AgeGroup
3	Graduate	Married	CA	91750	yes	no	yes	cellular	Blue-collar	37378	3	40 - 50
3	Graduate	Married	CA	91750	yes	no	yes	cellular	Selfemployed	57111	3	40 - 50
3	Graduate	Married	CA	91750	no	no	no	cellular	Selfemployed	1250	2	40 - 50
3	Graduate	Married	CA	91750	yes	no	no	cellular	White-collar	64783	2	40 - 50
3	Graduate	Married	CA	91750	no	yes	no	cellular	Retirees	48210	3	50 - 60
3	Graduate	Married	CA	91750	yes	yes	no	cellular	Selfemployed	87414	2	40 - 50
3	Graduate	Married	CA	91750	no	no	no	cellular	Selfemployed	14975	1	40 - 50
3	Graduate	Married	CA	91750	no	no	no	cellular	Businessman	43175	3	40 - 50
3	Graduate	Married	CA	91750	no	no	no	cellular	Govt	112593	2	40 - 50
3	Graduate	Married	CA	91750	no	no	yes	cellular	Selfemployed	39032	2	40 - 50
3	Graduate	Married	CA	91750	no	yes	yes	cellular	Govt	57930	2	30 - 40
3	Graduate	Married	CA	91750	yes	yes	no	cellular	Govt	76798	1	30 - 40
3	Graduate	Married	CA	91750	no	yes	yes	cellular	Retirees	22553	1	40 - 50
3	Graduate	Married	CA	91750	no	no	no	cellular	Selfemployed	9535	2	40 - 50
3	Graduate	Married	CA	91750	no	yes	no	cellular	Selfemployed	56312	1	40 - 50
3	Graduate	Married	CA	91750	no	no	no	cellular	White-collar	25311	1	40 - 50
3	Graduate	Married	CA	91750	no	no	no	cellular	Selfemployed	35387	1	30 - 40
3	Graduate	Married	CA	91750	no	no	no	cellular	Govt	34162	2	40 - 50
3	Graduate	Married	CA	91750	yes	no	no	cellular	Govt	30945	2	40 - 50
3	Graduate	Married	CA	91750	no	no	no	cellular	White-collar	78822	2	40 - 50

2. New Column 'IncomeGroup' – Segregated customers based on their income

Table: public_cust_detail (10,108 rows) Column: IncomeGroup (3 distinct values)

on_level	marital_status	state_cd	zipcode	car_owner	house_owner	personal_loan	contact	customer_job	income	cust_satisfaction_score	AgeGroup	IncomeGroup
e	Married	CA	91750	yes	no	yes	cellular	Blue-collar	37378	3	40 - 50	Medium
e	Married	CA	91750	yes	no	yes	cellular	Selfemployed	57111	3	40 - 50	Medium
e	Married	CA	91750	no	no	no	cellular	Selfemployed	1250	2	40 - 50	Low
e	Married	CA	91750	yes	no	no	cellular	White-collar	64783	2	40 - 50	Medium
e	Married	CA	91750	no	yes	no	cellular	Retirees	48210	3	50 - 60	Medium
e	Married	CA	91750	yes	yes	no	cellular	Selfemployed	87414	2	40 - 50	High
e	Married	CA	91750	no	no	no	cellular	Selfemployed	14975	1	40 - 50	Low
e	Married	CA	91750	no	no	no	cellular	Businessman	43175	3	40 - 50	Medium
e	Married	CA	91750	no	no	no	cellular	Govt	112593	2	40 - 50	High
e	Married	CA	91750	no	no	yes	cellular	Selfemployed	39032	2	40 - 50	Medium
e	Married	CA	91750	no	yes	yes	cellular	Govt	57930	2	30 - 40	Medium
e	Married	CA	91750	yes	yes	no	cellular	Govt	76798	1	30 - 40	High
e	Married	CA	91750	no	yes	yes	cellular	Retirees	22553	1	40 - 50	Low
e	Married	CA	91750	no	no	no	cellular	Selfemployed	9535	2	40 - 50	Low
e	Married	CA	91750	no	yes	no	cellular	Selfemployed	56312	1	40 - 50	Medium
e	Married	CA	91750	no	no	no	cellular	White-collar	25311	1	40 - 50	Low
e	Married	CA	91750	no	no	no	cellular	Selfemployed	35387	1	30 - 40	Medium
e	Married	CA	91750	no	no	no	cellular	Govt	34162	2	40 - 50	Low
e	Married	CA	91750	yes	no	no	cellular	Govt	30945	2	40 - 50	Low
e	Married	CA	91750	no	no	no	cellular	White-collar	78822	2	40 - 50	High
e	Married	CA	91750	yes	no	no	cellular	Businessman	67908	3	40 - 50	Medium
e	Married	CA	91750	yes	no	no	cellular	Retirees	69512	1	30 - 40	Medium

3. Added new column 'Revenue' – which is a sum of annual fees of card, total transaction amount and interest earned by bank.

Table: public cc_detail (10,108 rows) Column: Revenue (9,984 distinct values)

4. New column 'week_num2' – give weeks in number format.

Table: public cc_detail (10,108 rows) Column: week_num2 (52 distinct values)

5. Added new measure 'Current_week_Revenue'

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]))

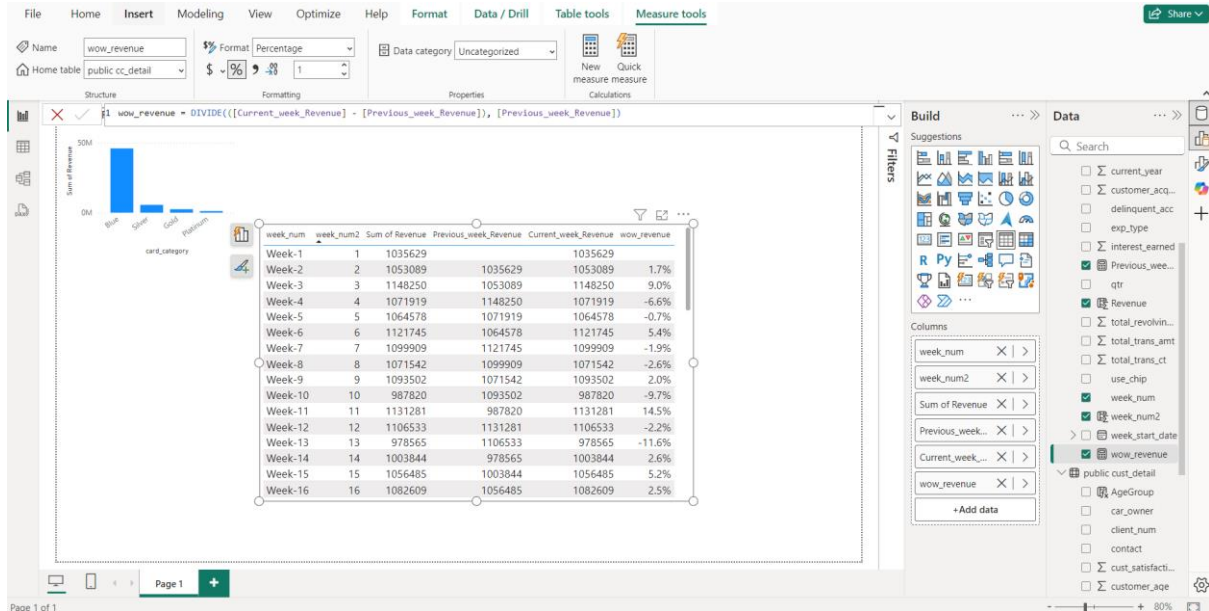
week_num	week_num2	Sum of Revenue	Current_week_Revenue
Week-1	1	1035629	1035629
Week-2	2	1053089	1053089
Week-3	3	1148250	1148250
Week-4	4	1071919	1071919
Week-5	5	1064578	1064578
Week-6	6	1121745	1121745
Week-7	7	1099909	1099909
Week-8	8	1071542	1071542
Week-9	9	1093502	1093502
Week-10	10	987820	987820
Week-11	11	1131281	1131281
Week-12	12	1106533	1106533
Total		55315410	933134

6. New measure 'Previous_week_Revenue'

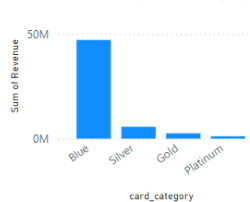
Previous_week_Revenue = CALCULATE(
SUM('public cc_detail'[Revenue]),
FILTER(
ALL('public cc_detail'),
'public cc_detail'[week_num2] = MAX('public cc_detail'[week_num2]) - 1)

week_num	week_num2	Sum of Revenue	Current_week_Revenue	Previous_week_Revenue
Week-1	1	1035629	1035629	
Week-2	2	1053089	1053089	1035629.32
Week-3	3	1148250	1148250	1053088.81
Week-4	4	1071919	1071919	1148249.87
Week-5	5	1064578	1064578	1071919.27
Week-6	6	1121745	1121745	1064577.97
Week-7	7	1099909	1099909	1121745.13
Week-8	8	1071542	1071542	1099909.39
Week-9	9	1093502	1093502	1071542.29
Week-10	10	987820	987820	1093501.86
Week-11	11	1131281	1131281	987820.46
Week-12	12	1106533	1106533	1131280.79
Week-13	13	978565	978565	1106532.92
Week-14	14	1003844	1003844	978564.76
Week-15	15	1056485	1056485	1003843.69
Week-16	16	1097590	1097590	1056483.96

- Added new measure 'wow_revenue' – To calculate week over week revenue basically divide the difference of current week revenue and previous week revenue by previous week revenue.



Sum of Revenue by card_category

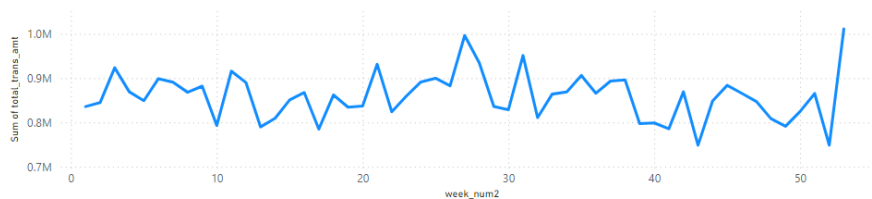


week_num2	Previous_week_Revenue	Current_week_Revenue	wow_revenue
53	933134	1201601	28.8%
52	1070439	933134	-12.8%
51	1026549	1070439	4.3%
50	980152	1026549	4.7%
49	1008777	980152	-2.8%

delinquent_acc	%GT Count of delinquent_acc
0	93.94%
1	6.06%
Total	100.00%

activation_30_days	%GT Count of activation_30_days
0	42.54%
1	57.46%
Total	100.00%

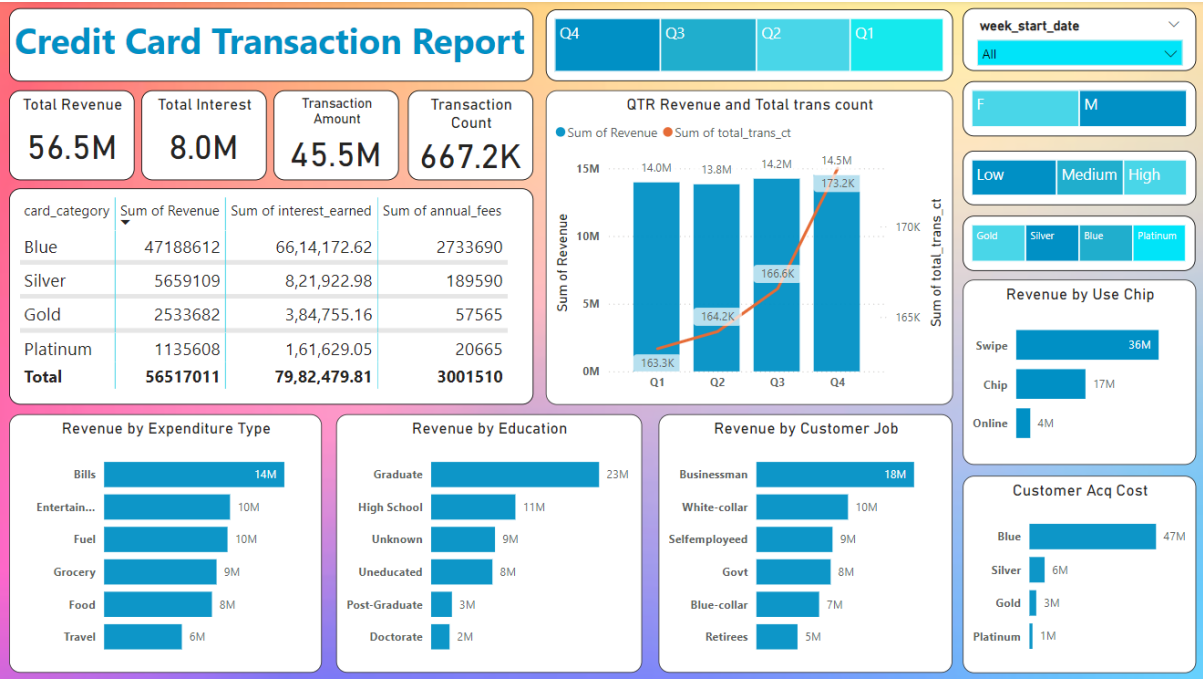
Sum of total_trans_amt by week_num2



delinquent_acc	Blue-collar	Businessman	Govt	Retirees	Selfemployed	White-collar	Total
0	14.75%	17.81%	14.00%	9.16%	23.87%	14.35%	93.94%
1	0.85%	0.99%	1.10%	0.61%	1.66%	0.85%	6.06%
Total	15.60%	18.80%	15.10%	9.77%	25.53%	15.19%	100.00%

Dashboard

1. Credit Card Transaction Dashboard:



2. Credit Card Customer Dashboard:

