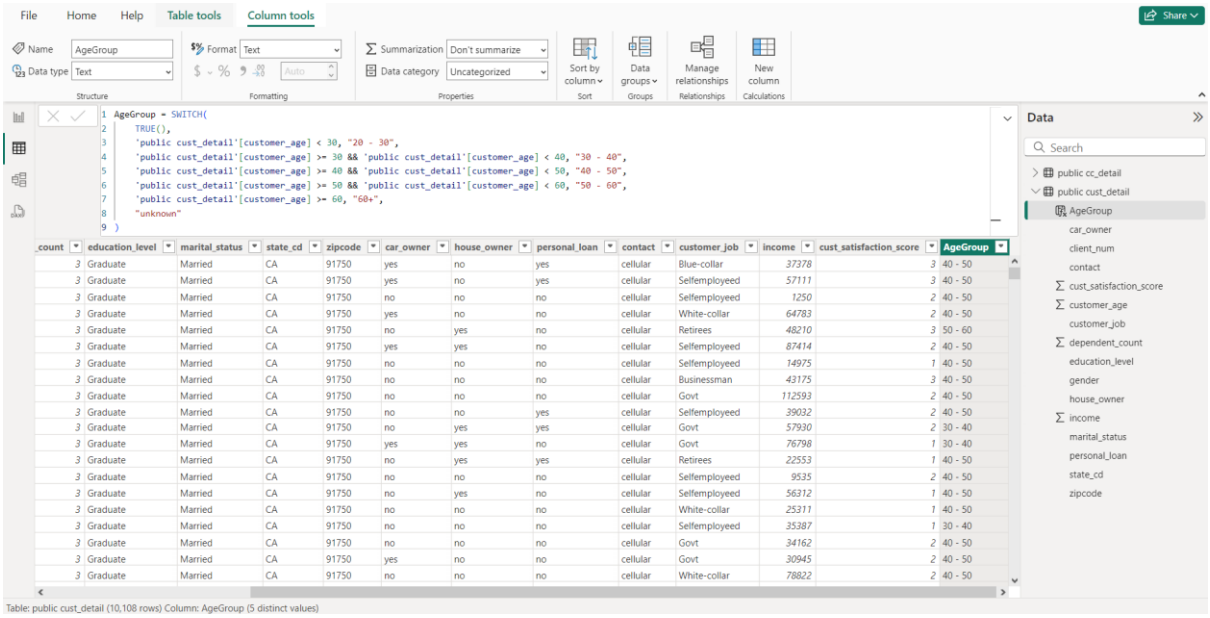
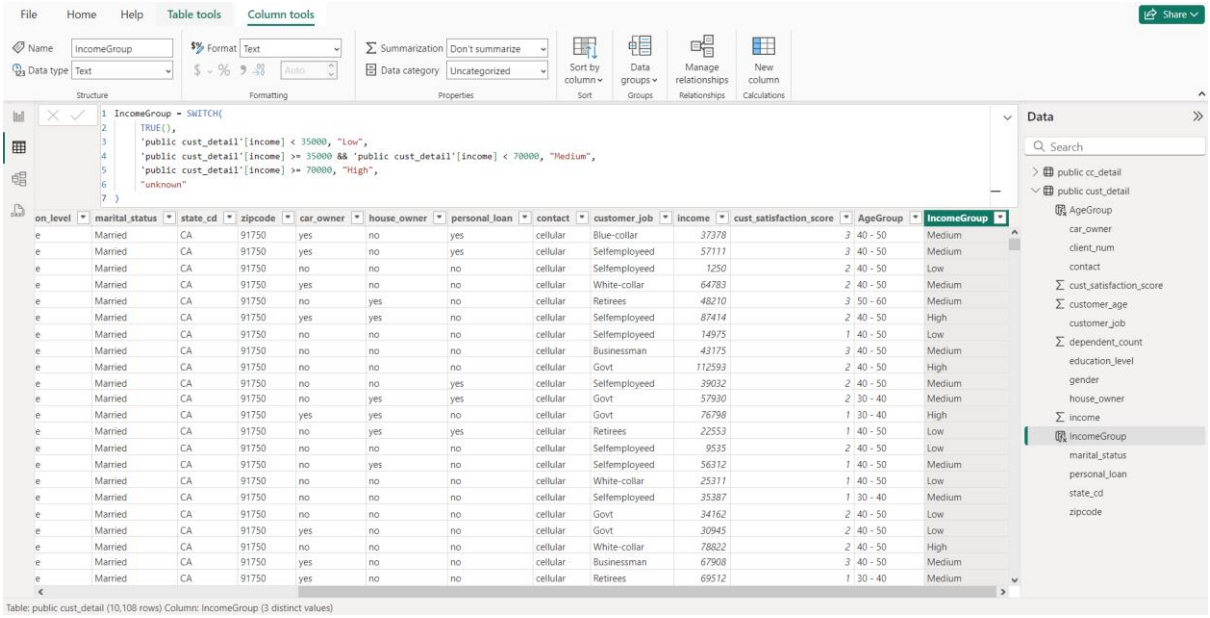
Credit Card Weekly Financial Report

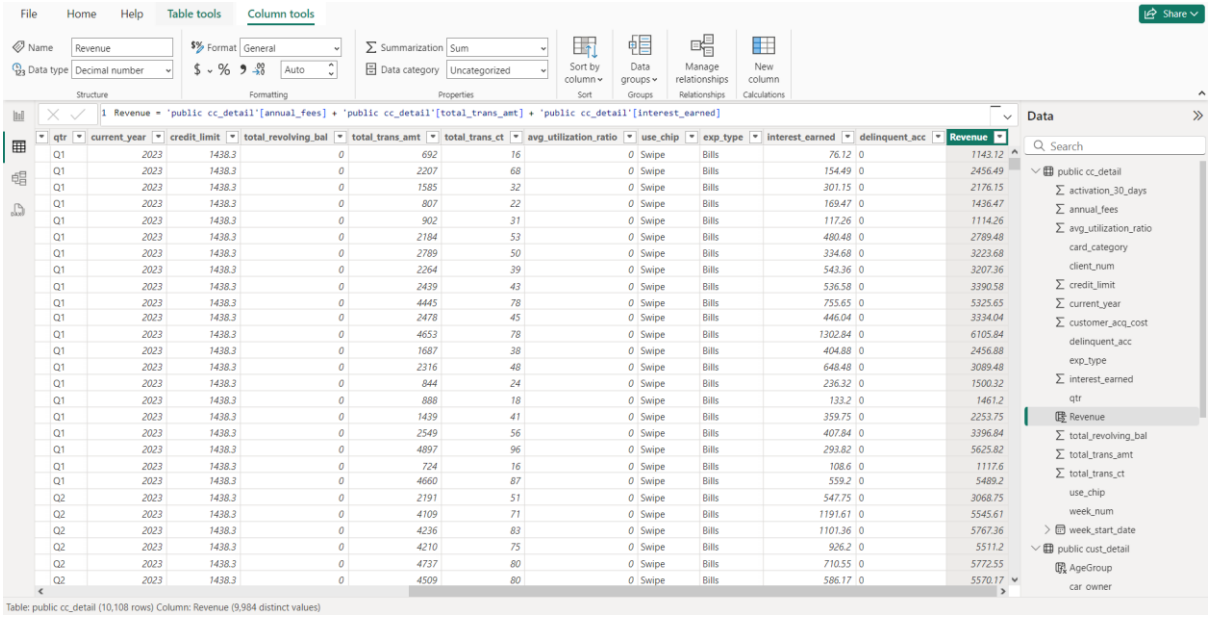
1. New Column ‘AgeGroup’ – To divide the age of customers into groups for better and cleaner insights



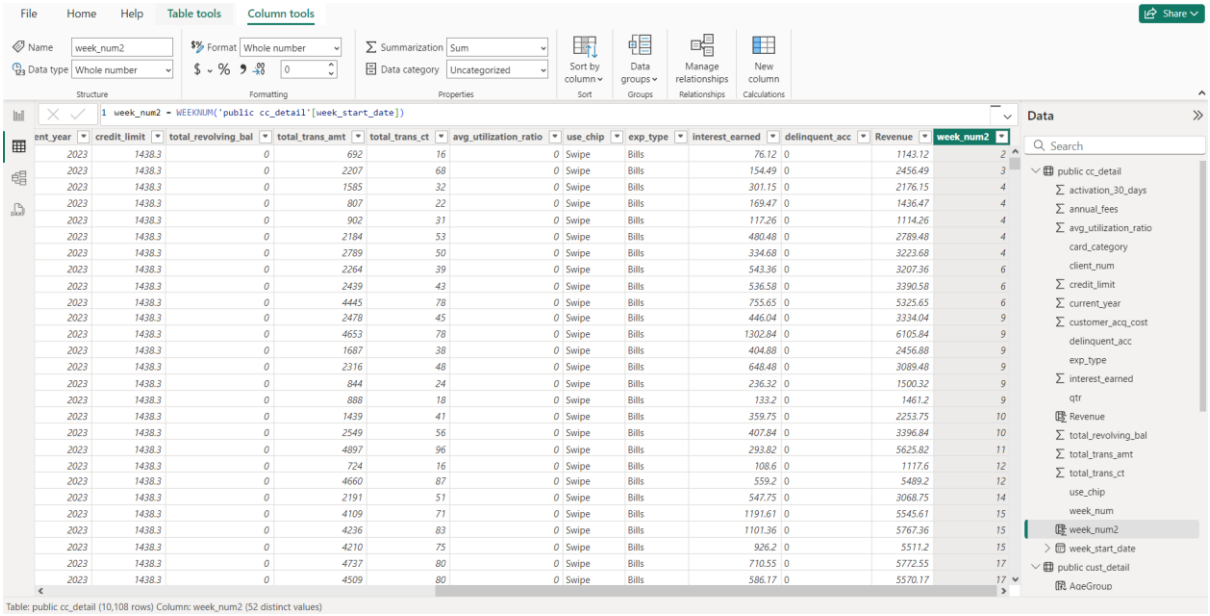
2. New Column ‘IncomeGroup’ – Segregated customers based on their income



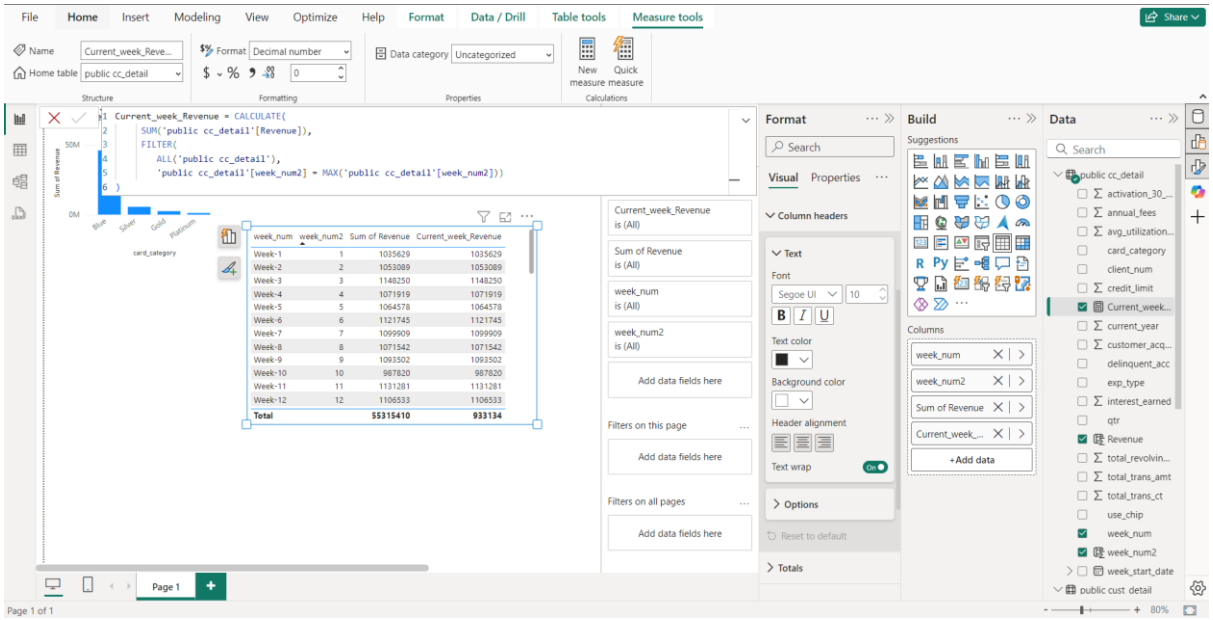
3. Added new column ‘Revenue’ – which is a sum of annual fees of card, total transaction amount and interest earned by bank.



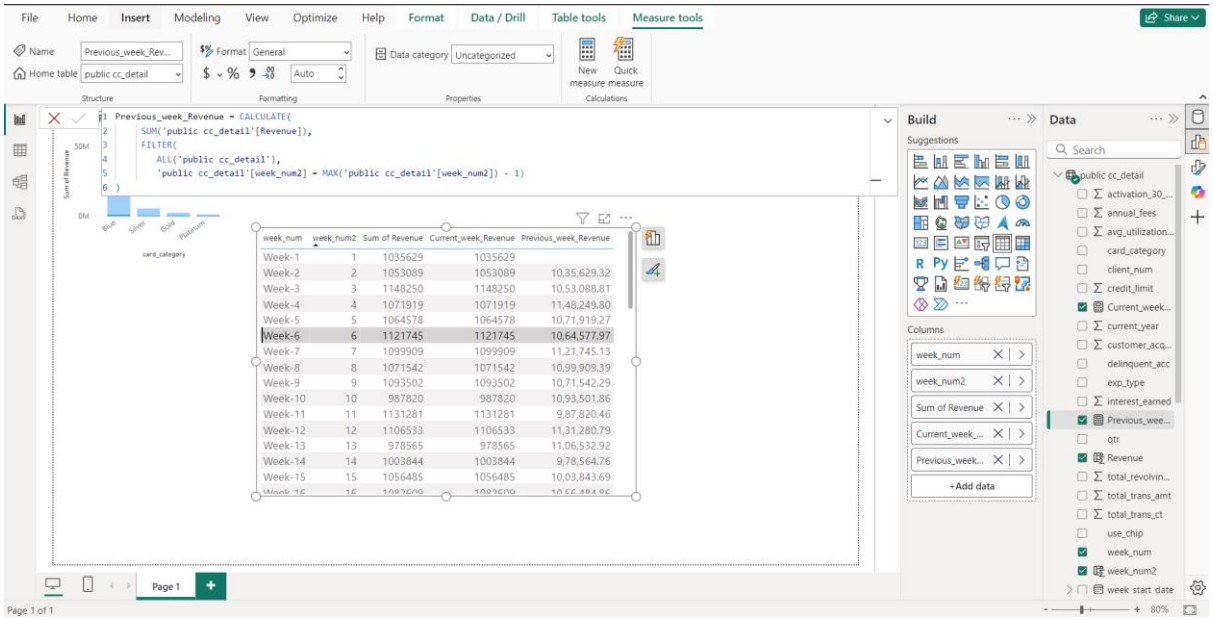
4. New column ‘week_num2’ – give weeks in number format.



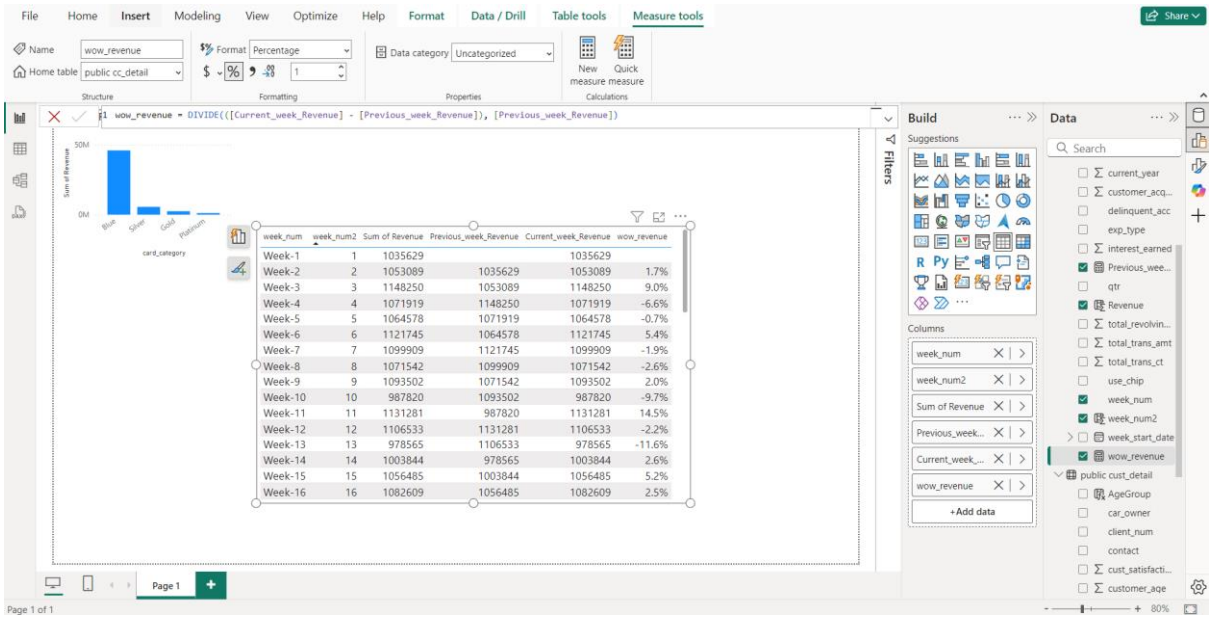
5. Added new measure ‘Current_week_Revenue’

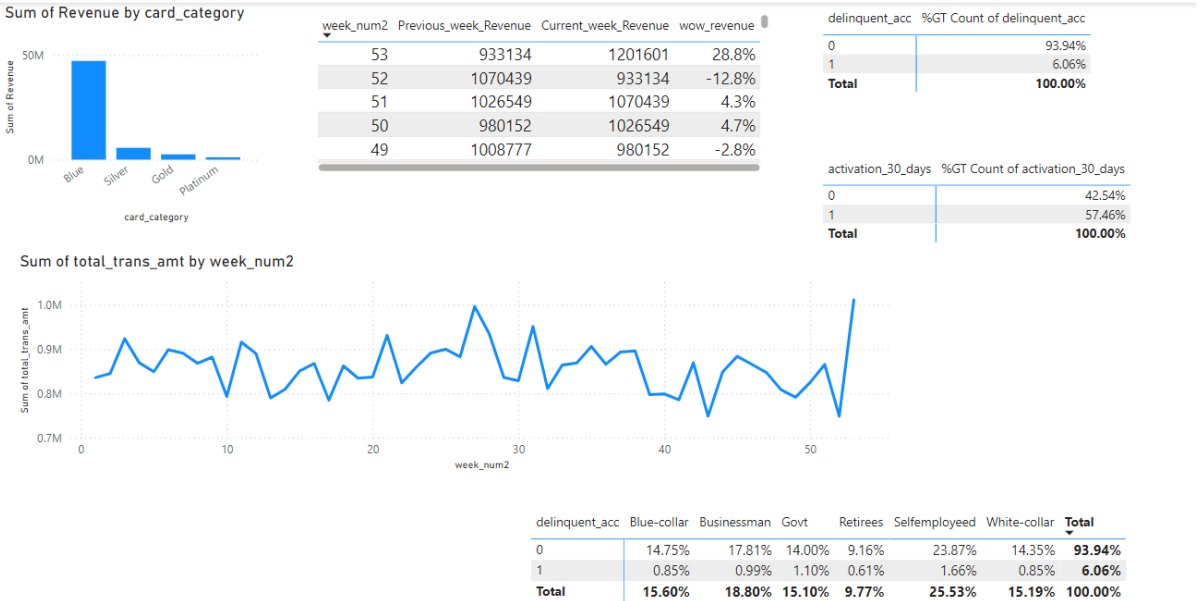


6. New measure ‘Previous_week_Revenue’



7. 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.





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%

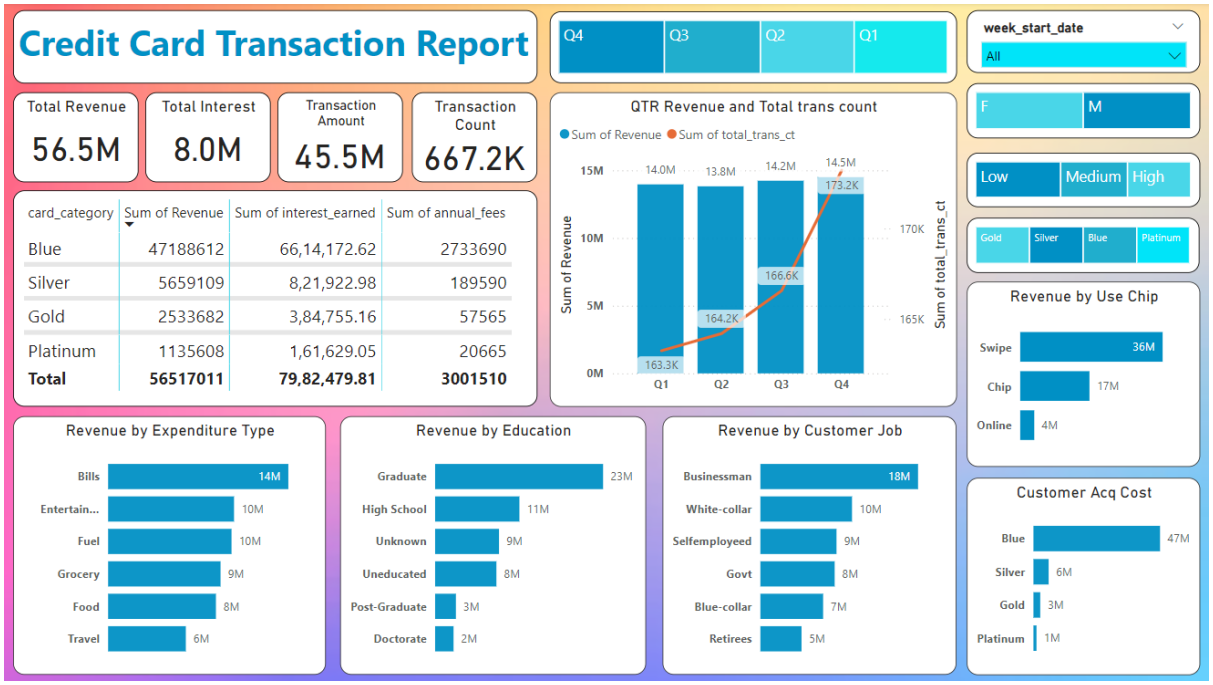
delinquent_acc	%GT Count of delinquent_acc
0	93.94%
1	6.06%
Total	**100.00%**

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

delinquent_acc	Blue-collar	Businessman	Govt	Retirees	Selfemployeed	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%**

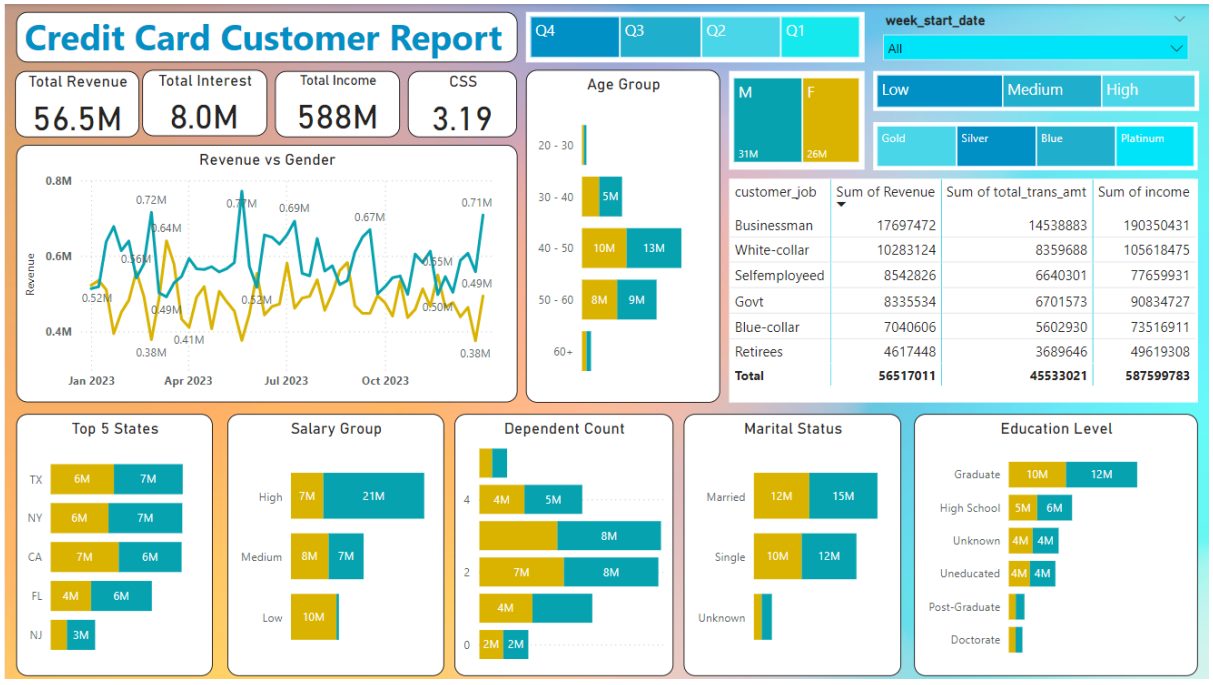
Dashboard

1. Credit Card Transaction Dashboard:



card_category	Sum of Revenue	Sum of interest_earned	Sum of annual_fees
Blue	47188612	66,14,172.62	2733690
Silver	5659109	8,21,922.98	189590
Gold	2533682	3,84,755.16	57565
Platinum	1135608	1,61,629.05	20665
Total	**56517011**	**79,82,479.81**	**3001510**

2. Credit Card Customer Dashboard:



customer_job	Sum of Revenue	Sum of total_trans_amt	Sum of income
Businessman	17697472	14538883	190350431
White-collar	10283124	8359688	105618475
Selfemployeed	8542826	6640301	77659931
Govt	8335534	6701573	90834727
Blue-collar	7040606	5602930	73516911
Retirees	4617448	3689646	49619308
Total	**56517011**	**45533021**	**587599783**