

CREDIT CARD

WEEKLY STATUS REPORT



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PROJECT OBJECTIVE

To develop a Comprehensive credit card weekly dashboard that provide real-time insights into key performance metrics and trends, enabling stakeholders to monitor and analyze credit card operation effectively.

EXECUTIVE SUMMARY

0 1

Objective: Monitor and analyze credit card operations in real-time, enabling data-driven decisions.

Key Features:

- Real-time data feeds
- Interactive visualizations
- Comprehensive metrics and trends
- Drill-down capabilities

0 2

Target Audience: Credit card business leaders, operations managers, risk and compliance officers, marketing and customer experience teams.

Benefits:

- Enhanced visibility
- Improved decision-making
- Proactive optimization
- Increased efficiency
- Better customer satisfaction

DATA

https://github.com/KhushbooBarai1123/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+",  
    "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])
```

```
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])))
```

```
Revenue = 'public cc_detail'[annual_fees]  
+ 'public cc_detail'[total_trans_amt] +  
'public cc_detail'[interest_earned]
```

```
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

W O W C H A N G E :

- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by xx% & xx%
- Customer count increased by xx%

O V E R V I E W Y T D :

- 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