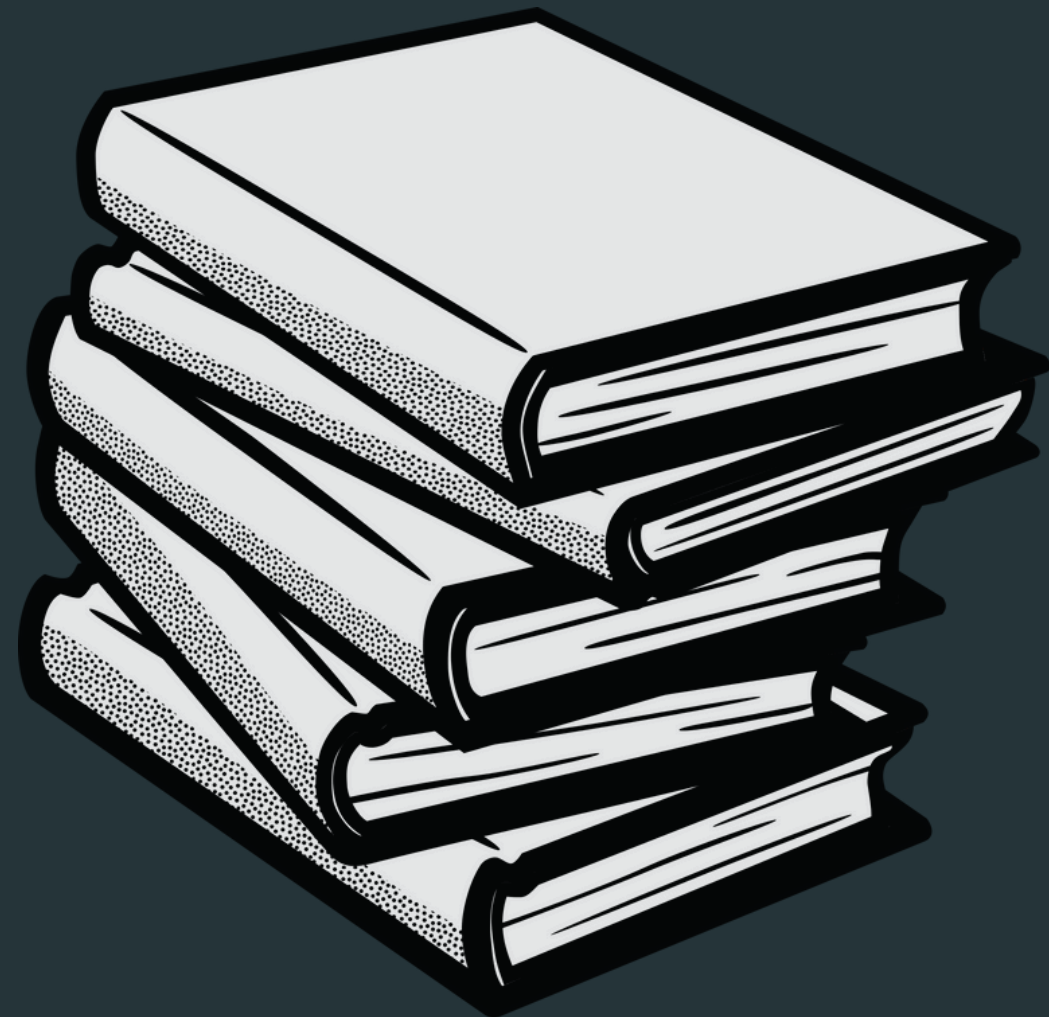# CREDIT CARD

*Weekly Status Report*

# CONTENT IN THIS PROJECT

*Project Objective*

*Data Processing & DAX*

*Dashboard & Insights*

# 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 operations effectively.

# 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] < 40, "40-50",
'public cust_detail'[customer_age] >= 50 && 'public cust_detail'[customer_age] < 50, "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] >= 75000, "High",
"unknown"
)
```
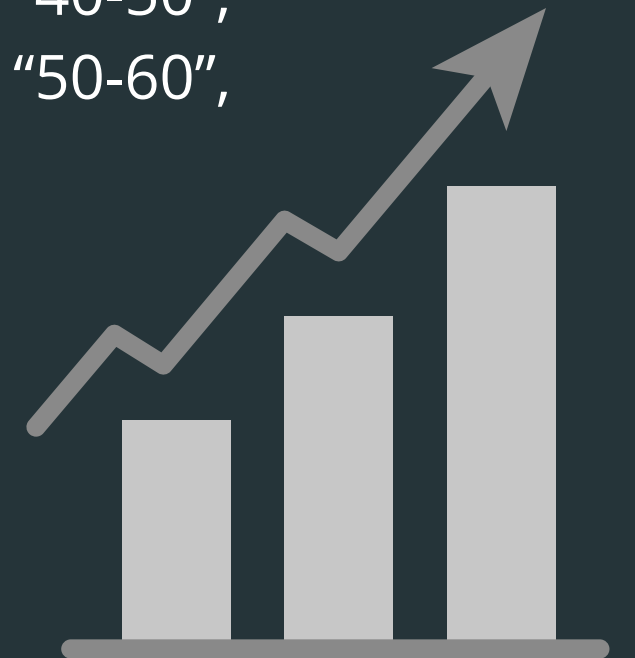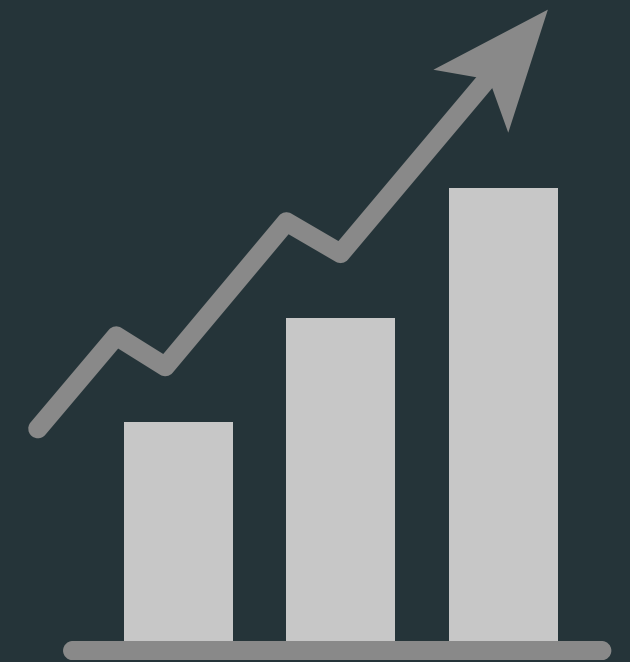
# DAX Queries

week_num2 = WEEKNUM('public cust_detail'[week_start_date])

Revenue = 'public cust_detail'[annual_fees] + 'public cust_detail'[total_trans_amt] + 'public cust_detail'[interest_earned]

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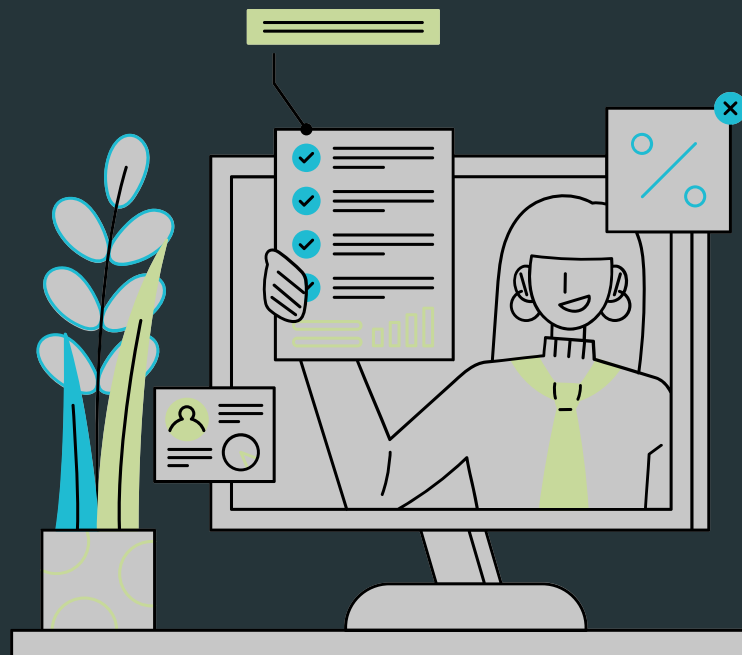        'public cust_detail'[week_num2] = MAX('public cust_detail'[week_num2])-1))

# 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 are 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%