



Credit Card

WEEKLY

STATUS REPORT

Credit Card Transaction Report

Revenue
55M

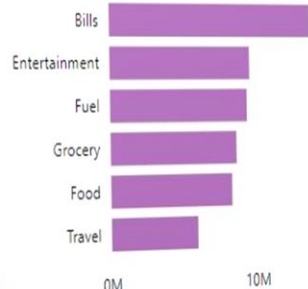
Amount
45M

Total Interest
7.8M

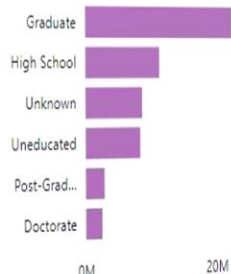
Count
0.7M

Card_Category	Revenue	Total_Trans_Amt	Interest
Blue	4,61,39,397.74	36957875	64,95,887.74
Silver	55,86,332.28	4586746	8,12,081.28
Gold	24,54,072.16	2024078	3,73,784.16
Platinum	11,35,608.05	953314	1,61,629.05
Total	5,53,15,410.23	44522013	78,43,382.23

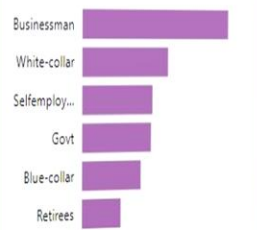
Total Revenue by Exp Type



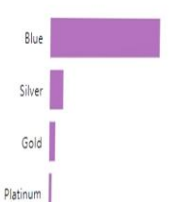
Total Revenue by Education



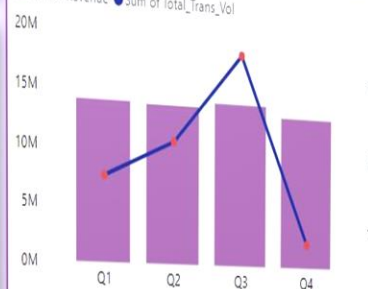
Total Revenue by Customer_Job



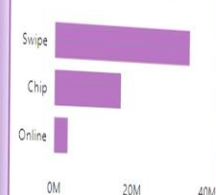
Total Revenue by Card



Total Revenue and Sum of Total_Trans_Count by Qtr



Total Revenue by Use Chip



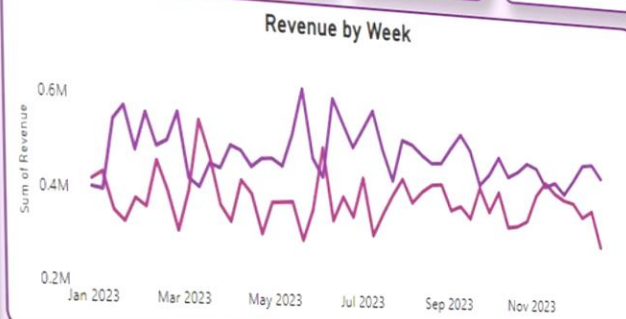
Credit Card Customer Report

Revenue
46M

Income
479M

Total Interest
6M

CSS
3.19



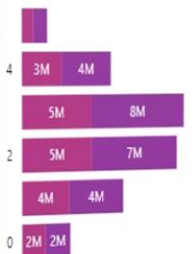
Top 5 state



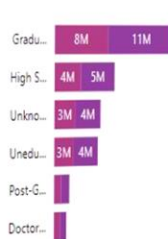
Revenue by Marital_Status



Revenue by Dependent



Revenue by Education



Revenue by IncomeGroup



Content



1. Project Objective
2. Data from SQL
3. Data Processing and DAX
4. Dashboard and insights

Objective

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

Data from SQL

1. Create tables in SQL
2. Import CSV file in SQL
3. Get data from SQL database in Power BI

DAX Queries

```
AgeGroup = SWITCH(
    TRUE(),
    customer[Customer_Age]<30, "20-30",
    customer[Customer_Age]>=30 && customer[Customer_Age]<40, "30-40",
    customer[Customer_Age]>=40 && customer[Customer_Age]<50, "40-50",
    customer[Customer_Age]>=50 && customer[Customer_Age]<60, "50-60",
    customer[Customer_Age]>=60, "60",
    "Unknown"
)
```

```
IncomeGroup = SWITCH(TRUE(),
    customer[Income]<35000, "Low",
    customer[Income]>=35000 && customer[Income]<70000, "Med",
    customer[Income]>=70000, "High",
    "Unknown"
)
```


DAX Queries

```
Revenue = credit_card[Annual_Fees] + credit_card[Total_Trans_Amt] +  
credit_card[Interest_Earned]
```

```
weeknum2 = WEEKNUM(credit_card[Week_Start_Date])
```

```
Current_week_revenue = CALCULATE(  
    SUM(credit_card[Revenue]),  
    FILTER(  
        ALL(credit_card),  
        credit_card[weeknum2]=MAX(credit_card[weeknum2]))))
```

```
Previous_week_revenue = CALCULATE(  
    SUM(credit_card[Revenue]),  
    FILTER(  
        ALL(credit_card),  
        credit_card[weeknum2]=MAX(credit_card[weeknum2])-1))
```

Project Insights (52 Week, 24 Dec)

WoW change:

- Revenue decreased by 12.8%,
- Total Transaction Amt & Count increased by 1.68% & 1.78%
- Customer count increased by 1.62%

Overview YTD:

- Overall revenue is 55M
- Total interest is 6M
- Total transaction amount is 37M
- Male customers are contributing more in revenue 25.7M, female 20.4M
- Blue & Silver credit card are contributing to 93% of overall transactions
- TX, NY & CA is contributing to 73.24%
- Overall Activation rate is 57.5%
- Overall Delinquent rate is 6.07%



THANK YOU