CREDIT CARD

WEEKLY STATUS REPORT
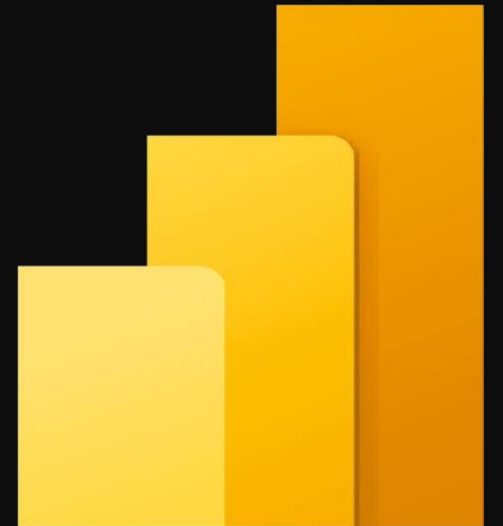
Project Objective

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

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 && 'customer' [customer_age] < 70, "50-70",
    'customer' [customer_age] >= 70 && 'customer' [customer_age] < 80, "70-80",
   'customer' [customer_age] >= 80 && 'customer' [customer_age] < 90, "80-90",
   'customer' [customer_age] >= 90 "90+",
   "unknown")
 IncomeGroup = SWITCH(
    TRUE(),
   'customer' [income] < 35000, "Low",
   'customer' [income] >= 35000 && 'customer' [income] <70000, "Med",
   'customer' [income] >= 70000, "High",
   "unknown")
```

DAX Queries

week_num2 = WEEKNUM('credit_card (1)' [week_start_date])

Revenue = 'credit_card (1)' [annual_fees] + 'credit_card (1)' [total_trans_amt] + 'credit_card (1)' [interest_earned]

```
Current_week_Reveneue = CALCULATE(
    SUM(' credit_card (1)'[Revenue]),
    FILTER(
        ALL('credit_card (1)'),
        'credit_card (1)'[week_num2] = MAX('credit_card (1)' [week_num2])))

Previous_week_Reveneue = CALCULATE(
    SUM('credit_card (1)' [Revenue]),
    FILTER(
        ALL('credit_card (1)'),
        'credit_card (1)' [week_num2] = MAX('credit_card (1)' [week_num2])-1))
```

Project Insights

- Revenue increased by 28.8% in Week 53(31st Dec)

- 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%