

Credit Card Weekly Status Report

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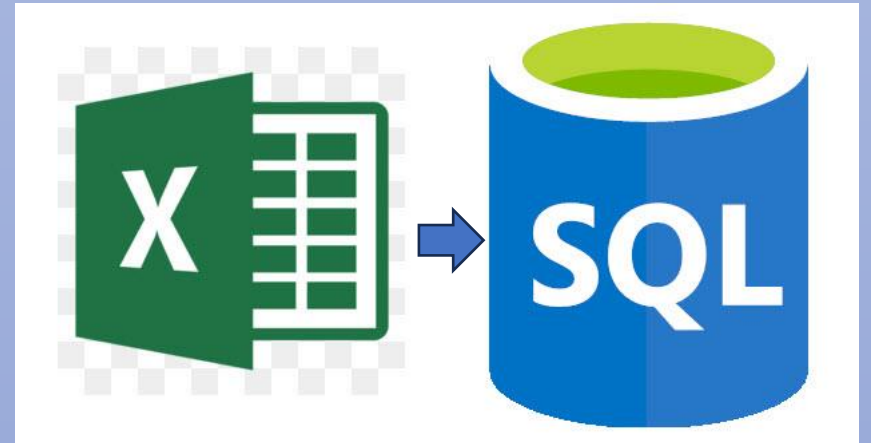
Project Objective

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



Import Data From SQL

1. Prepare CSV File.
2. Create Tables in SQL.
3. Import CSV File into SQL.



DAX Queries

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")

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, "60+",

“Unknown”)

DAX Queries

```
week_num2 = WEEKNUM('public cc_detail'[week_start_date])
```

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

```
Current_week_Reveneue = CALCULATE(
```

```
    SUM('public cc_detail'[Revenue]),
```

```
    FILTER(
```

```
        ALL('public cc_detail'),
```

```
        'public cc_detail'[week_num2] = MAX('public cc_detail'[week_num2])))
```

```
Previous_week_Reveneue = 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 Week 53rd (31st Dec)

❖ Week Over Week change:

- Revenue increased by 28.8%,
- Total Transaction Amt & Transaction Count increased by 2.22% & 1.74%
- Customer count increased by 1.80%

❖ Overview Year To Date:-

- 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%.



The background features a dark, textured pattern of overlapping diamond shapes. A horizontal band of teal color runs across the middle of the image. On the left side, there is a large, stylized diamond shape composed of multiple overlapping outlines, which serves as a frame for a photograph of a city skyline under a blue sky with white clouds. The text "THANK YOU" is centered within the teal band.

THANK YOU