Credit Card Weekly Report Status

Muhammad Usman

Credit Card Transaction Report

Q4 | Q3 | Q2 | Q1

Low | Med | High

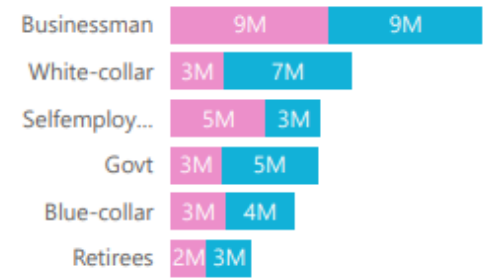
Gold | Silver | Blue | Platinum

Revenue	Transaction Amount	Interest Amount	Transaction Count
57M	46M	7.98M	667K

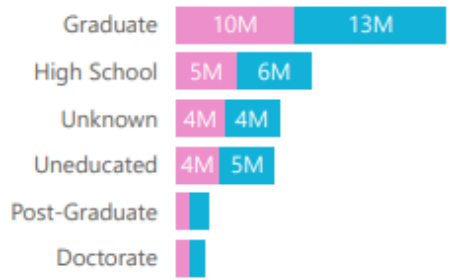
F | M

Week_Start_Date: All

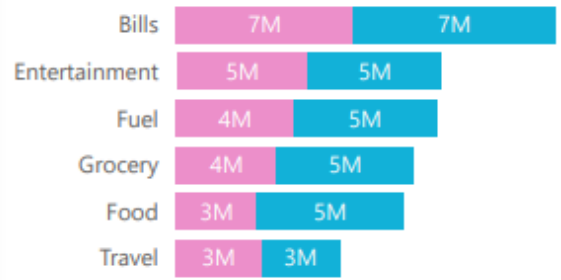
Revenue By Customer Job



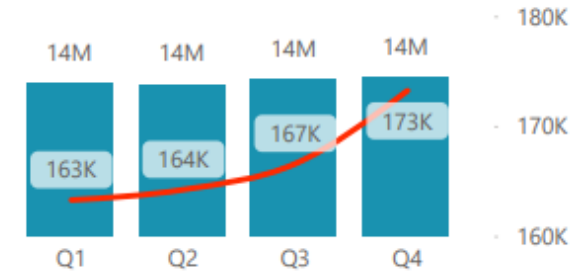
Revenue By Education Level



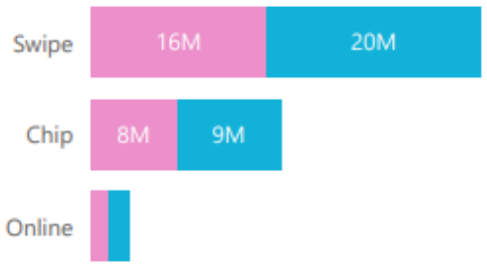
Revenue By Expenditure



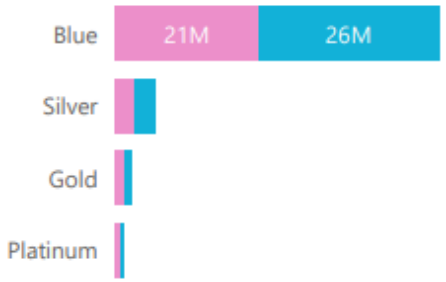
QTR Revenue & Total Transaction Amount



Revenue By Chip Type



Revenue By Card Type



card_category	Sum of Revenue	Sum of total_trans_amt	Sum of interest_earned
Blue	47188612	37840749	6,614,172.62
Gold	2533682	2091362	384,755.16
Platinum	1135608	953314	161,629.05
Silver	5659109	4647596	821,922.98
Total	**56517011**	**45533021**	**7,982,479.81**

Credit Card Customer Report

Q4 | Q3 | Q2 | Q1

Swipe | Online | Chip

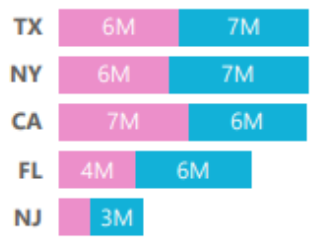
Gold | Silver | Blue | Platinum

Revenue	Income	Interest Amount	Cust. Satisfaction
57M	588M	7.98M	3.19

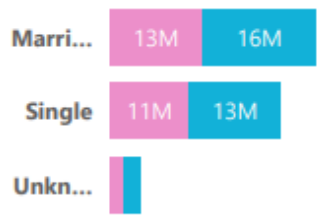
M 31M | F 26M

Week_Start_Date: All

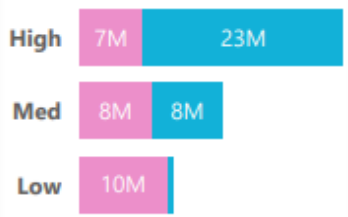
Revenue By Top 5 States



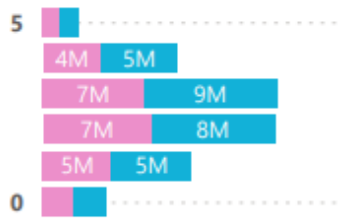
Revenue By Marital Status



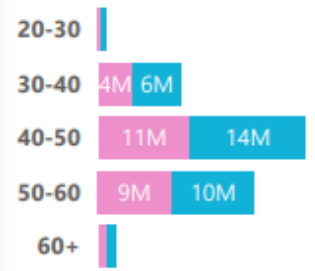
Revenue By Income Group



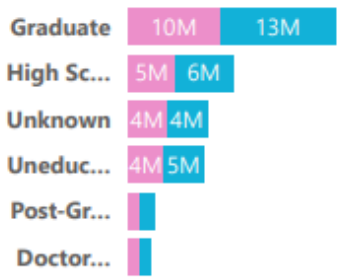
Rev. By Dependent Count



Revenue By Age Group

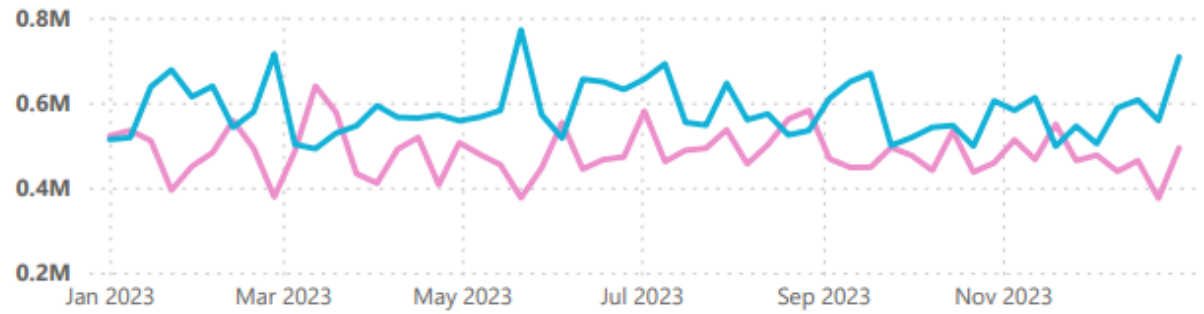


Revenue By Education Level



customer_job	Sum of Revenue	Sum of interest_earned	Sum of income
Blue-collar	7040606	967,751.42	73516911
Businessman	17697472	2,584,604.01	190350431
Govt	8335534	1,182,230.84	90834727
Retirees	4617448	641,692.22	49619308
Selfemployeed	8542826	1,141,510.40	77659931
White-collar	10283124	1,464,690.92	105618475
Total	**56517011**	**7,982,479.81**	**587599783**

Sum of Revenue by Year, Month, Day and gender



Agenda

1. Defining Project Objective
2. Collecting Data
3. Pre-Processing Data
4. Analyzing
5. Providing Insights

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.

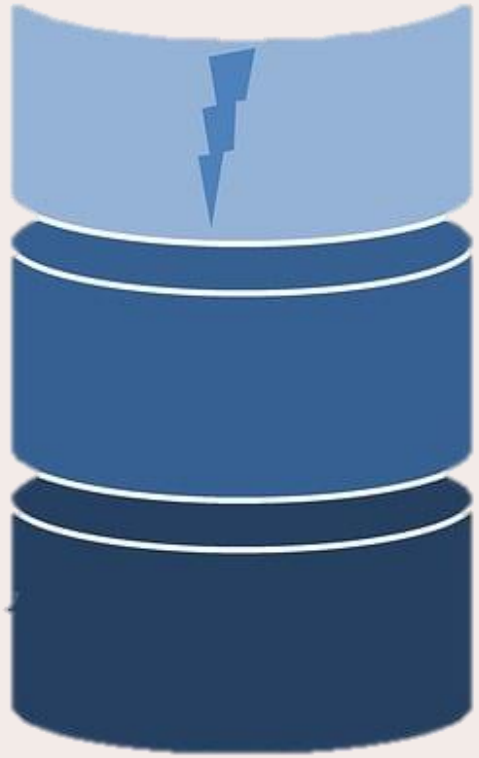
Data Collection

Data was provided by Rishabh Mishra, You may download the dataset **here**.

Data Preparation

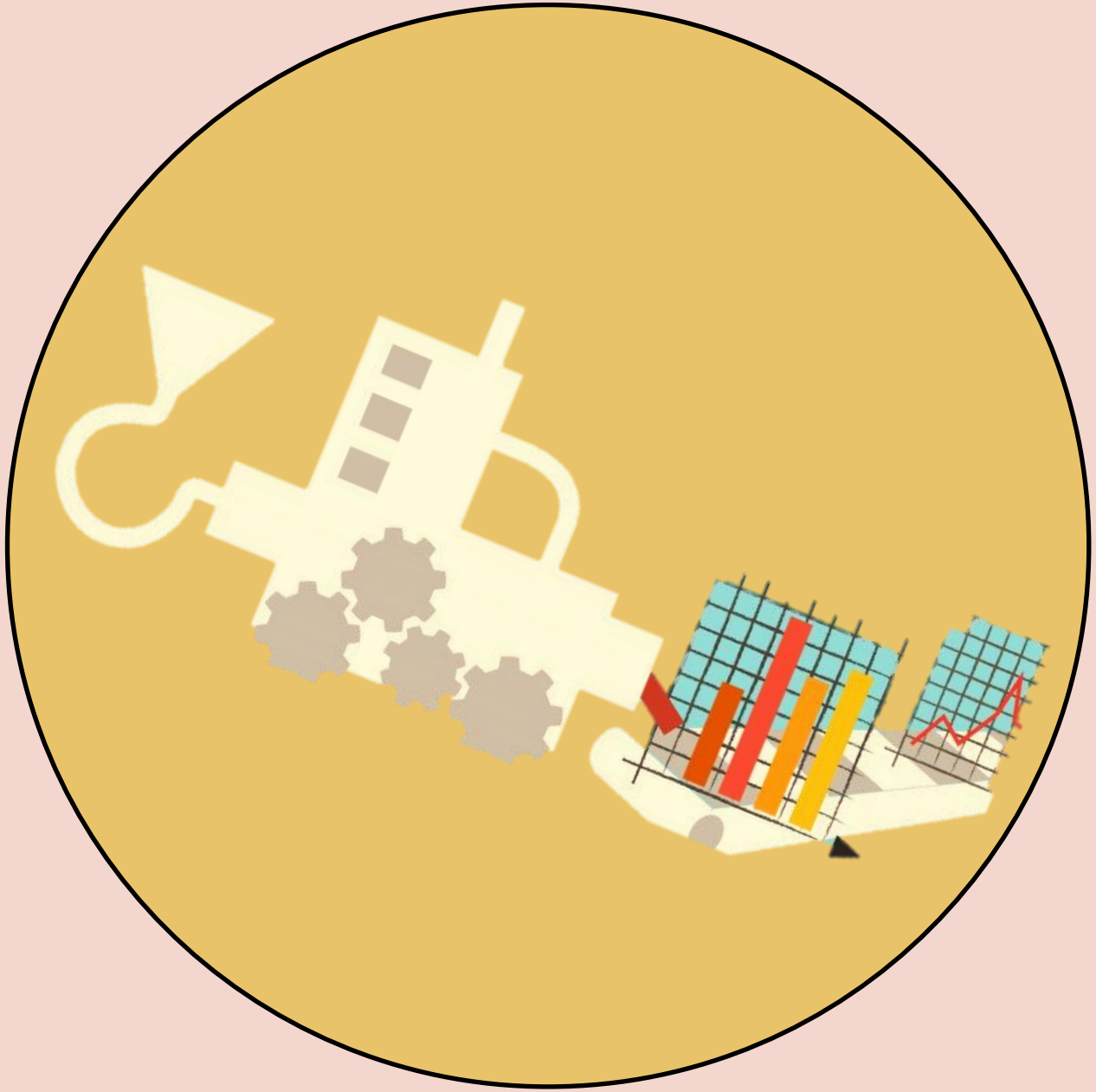
For Data Pre-Processing:

- PostgreSQL Was Used.
- Created Database.
- Created Tables.
- Imported CSV Files To SQL Tables.



Data Pre-Processing

- Connect data to Power BI.
- Checked For Data Types, Irregular and Null Values.
- Used Various DAX Queries.
- Created Custom Columns, and New Measures.



DAX Queries

Current & Prev. Week:

```
Current_Week_Revenue = CALCULATE(
        SUM('public cc_detail'[Revenue]),
        FILTER(
        ALL('public cc_detail'),
        'public cc_detail'[weeek_num_2] =
MAX('public cc_detail'[weeek_num_2]))
)

Previous_Week_Revenue = CALCULATE(
        SUM('public cc_detail'[Revenue]),
        FILTER(
        ALL('public cc_detail'),
        'public cc_detail'[weeek_num_2] =
MAX('public cc_detail'[weeek_num_2])-1)
)
```

Age Group:

```
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+"
)
```

Age Group & Revenue:

```
weeek_num_2 = WEEKNUM('public
cc_detail'[week_start_date])

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

Final Insights:

WoW Change:

- Rev. Increased by 28.8%.
- Total Transaction Amt & Count increased by 35.04% & 12.80%
- Customer count increased by 12.80%

Overview YTD:

- Total revenue: $57M.
- Interest: $8M.
- Total transactions: $46M.
- Male customers drive $31M, females $26M.
- Blue & Silver cards: 93% of transactions.
- TX, NY & CA: 68% of transactions.
- Activation rate: 57.5%.
- Delinquent rate: 6.06%.