Credit Card Transaction Report

Overview

This project provides a detailed analysis of credit card transactions. It includes various financial metrics and visualizations that offer insights into revenue patterns based on different factors like card type, customer demographics, and transaction attributes.

Features

Total Metrics:

➢ Total Revenue: Sum of all revenues from credit card transactions.

➢ Total Transactions: Count of all transactions recorded.

➢ Total Interest Count: Number of transactions generating interest.

Visualizations:

➢ Revenue by Expense Type: Displays revenue based on different types of expenses.

➢ Revenue by Education Level: Shows how customer education level influences revenue.

➢ Revenue by Customer Job: Analyzes revenue based on the occupation of the customers.

➢ Revenue by Card Type: Categorizes revenue by different credit card types.

➢ Revenue by Gender: Breakdown of revenue by gender of customers.

➢ Quarterly Data: Filters and visualizes data based on calendar quarters.

➢ Card Date: Slices data by specific card issue or transaction dates.

➢ Gender: Allows for slicing data based on gender.

➢ Income Group: Provides data slices for various income levels of the customers.

➢ Card Type: Visualizes revenue and transaction data by card type.

Credit Card Customer Report Dashboard

Overview

This dashboard provides a comprehensive analysis of credit card customer data. It includes a variety of visualizations that allow users to explore revenue trends based on customer demographics and other transaction factors. Users can filter data dynamically using slicers based on time periods, card types, gender, and more.

Features

Visualizations

➢ Top Five States by Revenue: Displays the top-performing states based on total revenue.

➢ Revenue by Marital Status: Analyzes revenue trends based on customers' marital status.

➢ Revenue by Income Group: Shows revenue distribution across different income groups.

➢ Revenue by Dependent Status: Breaks down revenue based on whether the customer has dependents.

➢ Revenue by Education Level: Displays revenue trends based on customer education level.

➢ Revenue by Customer Age Group: Provides insights into revenue trends based on various age groups of customers.

Data Slicers

➢ Quarter: Filter data based on the calendar quarters.

➢ Gender: Allows filtering of the data by customer gender.

➢ Week Started: Enables slicing data based on the week when the card or transaction started.

➢ Card Type: Filter revenue and customer data based on different card types (e.g., credit card type).