

## Credit Card Transaction & Customer Analysis (SQL & Power BI)

### Problem

Financial institutions lacked consolidated visibility into card usage, customer demographics, and satisfaction levels. Analysis was needed to uncover spending behaviour, revenue drivers, and engagement patterns.

### Data

- ~100k+ transaction & customer records
- SQL database: sql\_credit\_project
- Tables: cc\_detail (transactions), cust\_detail (demographics)

### Tech

- PostgreSQL: Data cleaning, EDA, and advanced queries
- Power BI: Dashboards for revenue trends, customer segments, and satisfaction analysis

### Insights

- Platinum & Gold cards generate the most revenue.
- Spending is strongest in **age 30–50** and **postgraduate customers**.
- Married businessmen are the most profitable segment.
- Transactions peak in **Q2 & Q4**; chip usage dominates.
- Customer Satisfaction Score averages **3.19**, varying across jobs & education.
- Maharashtra & Delhi lead revenue contribution.

### Link

GitHub Repository: [<https://github.com/Manan2025y/Credit-Card-Transaction-Customer-Analysis->]