Credit Card Data Analysis

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Steps :

1. Project objective
2. Data from SQL
3. Data processing & DAX
4. Dashboard & insights
5. Export & share project

Project Objective :

Create a user-friendly credit card dashboard that provides up-to-date insights into key metrics and trends, helping stakeholders make informed decisions and optimize credit card operations.

Download Data

GitHub:
https://github.com/Manishanuwal/Credit-Card-Data-Analysis-By-Powebi

OR

Google Drive
Click Here

Import data to SQL database

1. Prepare csv file
2. Create tables in SQL
3. Import csv file into SQL

DAX Queries

```
Age_Grp = SWITCH(
    TRUE(),
    'public cust_detail'[customer_age]<30,"0-30",
    '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 ,"Above 60","unknown"
    )

Income_grp = SWITCH(
    TRUE(),
    'public cust_detail'[income]<35000,"Low",
    'public cust_detail'[income]>=35000 && 'public cust_detail'[income]<70000,"Medium",
    'public cust_detail'[income]>=70000,"High",
    "unknown"
    )
```

DAX Queries

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

Revenue = 'public cc_detail'[total_trans_amt] + 'public cc_detail'[annual_fees] +
     'public cc_detail'[interest_earned] - 'public cc_detail'[customer_acq_cost]

current_week_revenue = CALCULATE(
  SUM('public cc_detail'[Revenue]),
  FILTER(ALL('public cc_detail'),
  'public cc_detail'[week_num2] = MAX('public cc_detail'[week_num2])))

prev_week_revenue = CALCULATE(
  SUM('public cc_detail'[Revenue]),
  FILTER(ALL('public cc_detail'),
  'public cc_detail'[week_num2] = MAX('public cc_detail'[week_num2])-1))

wow_revenue = DIVIDE([current_week_revenue]-[prev_week_revenue],[prev_week_revenue])

Project Insights- Week 53 (31st Dec)

WoW change:
- Revenue increased by 28.98%,
- Total Transaction Amt & Count increased by 35.04% & 3.39%
- Customer count increased by 12.8%

Overview YTD:
- Overall revenue is 56M
- Total interest is 8M
- Total transaction amount is 45.5M
- Male customers are contributing more in revenue 31M, female 25M
- Blue & Silver credit card are contributing to 93% of overall transactions
- TX, NY & CA is contributing to 68%
- Overall Activation rate is 57.45%
- Overall Delinquent rate is 6.06%