



Credit Card Financial

Data Analysis

Project Insights- Week 53 (31st):

❖ **WoW change:**

- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by xx% & xx%
- Customer count increased by xx%

❖ **Overview YTD:**

- 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%

Credit card financial dashboard using Power BI :

- **Developed an interactive dashboard using transaction and customer data from a SQL database, to provide real-time insights.**
- **Streamlined data processing & analysis to monitor Key performance metrics and trends.**
- **Shared actionable insights with stakeholders based On dashboard findings to support decision-making Processes.**