CREDIT CARD

WEEKY
STATUS REPORT

PROJECT OBJECTIVE

- To devlope a comprehensive credit card weekly dashboard that provides real-time Insight into key performance metrics and trends, enabling stakeholders to monitor and analyze credit card operations effectively.

Import Data to SQL Database

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

```
LOAD DATA LOCAL INFILE 'C:\Users\MOHIT\Downloads\customer.csv'
INTO TABLE cust_details
FIELDS TERMINATED BY ','
ENCLOSED BY '""'
LINES TERMINATED BY '\n'
IGNORE 1 LINES;
```

```
LOAD DATA LOCAL INFILE 'C:/Users/MOHIT/Downloads/credit_card.csv'
INTO TABLE cc_detail
FIELDS TERMINATED BY ','
ENCLOSED BY '""'
LINES TERMINATED BY '\n'
IGNORE 1 LINES;
```

DAX QUERIES

```
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+",
"unknown"
)

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

DAX QUERIES

- week_num2 = WEEKNUM('ccdb cc_detail'[Week_Start_Date])

- Revenue = 'ccdb cc_detail'[Annual_Fees]+'ccdb cc_detail'[Total_Trans_Amt]+'ccdb cc_detail'[Interest_Earned]

- Current_week_reveneue = CALCULATE(SUM('ccdb cc_detail'[Revenue]), FILTER(
        ALL('ccdb cc_detail'),
        'ccdb cc_detail'[week_num2]=MAX('ccdb cc_detail'[week_num2])))

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

Project Insights- Week 53 (31st dec)

- **Wow(week of week) change**
- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by xx% & xx%
- Customer count increased by xx%

- **Over YTD**
- Overall revenue is 57M
- Total interest is 8 M
- Total transaction amount is 46M
- Male customer are contributing more in revenue 31M, female 26M
- Blue & Silver credit card arre countributing to 93% of overall transactions
- TX,NY & CA is contributing to 68%
- Overall Activation rate is 57.5%
- Overall Delinquent rate is 6.06%