CREDIT CARD

Weekly Status Report

PROJECT INSIGHTS : WEEK 52

Overviews:

- Overall revenue is 55M
- Total interest is 7.84M
- Total transaction amount is 45M
- Male customer are contributing more in revenue 30M, female 25M
- Blue and silver credit card are contributing to 94% of overall transaction
- Graduate and high school customer 61% transection in overall revenue

Changes :

- This week revenue decreased to -12.8%

PROJECT OBJECTIVE

To develop a comprehensive credit card weekly dashboard to provided to Real-Time insights into key performance, metrics and trends, enabling stakeholders to monitor and analyse operations effectively.

DAX QUERIES

- AgeGroup = SWITCH(
  TRUE(), 'public cust detial'[Customer_Age] < 30 , "20-30",
  'public cust detial'[Customer_Age] >= 30 && 'public cust detial'[Customer_Age]<40 , "30-40",
  'public cust detial'[Customer_Age] >=40 && 'public cust detial'[Customer_Age] <50, "40-50",
  'public cust detial'[Customer_Age] >=50 && 'public cust detial'[Customer_Age] <60, "50-60",
  'public cust detial'[Customer_Age]>=60, "60+","unknown")

- IncomeGroup = SWITCH(
  TRUE(),
  'public cust detial'[Income]<28000 , "Low",
  'public cust detial'[Income] >=28000 && 'public cust detial'[Income]<65000, "Med",
  'public cust detial'[Income]>=65000, "High","unknown"

)

DAX QUERIES

- Current week revenue = CALCULATE(
  SUM('public cc details'[Revenue]),
  FILTER(ALL(
  'public cc details'), 'public cc details'[Week Num 2] = MAX('public cc details'[Week Num 2])))

- Previous week revenue = CALCULATE(
  SUM('public cc details'[Revenue]),
  FILTER(ALL(
  'public cc details'), 'public cc details'[Week Num 2] = MAX('public cc details'[Week Num 2])-1))

- Week On Week revenue = DIVIDE(([Current week revenue]-[Previous week revenue]), [Previous week revenue])

- Revenue = 'public cc details'[Annual_Fees] + 'public cc details'[Total_Trans_Amt] + 'public cc details'[Interest_Earned]

- Week Num 2 = WEEKNUM('public cc details'[Week_Start_Date].[Date])

Thank you for visiting my github repositories