

Credit Card Report

M

F

Q4

Q3

Q2

Q1

Gold

Silver

Blue

Platinum

Card_Category	Sum of Total_Trans_Amt	Sum of Revenue	Sum of Interest_Earned
Blue	37831786	47178896	6,613,545.21
Silver	4647596	5659109	821,922.98
Gold	2091362	2533682	384,755.16
Platinum	953314	1135608	161,629.05
Total	45524058	56507295	7,981,852.40

Revenue

57M

Transaction

289K

Transaction
s Amount

46M

Interest

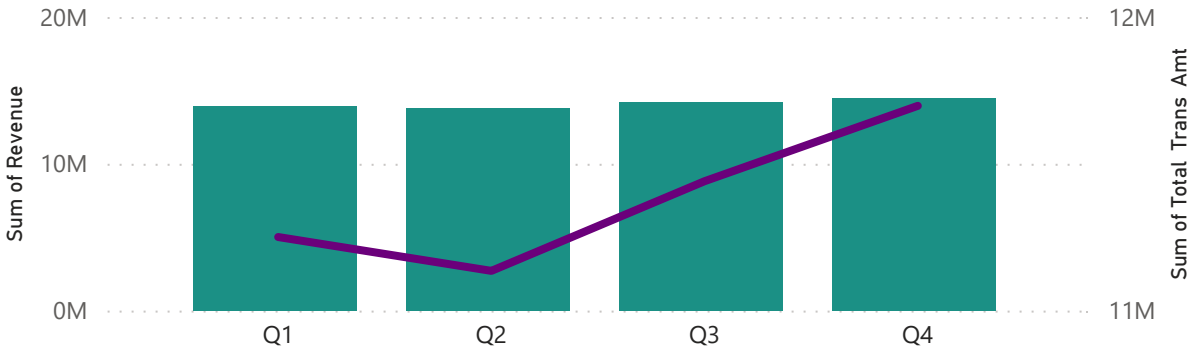
8.0M

Select Week

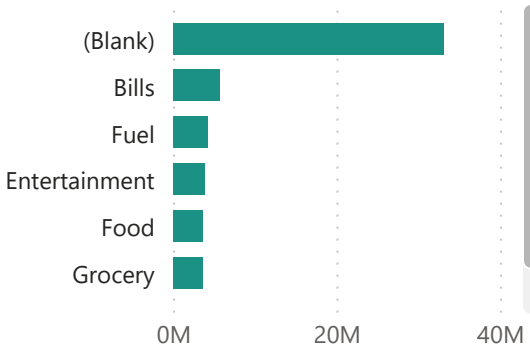
All

Revenue By Quoter and Total transaction

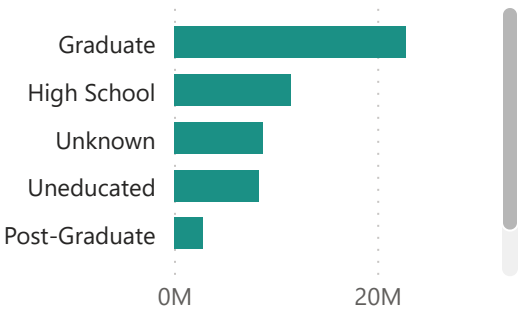
Sum of Revenue Sum of Total_Trans_Amt



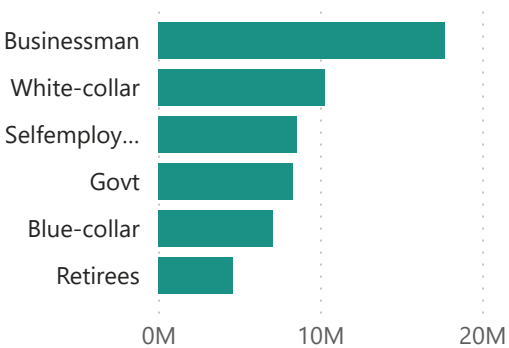
Sum of Revenue by Exp_Type



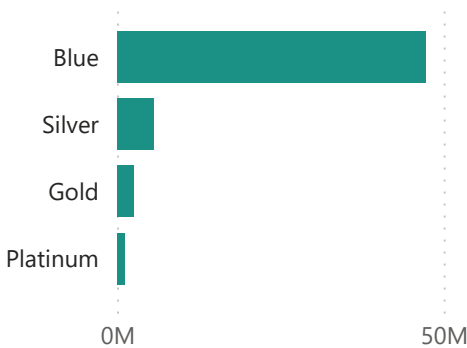
Sum of Revenue by Education_Level



Sum of Revenue by Customer_Job



Sum of Revenue by Card_Category



Credit Card Customer Report

Revenue

57M

Interest

8.0M

Avg Income

57K

CS Score

3

Q4

Q3

Q2

Q1

Gold

Silver

Blue

Platinum

F

5.99K

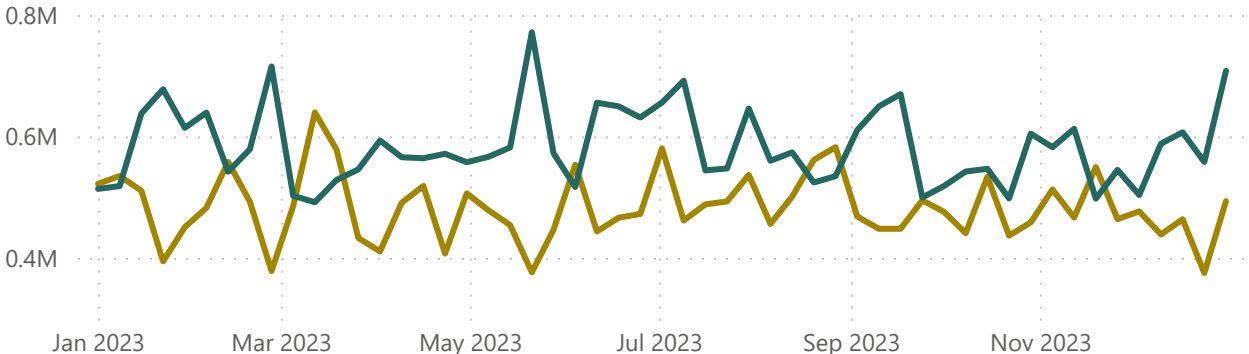
M

4.31K

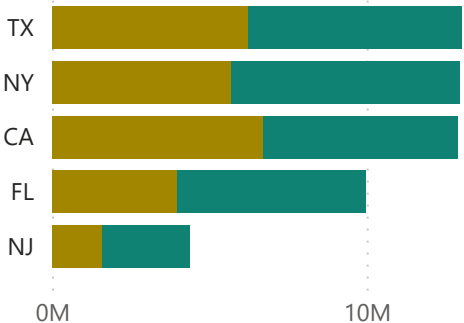
Age_Group

All

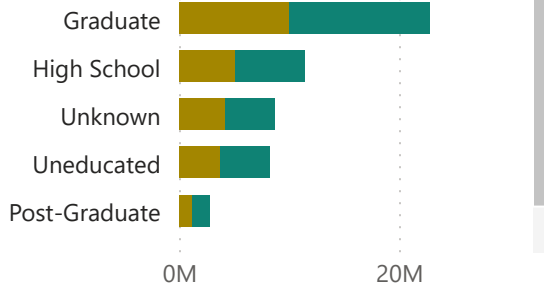
Revenue by Week and gender



Sum of Revenue by State

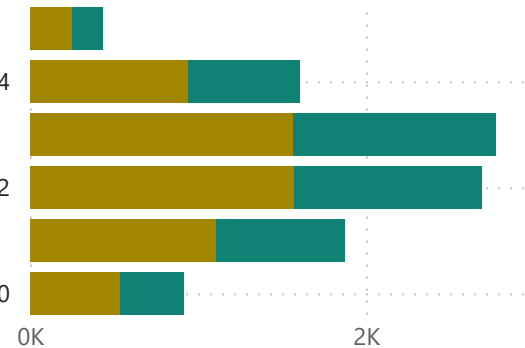


Sum of Revenue by Education_Level and Gender

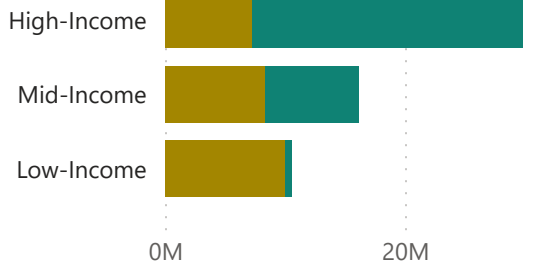


Customer_Job	Sum of Revenue	Sum of Income	Sum of Interest_Earned
Blue-collar	7040606	73516911	967,751
Businessman	17697472	190350431	2,584,604
Govt	8325818	90834727	1,181,603
Retirees	4617448	49619308	641,692
Selfemployeed	8542826	77659931	1,141,510
White-collar	10283124	105618475	1,464,691

Clients having Dependents



Sum of Revenue by Income_Group and Gender



Transactions Percentage Difference By Previous Week

Week_Num_2	Current_Week_Revenue	Previous_Week_Revenue	Change_By_Week
1	1035629		
2	1053089	1035629	<div></div> 1.7%
3	1148250	1053089	<div></div> 9.0%
4	1071919	1148250	<div></div> -6.6%
5	1064578	1071919	<div></div> -0.7%
6	1121745	1064578	<div></div> 5.4%
7	1099909	1121745	<div></div> -1.9%
8	1071542	1099909	<div></div> -2.6%
9	1093502	1071542	<div></div> 2.0%
10	987820	1093502	<div></div> -9.7%
11	1131281	987820	<div></div> 14.5%
12	1106533	1131281	<div></div> -2.2%
13	978565	1106533	<div></div> -11.6%
14	1003844	978565	<div></div> 2.6%
15	1056485	1003844	<div></div> 5.2%
16	1082609	1056485	<div></div> 2.5%
17	978441	1082609	<div></div> -9.6%
18	1063741	978441	<div></div> 8.7%
19	1044817	1063741	<div></div> -1.8%
20	1035861	1044817	<div></div> -0.9%
21	1147870	1035861	<div></div> 10.8%
22	1018518	1147870	<div></div> -11.3%
23	1070103	1018518	<div></div> 5.1%

Activation_30_Days	%GT Count of Activation_30_Days
0	42.55%
1	57.45%
Total	100.00%

Delinquent_Acc	F	M	Total
0	54.69%	39.24%	93.94%
1	3.48%	2.58%	6.06%
Total	58.17%	41.83%	100.00%

Delinquent_Acc	Blue-collar	Businessman	Govt	Retirees	Selfemployeed	White-collar	Total
0	14.75%	17.81%	13.99%	9.16%	23.87%	14.35%	93.94%
1	0.86%	0.99%	1.10%	0.61%	1.66%	0.85%	6.06%
Total	15.60%	18.80%	15.09%	9.77%	25.53%	15.20%	100.00%

Project Insights- Week 53

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.