

# CREDIT CARD WEEKLY STATUS REPORT

## \*Project Objective

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

## \* 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, "High", "unknown"
```

```
week_num2 = WEEKNUM('public  
cc_detail'[week_start_date]) Revenue = 'public  
cc_detail'[annual_fees] + 'public cc_detail'[total_trans_amt]  
+ 'public cc_detail'[interest_earned]  
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])))) Previous_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)
```

## \*Project Insights- Week 53 (31st Dec)

### 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%