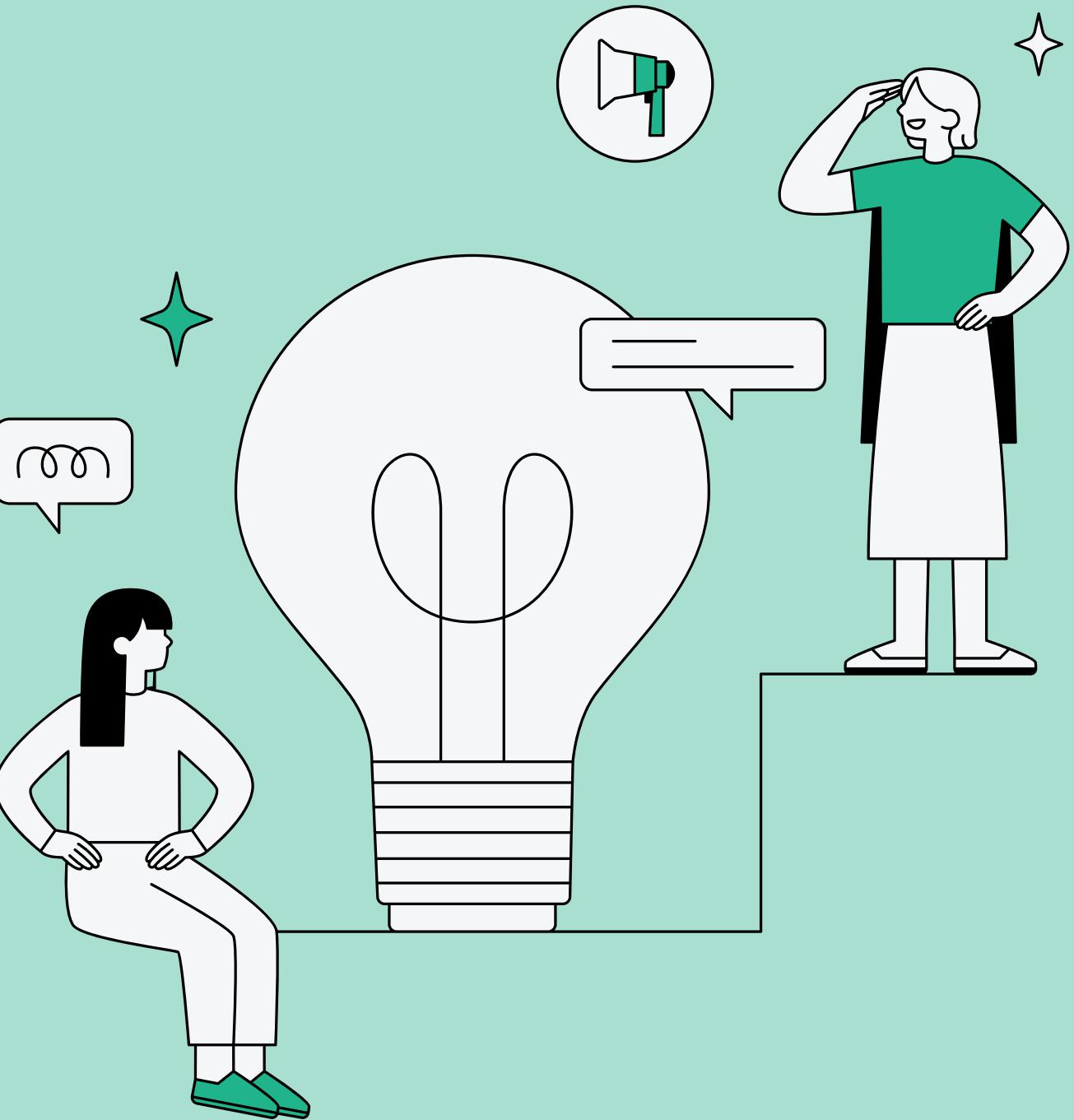


Credit Card Financial Dashboards



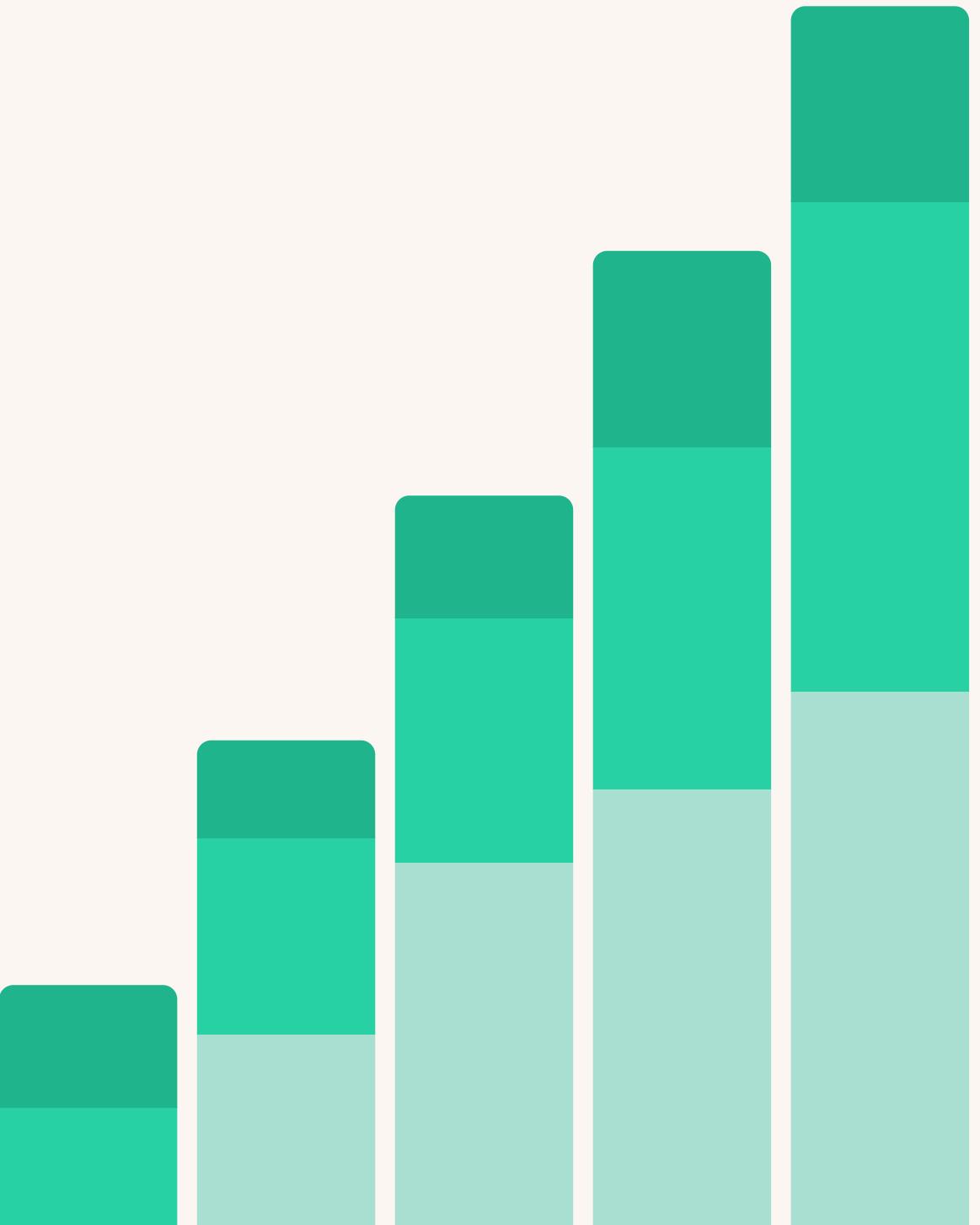
Objective

Analyse the transactions and customers data from a financial company providing service to customers with different credit cards and develop a comprehensive weekly dashboard that provide real-time insights into key performance metrics and trends, enabling stakeholders to monitor and analyze credit card operations effectively.



Key Steps

- 1. Data Preparation:** Connecting and transforming data.
- 2. Data Modelling:** Setting up a semantic model in Power BI.
- 3. Calculations (DAX):** Performing necessary number crunching using DAX .
- 4. Dashboard Visuals & Interactions:** Creating and customizing various visuals to generate our KPI dashboard
- 5. Export & Share :** Shared actionable insights with stakeholders based on dashboard findings to support decision-making processes.





Key Insights: Week 52 (24 Dec)

Overall YTD Insights:

- Overall revenue is 55.3 Million.
 - Total interest is almost 8 Million.
 - Total transaction amount is approx 45 Million.
 - Male customers are contributing more in revenue 30.2M, female 25.1 Million.
 - Blue card is contributing the most around 83% & Silver credit card are around 10% of overall transactions.
 - TX, NY, CA, FL & NJ States are top 5 contributors (93%).
 - Overall Activation rate is 57.5%
 - Overall Delinquent rate is 6.07%
- 

Week-Over_Week Changes:

- Revenue decreased by 12.83% .
- Total Transaction Amt decreased by 12.8% .
- Total Transaction Count decreased by 10.9% .
- Customer count decreased by 15.8% .
- Customer Income decreased by 10.7% .

Thank You!

by Umar Mushtaq

GitHub Project Link:

www.reallygreatsite.com