Project Details

Objective :

The objective of this Power BI project is to leverage the provided dataset to deliver comprehensive insights . The project aims to:

* Identify key performance indicators (KPIs) and metrics .
* Segment the data to uncover patterns and insights specific to different categories
* Create interactive and intuitive visualizations to present the data clearly .

Steps :

* Create a DAX query to add a new column name **‘revenue ’** by adding 'credit\_card'[Annual\_Fees] +'credit\_card'[Total\_Trans\_Amt]+'credit\_card'[Interest\_Earnedin credit card data.
* Again create two DAX query to add two new column name **‘age\_group’** and **‘income\_group’** in customer data.
* Create stack bar charts , tables, slicers in order to Tracks revenue, growth, and top-performing products , performed time series on line chart.

Conclusion :

* Over all revenue **55 M.**
* Total interest **8M**
* Total transaction amount **45 M**
* Male customers are contributing more in revenue **30M**, Female **25M**
* **Blue** and **silver** card are most contributing products
* **TX, NY, CA** are most contributing state
* **40-50** age group customer contributing in service
* Overall delinquent rate is **6.06%.**