

CREDIT CARD WEEKLY STATUS REPORT

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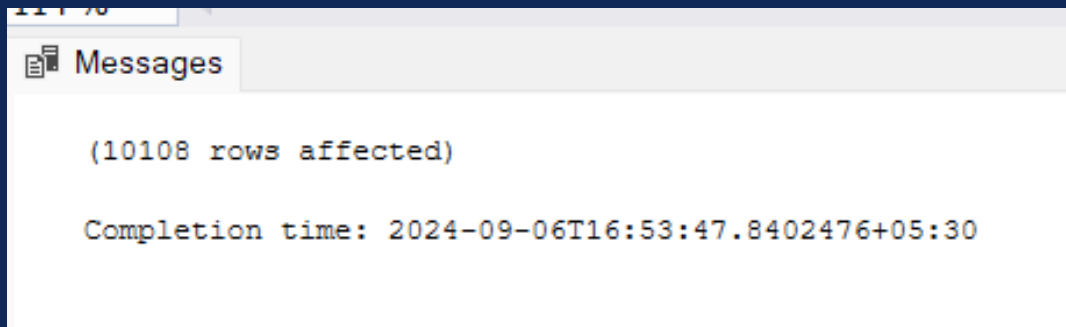
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- Project Overview
- Data From SQL
- Data Processing & DAX
- Insights

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 analyse Credit Card Operations Effectively.

IMPORT DATA TO SQL DATABASE



DAX QUERIES(DAX)

- Revenue = cc_detail[Annual_Fees]+cc_detail[Total_Trans_Amt]
+cc_detail[Interest_Earned]
- Week_num2 = WEEKNUM(cc_detail[Week_Start_Date])

```
○ AgeGroup = SWITCH(  
    TRUE(),  
    'cust_detail'[Customer_Age]<30,"20-  
30",'cust_detail'[Customer_Age]>=30 &&  
'cust_detail'[Customer_Age]<40,"30-  
40",'cust_detail'[Customer_Age]>=40 &&  
'cust_detail'[Customer_Age]<50,"40-  
50",'cust_detail'[Customer_Age]>=50 &&  
'cust_detail'[Customer_Age]<60,"50-  
60",'cust_detail'[Customer_Age]>=60 ,"60+","unknown")
```

- `Current_week_revenue = calculate(
 sum('cc_detail'[Revenue]),
 filter(
 all('cc_detail'),
 'cc_detail'[Week_num2]=max(cc_detail[Week_num2])))`
- `IncomeGroup = SWITCH(TRUE(), 'public cust_detail'[income] < 35000, "Low", 'public cust_detail'[income] >= 35000 && 'public cust_detail'[income] = 70000, "High", "unknown")`

- Previous_week_revenue = calculate(
sum('cc_detail'[Revenue]),
filter(
all('cc_detail'),
'cc_detail'[Week_num2]=max('cc_detail'[Week_num2])-1))

PROJECT INSIGHTS-WEEK 53(31ST DEC)

○ WOW(Week Of Week) Change :

- ✓ Revenue Increased By 28.8%
- ✓ Total Transaction Amount & Count Increased by X% to Y%
- ✓ Customer Count Increased By X%

○ Overview YTD(Year To Date) :

- ✓ Overall Review 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%

PORTFOLIO BUILDUP



Step 1

Project
Overview



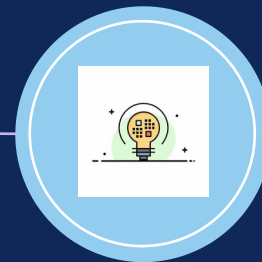
Step 2

Data Extraction



Step 3

Data Processing
And DAX
Queries



Step 4

Dashboard &
Insights



Step 5

Export & Share



THANK YOU

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