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.

Import data to SQL Database:

1. Prepare CSV Files
2. Create new database in SQL
3. Import csv files into SQL tables

DAX Queries:

```
Revenue = ‘Credit Card Detail'[Annual_Fees] + 'Credit Card Detail'[Total_Trans_Amt] +
                'Credit Card Detail'[Interest_Earned]

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

DAX Queries:

```
Week_num2 = WEEKNUM('Credit Card Detail'[Week_Start_Date])

Current_Week_Revenue = CALCULATE(
            SUM('Credit Card Detail'[Revenue]),
            FILTER(
               ALL('Credit Card Detail'),
               'Credit Card Detail'[Week_num2] = MAX('Credit Card Detail'[Week_num2])))

Previous_Week_Revenue = CALCULATE(
 SUM('Credit Card Detail'[Revenue]),
 FILTER(
 ALL('Credit Card Detail'),
 'Credit Card Detail'[Week_num2] = MAX('Credit Card Detail'[Week_num2])-1))
```

Project Insights: Week 53(31 Dec)

Week over Week Change

- Revenue increased by 28.8%
- Total Transaction Amount and count increased by 35% and 3.4%
- Customer count increased by 12.8%

Overview YTD

- Overall revenue is 57M
- Total interest is 8M
- Total transaction amt is 46M
- Male customers are contributing more in revenue 31M, female 26M
- Blue & Silver credit card are contributing 93% of overall transactions
- TX, NY & CA is contributing to 68%
- Overall activation rate is 57.5%
- Overall Deliquent rate is 6.06%

Thank you very much!