

POWER BI PROJECT

Credit Card Weekly Status Report

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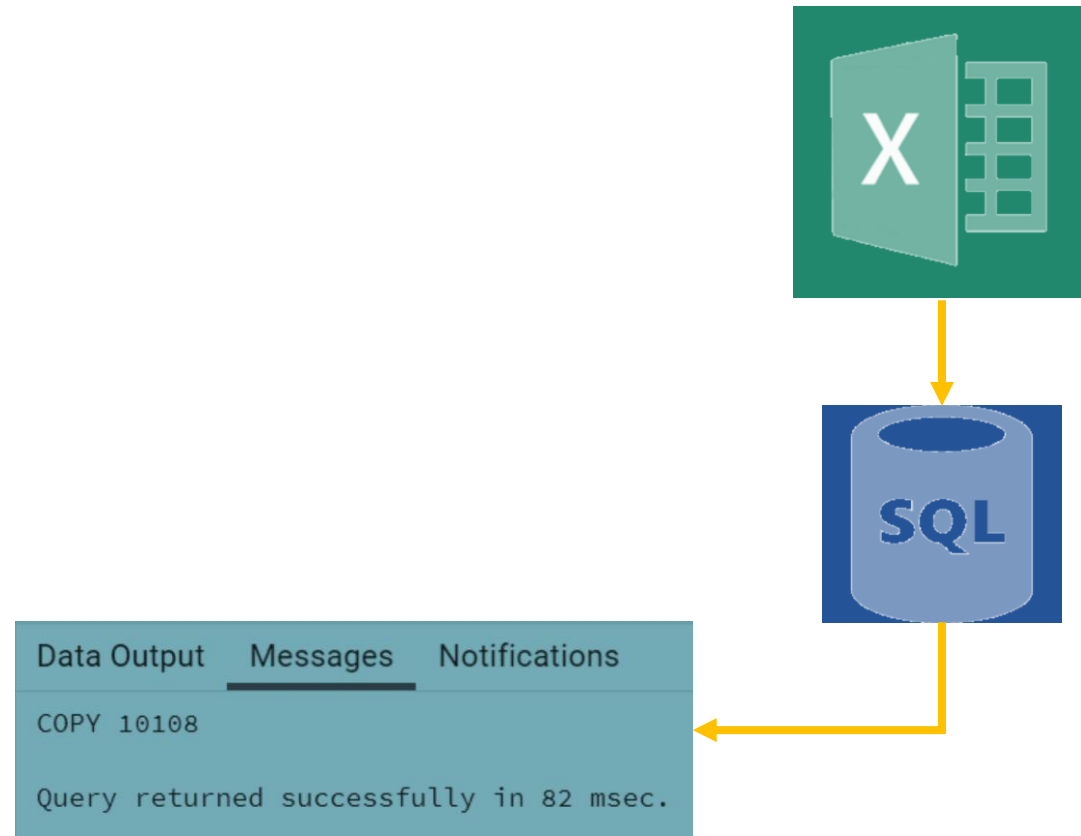


PROJECT OBJECTIVE

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 file
- 2.Create tables in SQL
- 3.Import csv file into SQL



DAX QUERIES

```
Age Group = SWITCH(TRUE(),
customer[Customer_Age]<=30,"20 to 30",
customer[Customer_Age]>30 && customer[Customer_Age]<=40,"31 to 40",
customer[Customer_Age]>40 && customer[Customer_Age]<=50,"41 to 50",
customer[Customer_Age]>50 && customer[Customer_Age]<=60,"51 to 60",
customer[Customer_Age]>60,"60+", "Invalid Age")
```

```
Revenue = credit_card[Annual_Fees]+credit_card[Total_Trans_Amt]+credit_card[Interest_Earned]
```

```
Income Group = SWITCH(TRUE(),
customer[Income]<=35000,"Low Income",
customer[Income]>35000 && customer[Income]<=70000, "Mid Income",
customer[Income]>70000,"High Income","unknown")
```

```
Current_week_rev = CALCULATE(
SUM(credit_card[Revenue]),
FILTER(ALL(credit_card),
credit_card[WeekNum2]=MAX(credit_card[WeekNum2])))
```

DAX QUERIES

```
Prev_week_revenue = CALCULATE(SUM(credit_card[Revenue]),FILTER(ALL(credit_card),  
    credit_card[WeekNum2]=MAX(credit_card[WeekNum2])-1))
```

```
WOW_revenue = DIVIDE(([Current_week_rev]-[Prev_week_revenue]),[Prev_week_revenue])
```

```
Cust 53 = CALCULATETABLE ({ COUNTROWS ( ALLSELECTED (credit_card ) ) },  
    credit_card[WeekNum2]= 53  
)
```

```
Cust count = COUNTAX(credit_card,credit_card[Client_Num])
```

PROJECT INSIGHTS

WoW change:

- Revenue increased by 28.77%,
- Customer count increased by 54%

Overview YTD:

- Overall revenue is \$56.5M
- Total interest is \$7.98M
- 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%