

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.

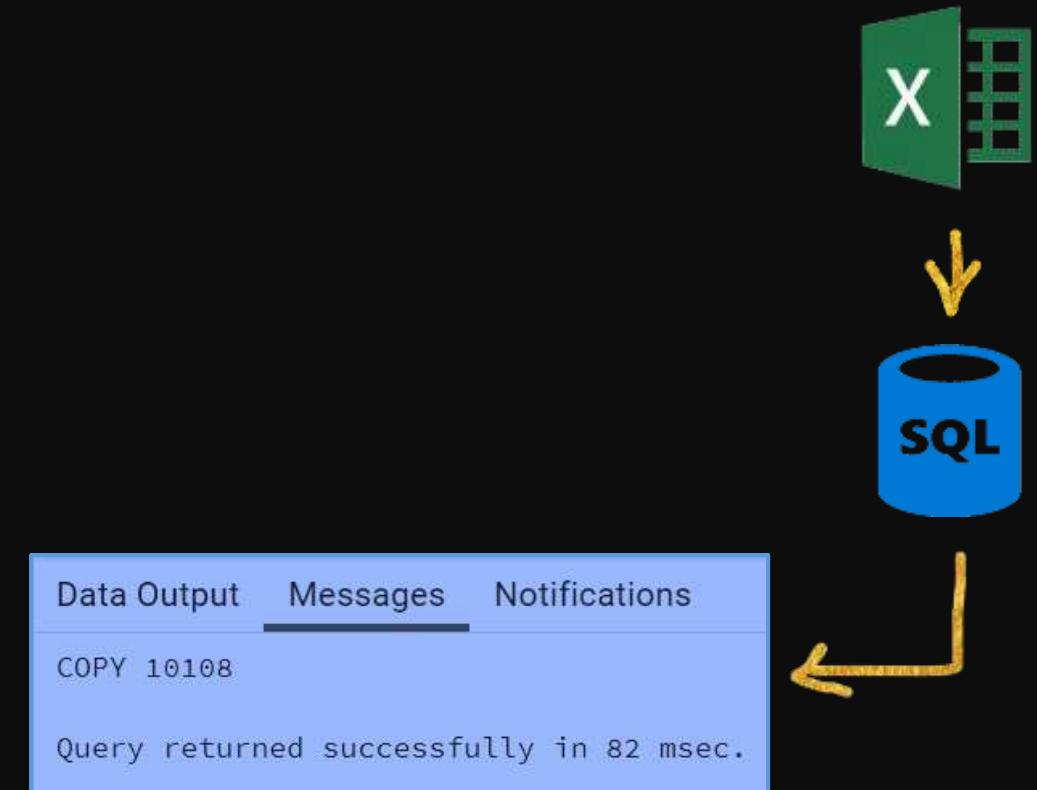
Download Data

GitHub:

github.com/Niharricky/Credit_Card_Financial_Dashboard

Import data to SQL database

1. Prepare csv file
2. Create tables in SQL
3. import csv file into SQL



NOTE: Find all SQL queries & project data- github.com/Niharricky/Credit_Card_Financial_Dashboard

DAX Queries

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

```
IncomeGroup = SWITCH(  
    TRUE(),  
    'ccdb cust_detail'[income] < 35000, "Low",  
    'ccdb cust_detail'[income] >= 35000 && 'ccdb cust_detail'[income] < 70000,  
    "Med",  
    'ccdb cust_detail'[income] >= 70000, "High",  
    "unknown"  
)
```



DAX Queries

```
week_num2 = WEEKNUM('ccdb cc_detail'[week_start_date])
```

```
Revenue = 'ccdb cc_detail'[annual_fees] + 'ccdb cc_detail'[total_trans_amt] + 'ccdb cc_detail'[interest_earned]
```

```
Current_week_Revenue = CALCULATE(  
    SUM('ccdb cc_detail'[Revenue]),  
    FILTER(  
        ALL('ccdb cc_detail'),  
        'ccdb cc_detail'[week_num2] = MAX('ccdb cc_detail'[week_num2])))
```

```
Previous_week_Revenue = CALCULATE(  
    SUM('ccdb cc_detail'[Revenue]),  
    FILTER(  
        ALL('ccdb cc_detail'),  
        'ccdb cc_detail'[week_num2] = MAX('ccdb cc_detail'[week_num2])-1))
```



Project Insights- Week 53

(31st Dec)

WoW change:

- Revenue increased by 28.8%,
- Overall revenue 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%



Credit card financial dashboard using Power BI:

- Developed an interactive dashboard using transaction and customer data from a SQL database, to provide real-time insights.
- Streamlined data processing & analysis to monitor key performance metrics and trends.
- Shared actionable insights with stakeholders based on dashboard findings to support decision-making processes.

