

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.



DAX Queries

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

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



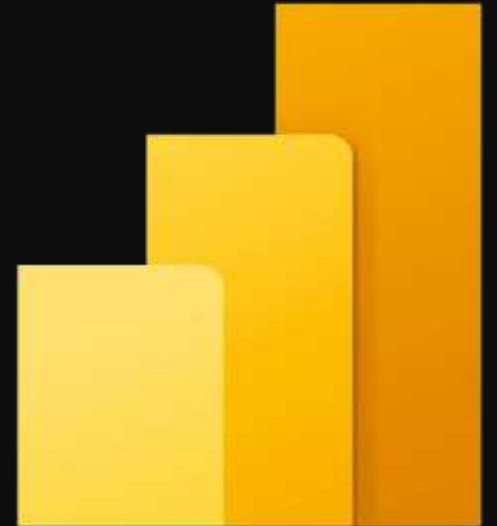
DAX Queries

week_num2 = WEEKNUM('public cc_detail'[week_start_date])

Revenue = 'public cc_detail'[annual_fees] + 'public cc_detail'[total_trans_amt] + 'public cc_detail'[interest_earned]

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

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



Project Insights- Week 52 (24th Dec)

Week over Week change:

- Revenue decreased by -12.8%,
- Total Transaction Amt & Count decreased by - 0.26% & -0.21%
- Customer count decreased by -0.03%

Overview YTD:

- Overall revenue is 55M
- Total interest is 8M
- Total transaction amount is 45M
- Male customers are contributing more to revenue 30M, female 25M
- Blue & Silver credit card are contributing to 94% of overall transactions
- TX, NY & CA is contributing to 69%
- Overall Activation rate is 57.47%
- Overall Delinquent rate is 6.07%

