

CREDIT CARD

WEEKLY

STATUS REPORT



Business Requirements

1. Identifying High-Value Customers – Which customer segments (e.g., Businessmen, Retirees, Blue-collar workers) generate the most revenue?

2. Understanding Spending Behavior – What are the most common expenditure types (Bills, Entertainment, Fuel, Online, etc.)?
3. Revenue & Interest Optimization – How much revenue is generated from different customer categories, and where can interest income be improved?
4. Credit Card Category Performance – Which card type (Gold, Silver, Platinum) is most profitable?

5. Customer Satisfaction & Retention – How do satisfaction scores correlate with spending behavior and transaction volume?

6. Growth Trends & Forecasting – Are credit card transactions increasing over time, and how do they vary by quarter?

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

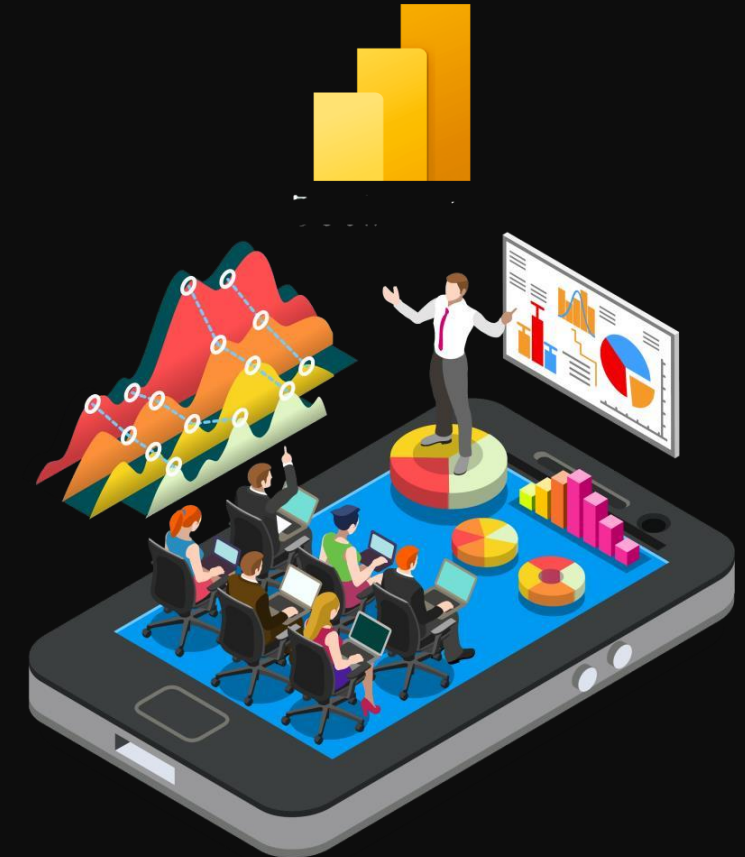


Data Output	Messages	Notifications
COPY 10108		
Query returned successfully in 82 msec.		

Project Insights- Week 53 (31st Dec)

WoW change:

- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by xx% & xx%
- Customer count increased by xx% **Overview YTD:**
- 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%



Note: You can add more insights

Add to resume

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.





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