

CREDIT CARD

WEEKLY STATUS REPORT



CONTENTS



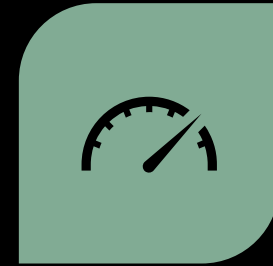
PROJECT
OBJECTIVE



DATA FROM
SQL



DATA
PROCESSING



DASHBOARD
& INSIGHTS

PROJECT OBJECTIVE

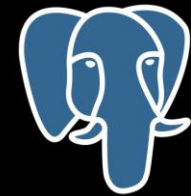
To develop a credit card weekly dashboard that provides,

- Real-time insights into KPI's and trends for stakeholders to analyze credit card operations effectively.

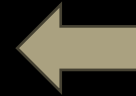


IMPORT CSV DATA TO POWER BI

- Create tables in PostgreSQL
- Import csv file into SQL.
- Import data to Power BI.

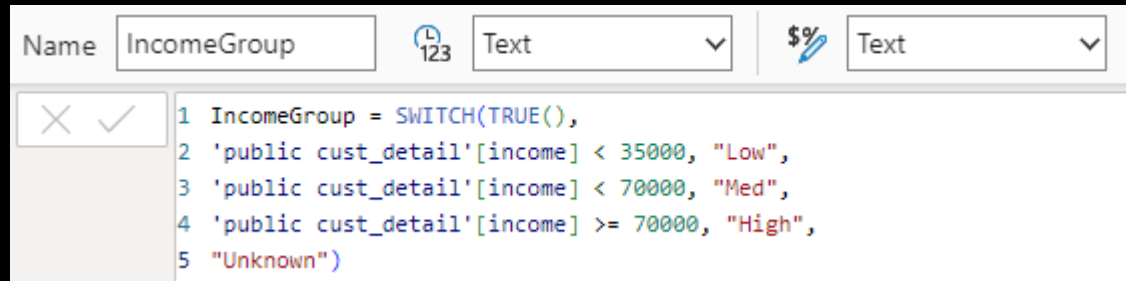


PostgreSQL



DATA TRANSFORMATION

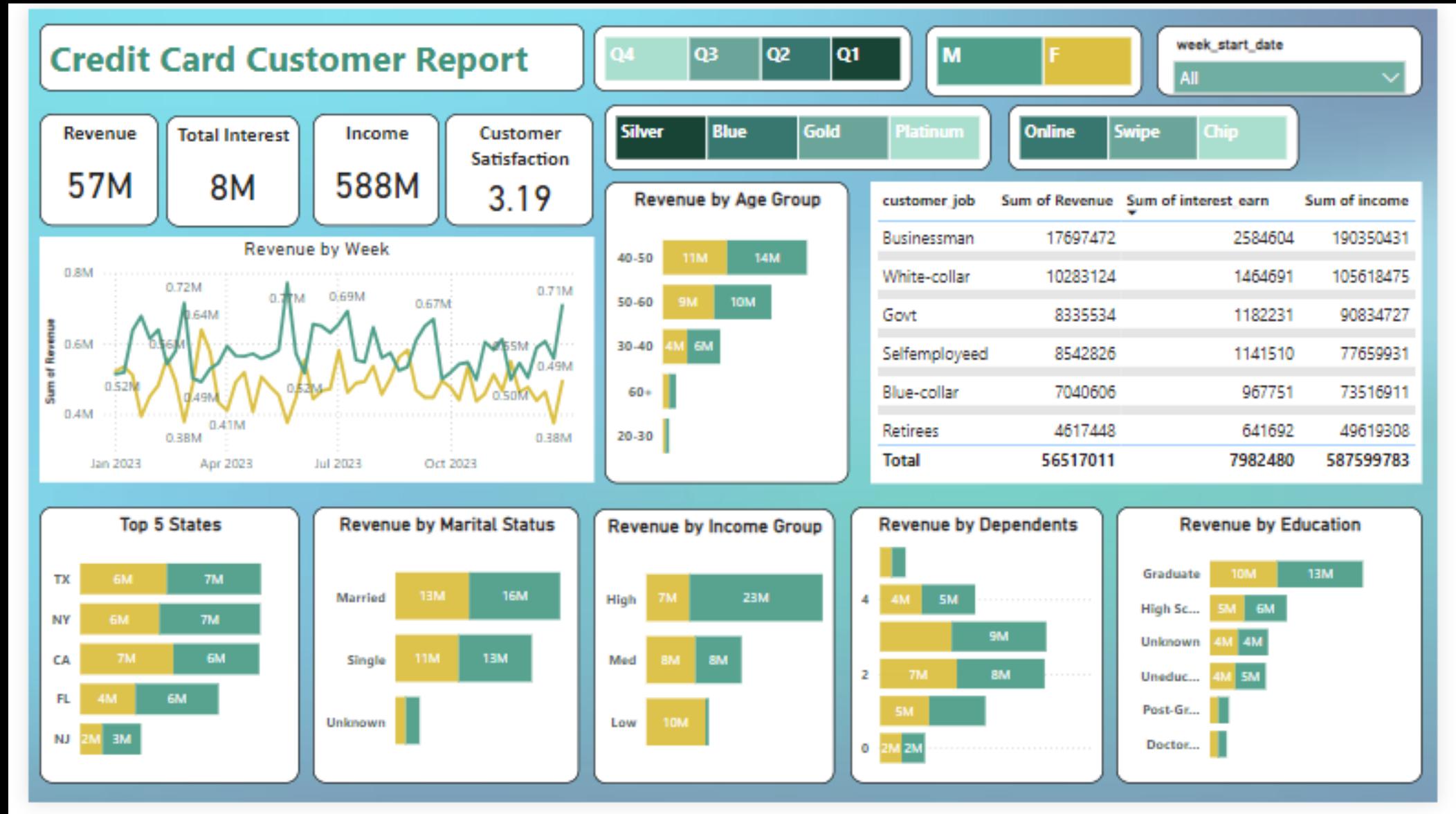
- Transformed data in Power BI using different DAX queries.



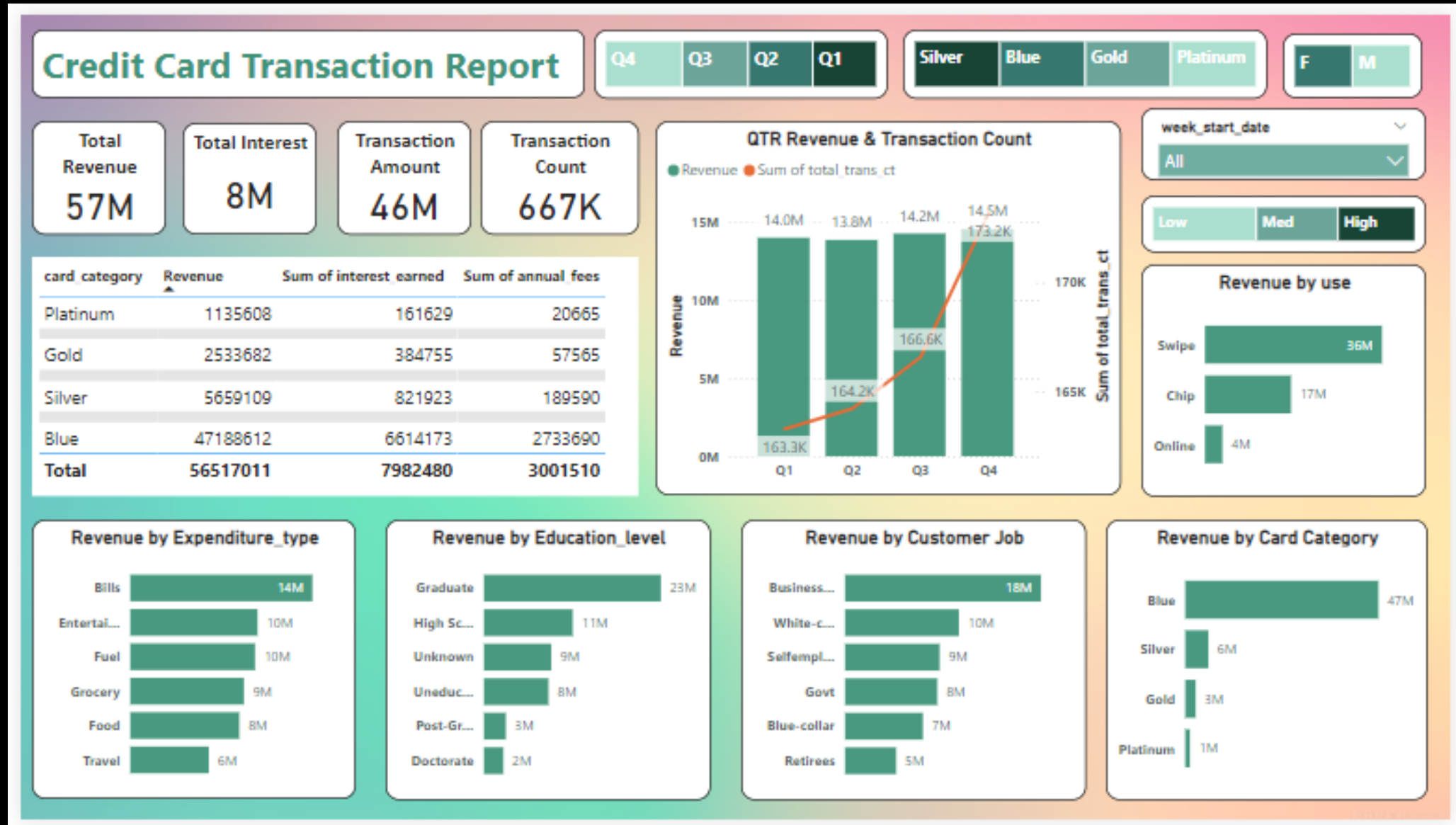
The screenshot shows the DAX editor interface in Power BI. At the top, the 'Name' field is set to 'IncomeGroup'. To its right, there are two data type dropdowns, both currently set to 'Text'. Below the header, there is a DAX formula for the 'IncomeGroup' measure. The formula uses a SWITCH(TRUE()) function to categorize income values into 'Low', 'Med', 'High', or 'Unknown' based on specific thresholds.

```
1 IncomeGroup = SWITCH(TRUE(),  
2 'public cust_detail'[income] < 35000, "Low",  
3 'public cust_detail'[income] < 70000, "Med",  
4 'public cust_detail'[income] >= 70000, "High",  
5 "Unknown")
```

CUSTOMER DASHBOARD DESIGN



TRANSACTION DASHBOARD DESIGN



INSIGHTS

- Overall revenue is 57M
- Total interest is 8M
- Total transaction amount is 46M
- Male customers are contributing more to revenue 31M, female 26M
- Blue & Silver credit card are contributing to 93.5 % of overall transactions
- TX, NY & CA is contributing to 68%
- Overall Activation rate in 30 days is 57.5%
- Overall Delinquent rate is 6 %

THANK YOU

