**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")

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\_Reveneue = CALCULATE(

SUM('public cc\_detail'[Revenue]),

FILTER(

ALL('public cc\_detail'),

'public cc\_detail'[week\_num2] = MAX('public cc\_detail'[week\_num2])))

Previous\_week\_Reveneue = 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 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%

**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.