



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.

DATASETS USED :-

- Credit Card Transaction Details
- Credit Card Customer Details
- Additional Dataset's of Customer and Credit card Details to see updates

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] > 30 , "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] < 75000 , "Med",  
    'public cust_detail'[income] >= 75000 , "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 53 (31ST DECEMBER)

WeekOfWeek (WoW) Change :

- Revenue increased by 28% ,
- Total Transaction Amt & Count increased by 35.03% & 12.80%

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%