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

PostgreSQL Queries, Created Tables name cc_details and cust_details using following query formulas: -

Query | Query History

```
SELECT * FROM cc_details;

COPY cc_details
FROM 'E:\Power BI\Credit_Card_Report_Project\credit_card.csv
DELIMITER ','
CSV HEADER

SELECT * FROM cust_details;

COPY cust_details
FROM 'E:\Power BI\Credit_Card_Report_Project\customer.csv'
DELIMITER ','
CSV HEADER
```

Created IncomeGroup column in cust_details table using DAX query: -

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

Created IncomeGroup column in cust_details table using DAX query: -

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

Created Revenue column in cc_details table using DAX query: -

```
Revenue = 'public cc_details'[annual_fees] + 'public cc_details'[total_trans_amt] + 'public cc_details'[interest_earned]
```

Created week_num2 in cc_details for tracking details weekly: -

```
week_num2 = WEEKNUM('public cc_details'[week_start_date])
```

Created Current_week_Reveneue to calculate weekly updated revenue using DEX query: -

```
Current_week_Reveneue = CALCULATE(
    SUM('public cc_details'[Revenue]),
    FILTER(ALL('public cc_details'),
    'public cc_details'[week_num2] = MAX('public cc_details'[week_num2])))
```

Created Previous_week_Reveneue to calculate weekly updated revenue using DEX query: -

```
Previous_week_Reveneue = CALCULATE(
    SUM('public cc_details'[Revenue]),
    FILTER(ALL('public cc_details'),
    'public cc_details'[week_num2] = MAX('public cc_details'[week_num2])- 1))
```

Project Insights- Week 53 (31st Dec): -

WoW change:

- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by 35.03 % & 3.39 %
- Customer count increased by 3.69 %

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%

WEEKLY CREDIT CARD STATUS REPORT USING POWER BI

- Developed a **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.
- **Technical skills used: MS Excel, MS Power BI, PostgreSQL**, **Data Cleaning, Data Visualization, Data Modeling, DAX Queries**