# CreditView Pro Dashboard using Power BI

WEEKLY STATUS REPORT



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- 4. Dashboard & insights



## **Project Objective**

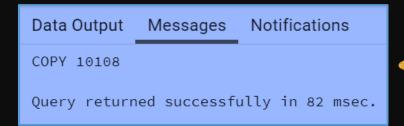
To develop a comprehensive credit card weekly dashboard that provides real-time insights into key performance metrics and trends, enabling stakeholders to monitor and analyze credit card operations effectively.



## Import data to SQL database

- 1. Prepare csv file
- 2. Create tables in SQL
- 3. import csv file into SQL





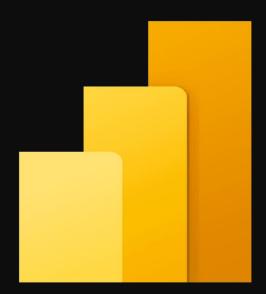
### **DAX Queries**

```
AgeGroup = SWITCH(
  TRUE(),
  customer[Customer_Age] < 30, "20-30",
  customer[Customer Age] >= 30 && customer[Customer Age] < 40, "30-40",
  customer[Customer Age] >= 40 && customer[Customer Age] < 50, "40-50",
  customer[Customer_Age] >= 50 && customer[Customer_Age] < 60, "50-60",
  customer[Customer_Age]>= 60, "60+",
  "unknown"
IncomeGroup = SWITCH(
 True(),
   customer[Income] < 35000, "Low",
   customer[Income] >= 35000 && customer[Income]<70000, "Med",
   customer[Income] >= 70000, "High",
   "unknown"
```



### **DAX Queries**

```
week_num2 = WEEKNUM(credit_card[Week_Start_Date])
Revenue = Revenue = credit_card[Annual_Fees] + credit_card[Total_Trans_Amt] + credit_card[Interest_Earned]
Current_week_Reveneue = CALCULATE(
    SUM(credit card[Revenue]),
      FILTER(ALL(credit card),
      credit card[week num2] = MAX(credit card[week num2]))
Previous_week_Reveneue = CALCULATE(
    SUM(credit_card[Revenue]),
       FILTER(ALL(credit card),
      credit_card[week_num2] =
    MAX(credit_card[week_num2])-1)
```



# Project Insights- Week 53 (31st Dec)

#### WoW change:

- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by 32% & 25%
- Customer count increased by 34%

#### **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%

