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..

IMPORT DATA TO SQL DATABASE

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

Data Output | Messages | Notifications

```
COPY 10108

Query returned successfully in 82 msec.
```

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, "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_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%,

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 Transaction Report

F | M

Week_Start_Date: All

Q4 | Q3 | Q2 | Q1

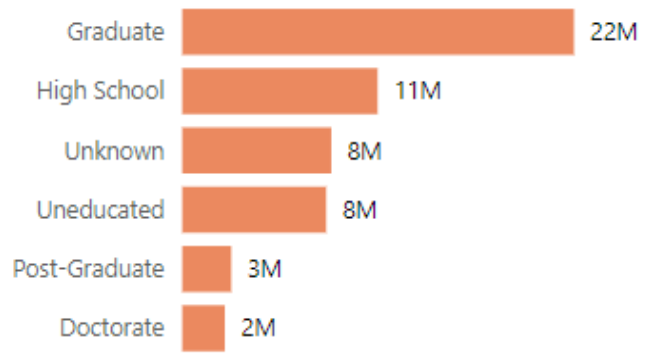
Silver | Blue | Gold | Platin...

Med | Low | High

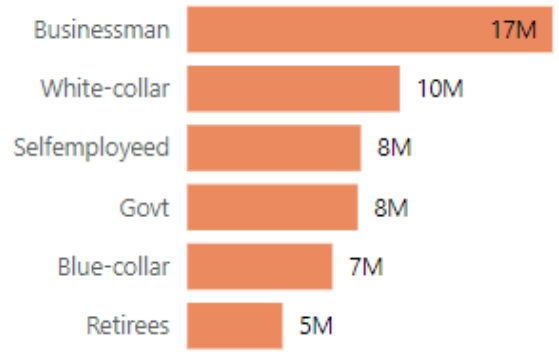
Revenue	Total Interest	Trans_Amount	Trans_ Count	Annual Fees
55M	7.84M	45M	656K	3M

Card_Category	Sum of Revenue	Sum of Total_Trans_Amt	Sum of Interest_Earned
Blue	46139398	36957875	64,95,887.74
Silver	5586332	4586746	8,12,081.28
Gold	2454072	2024078	3,73,784.16
Platinum	1135608	953314	1,61,629.05
Total	**55315410**	**44522013**	**78,43,382.23**

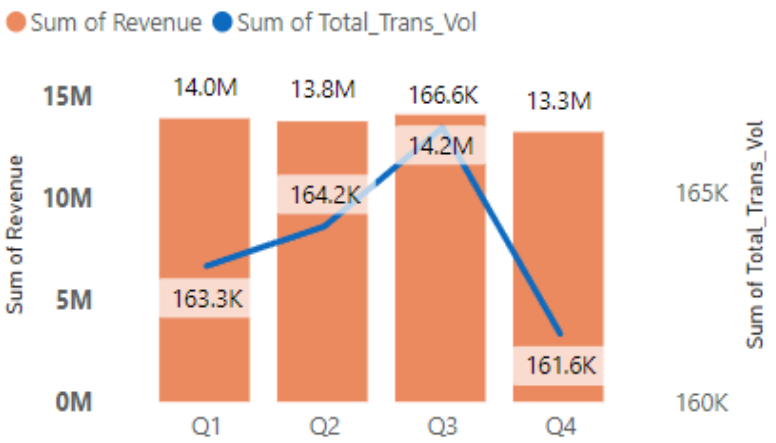
Revenue by Education Level



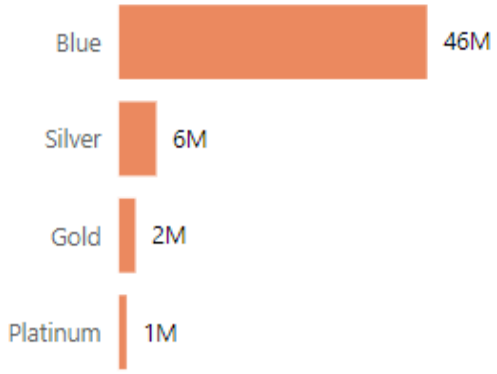
Revenue by Customer Job



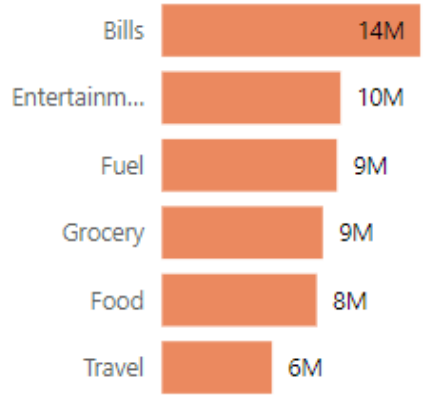
QTR Revenue and Sum of Total_Trans_Vol by Qtr



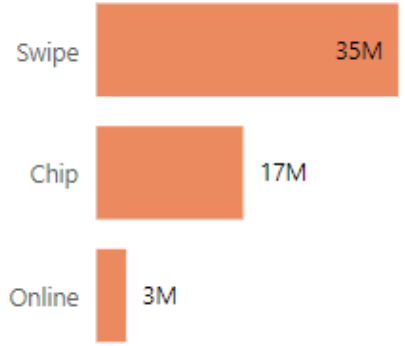
Revenue by Card Category



Revenue by Exp. Type



Revenue by Use Chip



Credit Card Customer Report

Q4 | Q3 | Q2 | Q1

Week_Start_Date: All

Swipe | Online | Chip

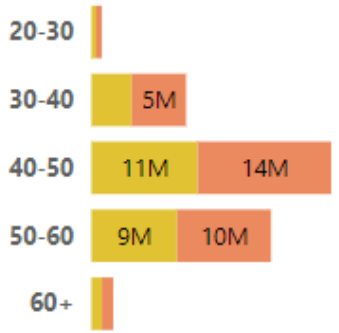
Silver | Blue | Gold | Platin...

Total Interest	Revenue	Income	CSS
8M	55M	576M	3.19

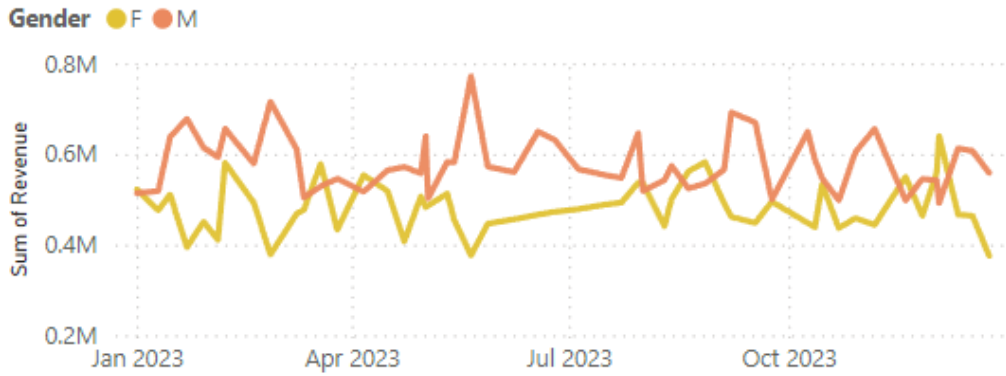
M | F

Customer_Job	Sum of Revenue	Sum of Interest_Earned	Sum of Income
Blue-collar	6904279	9,52,800.57	7226215
Businessman	17387832	25,39,390.31	18695991
Govt	8111701	11,60,016.37	8877398
Retirees	4535184	6,30,359.24	4867503
Selfemployeed	8261758	11,19,741.81	7531328
Total	**55315410**	**78,43,382.23**	**5759144**

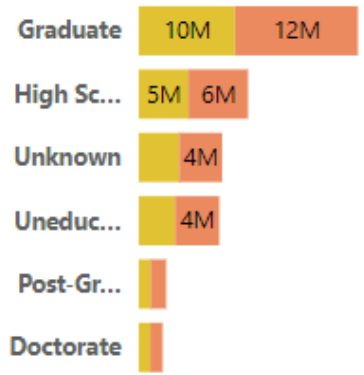
Revenue by Age Group



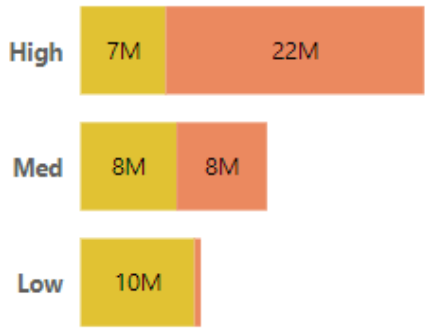
Revenue by Week



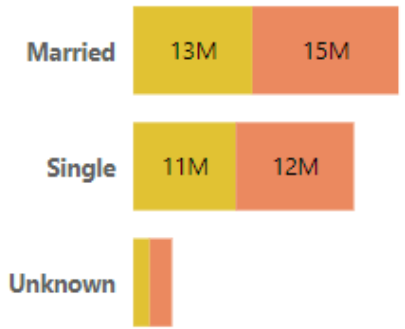
Revenue by Education



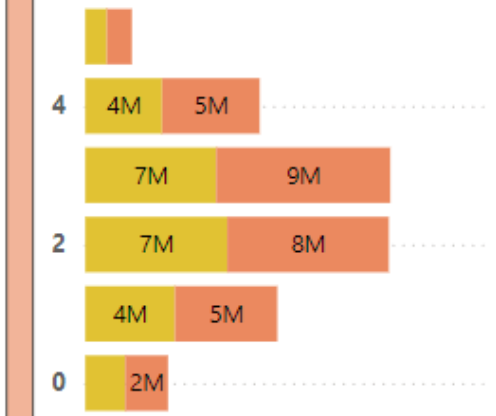
Revenue by Income Group



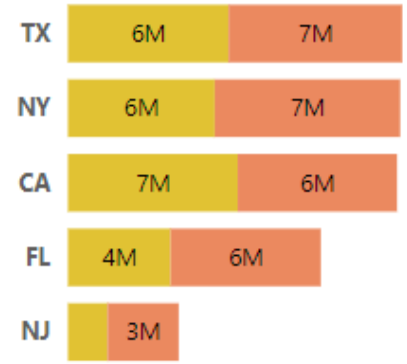
Revenue by Marital Status



Revenue by Dependent



Top 5 States



THANK YOU

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GitHub: https://github.com/PoojaSuhag7