Credit Card Transaction Report

Week_Start_Date
All

| F | M | | Q4 | Q3 | Q2 | Q1 |

| Silver | Blue | Gold | Platinum | | Low | Medium | High |

Total Revenue	Total Transaction Amount	Total Interest	Total Transaction Count
55M	45M	7.84M	656K

Card Wise Revenue,Tran_amount and Interest

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

Revenue and Count of Transaction Quarter wise

● Sum of Revenue ● Sum of Total_Trans_Vol

- Q1: 14M, 163K
- Q2: 14M, 164K
- Q3: 14M, 167K
- Q4: 13M, 162K

Revenue by Customer_Job

100%
- Businessman
- White-collar — 10M
- Selfemployeed — 8M
- Govt — 8M
- Blue-collar — 7M
- Retirees — 5M

26.1%
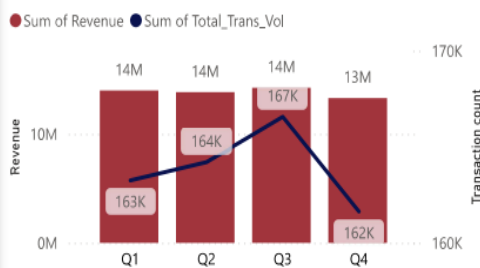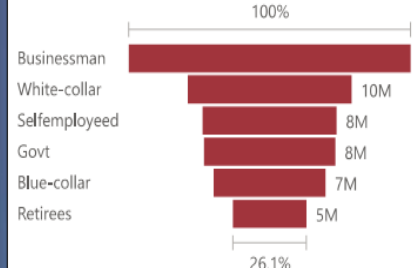
Revenue by Education_Level

- Graduate — 22M
- High School — 11M
- Unknown — 8M
- Uneducated — 8M
- Post-Grad... — 3M
- Doctorate — 2M
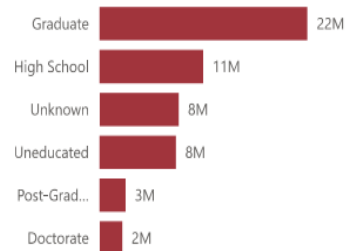
Revenue by Expenditure Type

- Bills — 14M
- Entertainment — 10M
- Fuel — 9M
- Grocery — 9M
- Food — 8M
- Travel — 6M
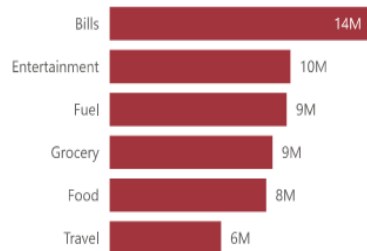
Revenue by Card_Category

- Blue — 46M
- Silver — 6M
- Gold — 2M
- Platinum — 1M

Revenue by Use Chip

- Swipe — 35M
- Chip — 17M
- Online — 3M
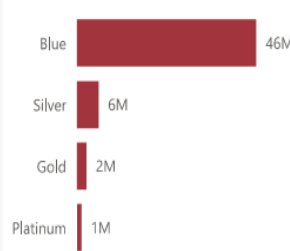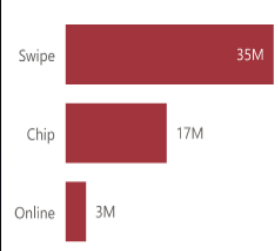
Credit Card Customer Report

All

| 30M | 25M |

| Silver | Blue | Gold | Platinum | | Low | Medium | High |

Total Revenue	AVG_AGE	Total Interest	Cust_Satisfaction_Score
55M	46	57K	3.19

Revenue by Top 5 States

- TX: 6M / 7M
- NY: 6M / 7M
- CA: 7M / 6M
- FL: 4M / 6M
- NJ: 2M / 3M
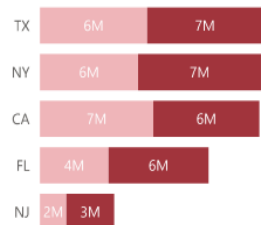
Revenue Based on Gender and Qtr

Jan 2023 — Apr 2023 — Jul 2023 — Oct 2023
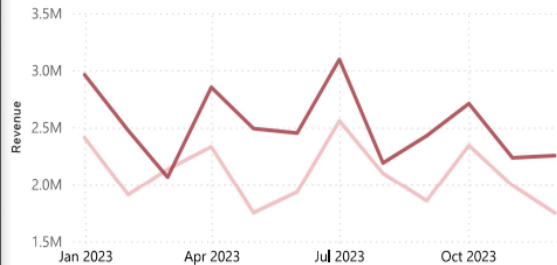
Customer_Job	Total Revenue	Total_Transaction_Amt	Total_Interest
Blue-collar	6904279	5488838	9,52,800.57
Businessman	17387832	14285412	25,39,390.31
Govt	8111701	6507875	11,60,016.37
Retirees	4535184	3623120	6,30,359.24
Selfemployeed	8261758	6395026	11,19,741.81
White-collar	10114656	8221742	14,41,073.93
Total	55315410	44522013	78,43,382.23

Revenue by AgeGroup

- 40-50: 11M / 14M
- 50-60: 9M / 10M
- 30-40: 4M / 5M
- unknown
- 20-30
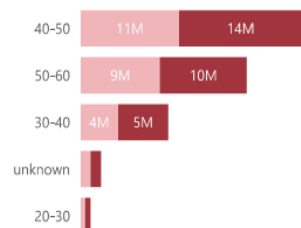
Revenue by Dependent_Count

- 4: 3.8M / 4.9M
- 6.6M / 8.7M
- 2: 7.1M / 8.1M
- 4.5M / 5.1M
- 0: 2.0M / 2.1M
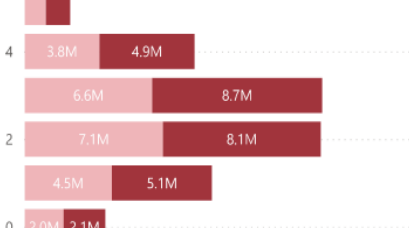
Revenue by Finacial Status

- High: 7M / 22M
- Medium: 8M / 8M
- Low: 10M
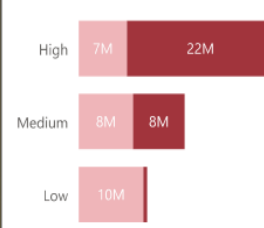
Revenue by Marital Status

- Married: 13M / 15M
- Single: 11M / 12M
- Unknown
- 0M — 20M
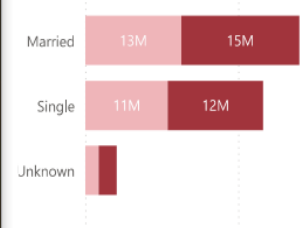
INSIGHTS

- Total Revenue Generated : 55M
- Total Transaction Amount: 45M
- Total Interest : 7.84M
- Number of Transactions: 656K
- Male customers are contributing more in revenue 54.64% and female 45.36%
- Blue & Silver credit card are contributing to 93.51% of total transaction.
- TX,NY& CA is contributing to 68%
- Credit card is mostly used by swiping 63.12%.
- Overall Activation rate is 57.5 %.
- Overall Delinquent rate is 6.06%.

DAX Queries

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

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

```
week_num2 = WEEKNUM
('cc_details'[week_start_date])
Revenue = ' cc_details'[annual_fees] + 'cc_details'[total_trans_amt]+cc_details'[interest_earned]
```

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

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