

The background is a dark blue gradient with a subtle pattern of white dots. Overlaid on the left side are several concentric circles and a large circular scale. The scale has numerical markings from 140 to 260 in increments of 10. There are also smaller circles with arrows indicating a clockwise direction.

CREDIT CARD

WEEKLY STATUS REPORT

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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



A yellow arrow points from the Excel icon to the database cylinder, and another yellow arrow points from the database cylinder to the Action Output table, illustrating the data import process.

Action Output				
	#	Time	Action	Message
✓	1	17:21:19	LOAD DATA INFI...	10108 row(s) affected Records:

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, "Med",  
    '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_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 52 (24TH DEC)

WoW change:

- **Revenue decreased by 12.8%,**
- **Total Transaction Amt & Count decreased by 13.5% & 15.9%**

Overview YTD:

- **Overall revenue is 58.5M**
- **Total interest is 8.3M**
- **Total transaction amount is 47.1M**
- **Male customers are contributing more in revenue 32M, female 27M**
- **Blue & Silver credit card are contributing to 93.3% of overall transactions**
- **NY ,CA & TX is contributing to 73.3%**
- **Overall Activation rate is 57.4%**
- **Overall Delinquent rate is 6.3%**