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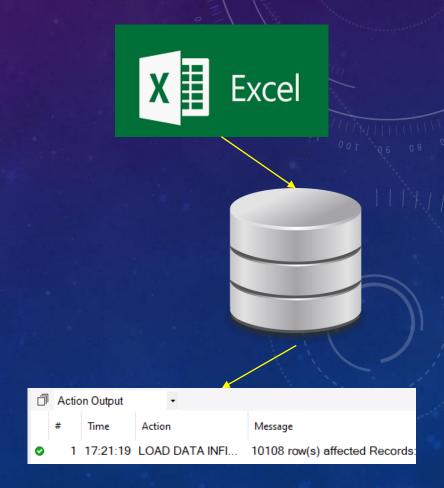
PROJECT OBJECTIVE

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



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_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 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%