CREDIT CARD

WEEKLY STATUS REPORT

CONTENT

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))
```
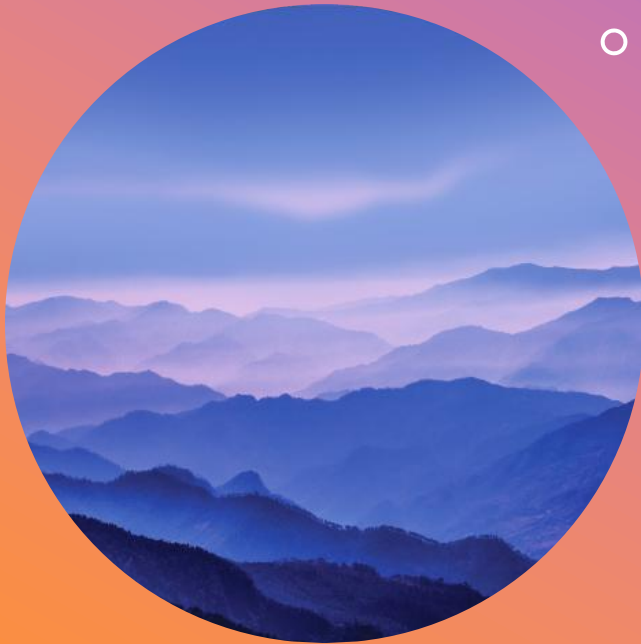
Project Insights- Week 53 (31st Dec)

WOW CHANGE:
- REVENUE INCREASED BY 28.8%,
- TOTAL TRANSACTION AMT & COUNT INCREASED BY XX% & XX%
- CUSTOMER COUNT INCREASED BY XX%

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%

THANK YOU

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