

# 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 analyse 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",

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")

**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

## Interpretation :

Credit card financial dashboard using Power BI:

- Developed an interactive dashboard using transaction and customer data from a SQL database, to provide real-time insights.
- Streamlined data processing & analysis to monitor key performance metrics and trends.
- Shared actionable insights with stakeholders based on dashboard findings to support decision-making processes.