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

Data Output   Messages   Notifications

COPY 10108

Query returned successfully in 82 msec.

DAX Queries

```
Age_group = SWITCH(TRUE(),
' customers_detail'[Customer Age] >= 20 && ' customers_detail'[Customer Age] < 30,"20 - 30",
' customers_detail'[Customer Age] >= 30 && ' customers_detail'[Customer Age] < 40,"30 - 40",
' customers_detail'[Customer Age] >= 40 && ' customers_detail'[Customer Age] < 50,"40 - 50",
' customers_detail'[Customer Age] >= 50 && ' customers_detail'[Customer Age] < 60,"50 - 60",
' customers_detail'[Customer Age] >= 60 , "60+",
"Unknown"
)


Income_group = SWITCH(TRUE(),
' customers_detail'[Income] < 35000,"Low",
' customers_detail'[Income] >= 35000 && ' customers_detail'[Income] < 70000,"Mid",
' customers_detail'[Income] >= 70000 , "High",
"Unknown"
)
```

DAX Queries

```
WeekNum = WEEKNUM('cc_detail'[Week_Start_Date])

Revenue=ROUND('cc_detail'[Annual_Fees]+'cc_detail'[Customer_Acq_Cost]+
'cc_detail'[Total_Trans_Amt]+'cc_detail'[ Interest_Earned],0)

Current_WeekRevenue = CALCULATE(
    SUM('cc_detail'[Revenue]),
    FILTER(
        ALL('cc_detail'),
        'cc_detail'[WeekNum] = MAX('cc_detail'[WeekNum])))

Week Num = CALCULATE(
    SUM('cc_detail'[Revenue]),
    FILTER(
    ALL('cc_detail'),
        'cc_detail'[WeekNum] = MAX('cc_detail'[WeekNum])-1))
```
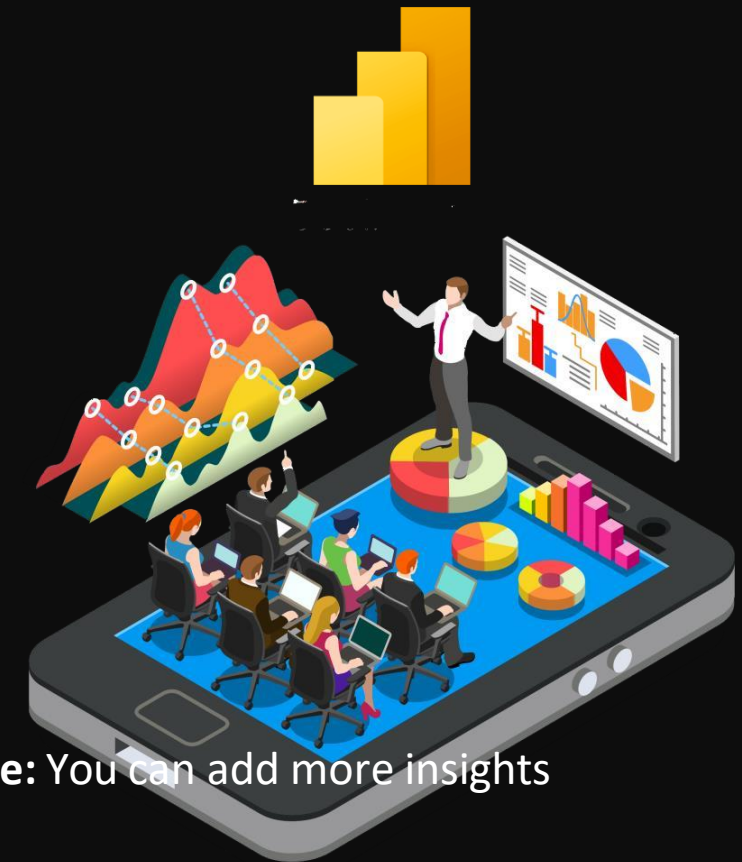
Project Insights- Week 53 (31st Dec)

WoW change:

- Revenue increased by 28.6%,

Overview YTD:

- Overall revenue is 58M

- 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 57.46%

- Overall Delinquent rate is 6.06%

Note: You can add more insights