


# CREADT CARD

## WEEKLY STATUS REPORT

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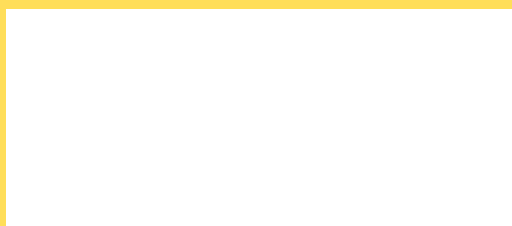
### Data Analysis

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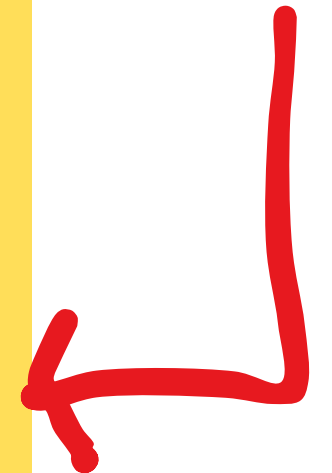
# Project Objective

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



# 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

```
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"
)
```

# Project Insights

Overview YTD:

- 1.Overall revenue is 55M
- 2.Total interest is 7.6M
- 3.Total transaction amount is 656K
- 4.Male customers are contributing more in revenue 31M, female 26M
- 5.Blue & Silver credit card are contributing to 93% of overall transactions
- 6.TX, NY & CA is contributing to 68%
- 7.Overall Activation rate is 57.5%
- 8.Overall Delinquent rate is 6.06%

THANK YOU

