

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 analyze credit card operations effectively.

Project Insights- Week 53 (31st Dec)

Overall Performance

- Revenue \$57M | Transactions 667K | Interest \$8M | Spend \$46M
- Strong income from both card usage and interest earnings.
- Card Categories
- Blue Card dominates (\$47M, 82% revenue).
- Silver & Gold moderate, Platinum least adopted.
- Trends & Spending
- Revenue grows steadily (Q1 \$14M → Q4 \$14.5M).
- Top spends: Bills (\$14M) & Entertainment (\$10M).
- Travel & Food lower (~\$6-8M), showing focus on necessities

Customer Insights

- Gender: Males (\$31M) > Females (\$26M).
- Jobs: Businessmen (\$18M) lead; Govt. employees steady; retirees lowest.
- Geography: TX, NY, CA, FL, NJ ≈ \$6-7M each
- Education : Graduates (\$23M) dominate; higher education low..
- Marital: Married (\$13M) > Singles (\$11M)
- Income : High-income group leads (\$36M+).

Project Insights- Week 53 (31st Dec)

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!