

Credit Card And Customer 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 effectively.



Import data to SQL database

1. Prepare csv file
2. Create tables in SQL
3. import csv file into SQL
4. Connect MySQL and Power BI



DAX Queries

```
AgeGroup = SWITCH(  
    TRUE(),  
    'public Creditdb_cust_detail'[customer_age] < 30, "20-30",  
    'public Creditdb_cust_detail'[customer_age] >= 30 && 'public Creditdb_cust_detail'[customer_age] < 40, "30-40",  
    'public Creditdb_cust_detail'[customer_age] >= 40 && 'public Creditdb_cust_detail'[customer_age] < 50, "40-50",  
    'public Creditdb_cust_detail'[customer_age] >= 50 && 'public Creditdb_cust_detail'[customer_age] < 60, "50-60",  
    public Creditdb_ust_detail'[customer_age] >= 60, "60+",  
    "unknown"  
)
```

DAX Queries

```
IncomeGroup = SWITCH(  
TRUE(),  
'public Creditdb_cust_detail'[income] < 35000, "Low",  
'public Creditdb_cust_detail'[income] >= 35000 && 'public Creditdb_cust_detail'[income]=70000,"High",  
"unknown"  
)
```

```
week_num2 = WEEKNUM('public Creditdb_cc_detail'[week_start_date])
```

```
Revenue = 'public Creditdb_cc_detail'[annual_fees] + 'public Creditdb_cc_detail'[total_trans_amt] +  
'public Creditdb_cc_detail'[interest_earned]
```

DAX Queries

```
Current_week_Revenue = CALCULATE(  
SUM('public cc_detail'[Revenue]),  
FILTER(  
ALL('public cc_detail'), 'public cc_detail'[week_num2] = MAX('public cc_detail'[week_num2])))
```

```
Previous_week_Revenue = CALCULATE(  
SUM('public cc_detail'[Revenue]),  
FILTER(  
ALL('public cc_detail'), 'public cc_detail'[week_num2] = MAX('publiccc_detail'[week_num2])-1))
```

Dashboard and Insights

Welcome to Credit Card & Customer Analysis



Credit Card Analysis Dashboard



- Total Revenue
- Interest Earned
- Transaction Amount
- Transaction Count
- Card Category Insights

EXPLORE INSIGHTS

Credit Card Customer Analysis Dashboard

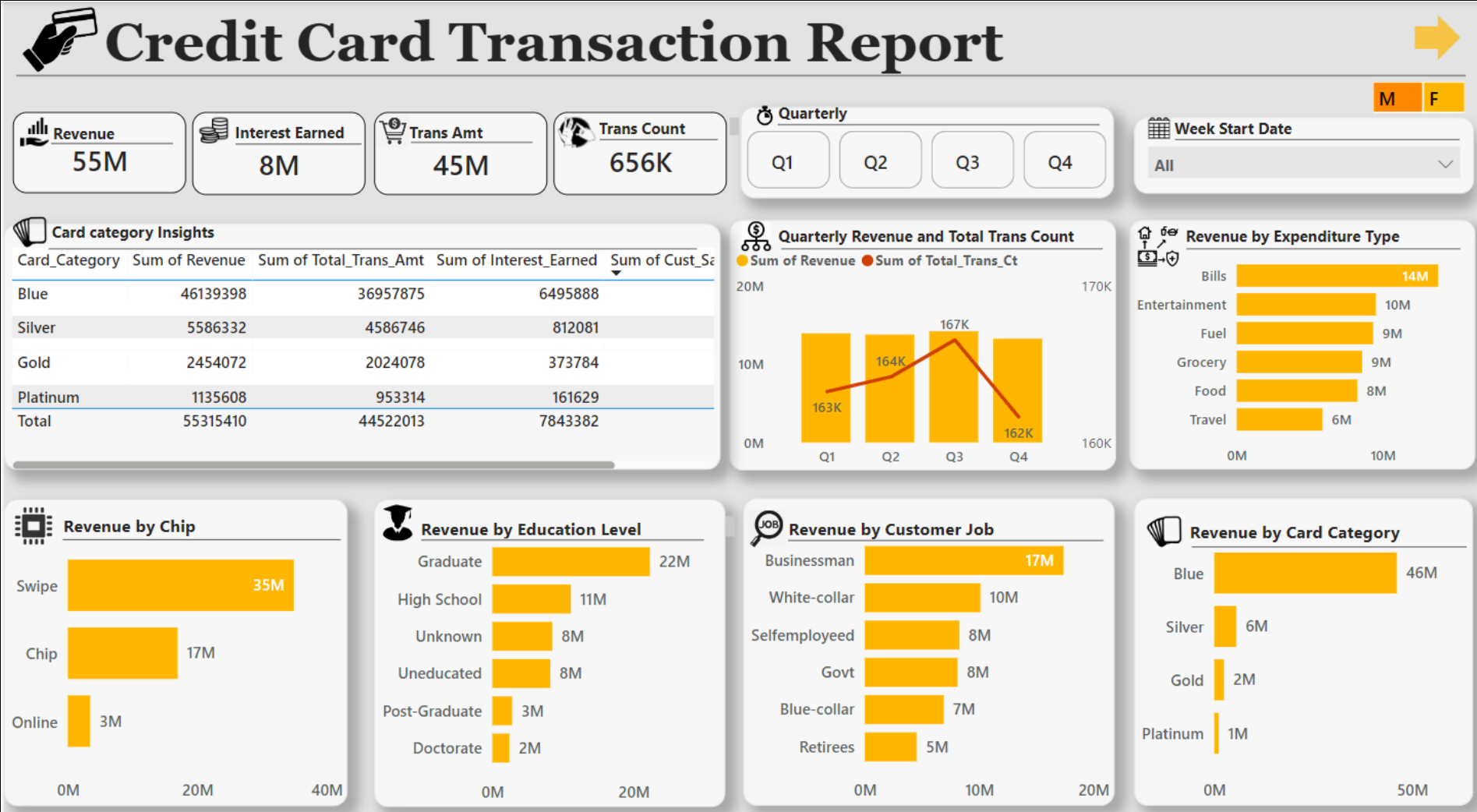


- Revenue By Marital Status
- Average Age Group
- Revenue By Job And Education
- Revenue By Week And Gender
- Revenue BY Top 5 States

EXPLORE INSIGHTS

Click on the explore insights to drill into the analytics

Dashboard and Insights



Dashboard and Insights



Project Insights- Week 52 (24st Dec)

WoW change:

- Revenue increased by 28.8%,
- Overall revenue is 55M
- Total interest is 8M
- Total transaction amount is 47M
- Male customers are contributing more in revenue 30M, female 25M
- Blue & Silver credit card are contributing to 92% of overall transactions
- TX, NY & CA is contributing to 67%
- Overall Activation rate is 56.5% And Overall Delinquent rate is 5.06%



THANK
YOU

