

CREDIT CARD

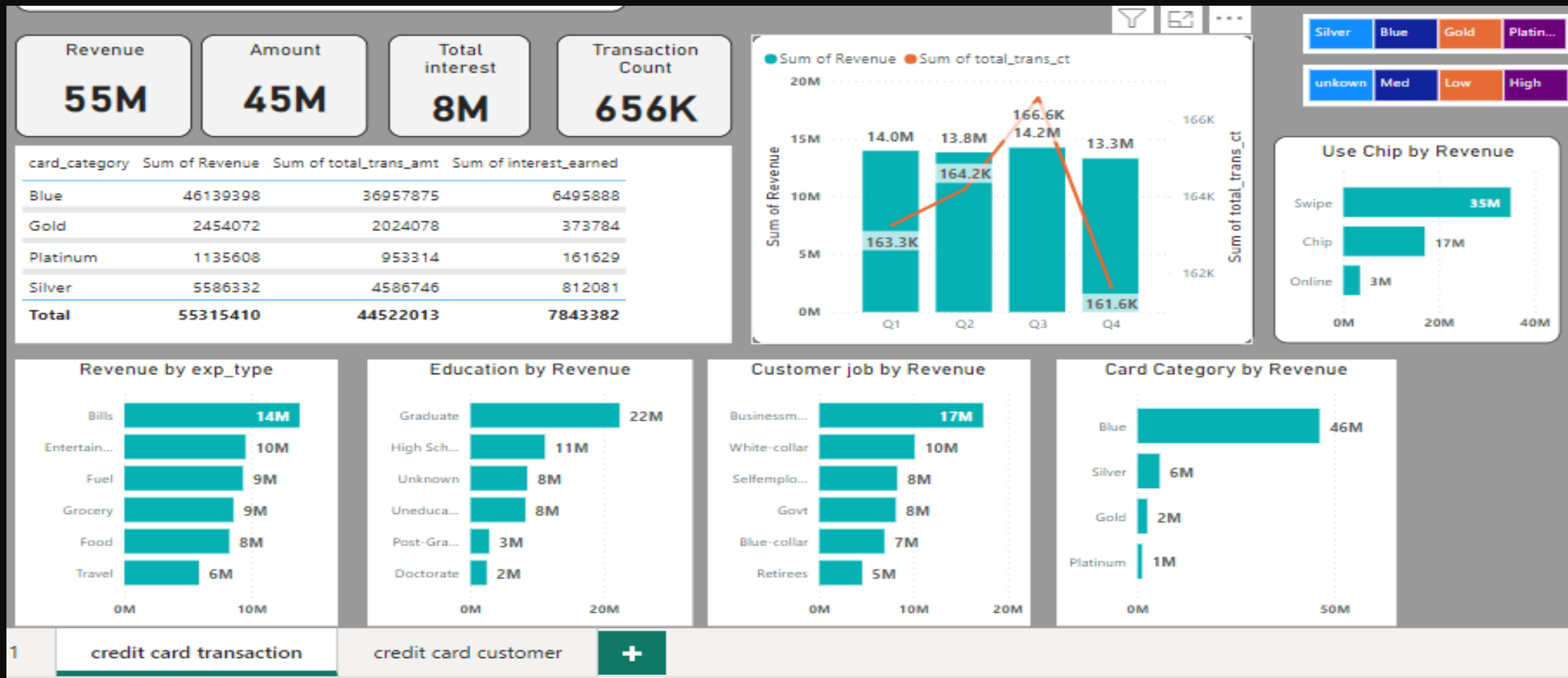
WEEKLY

STATUS REPORT

Content

1. Project objective
2. Data from SQL
3. Data processing & DAX
4. Dashboard & insights
5. Export & share project

Power Bi Projects



Revenue

55M

Total interest

8M

Income

576M

CS Score

3.19

Silver Blue Gold Platin...

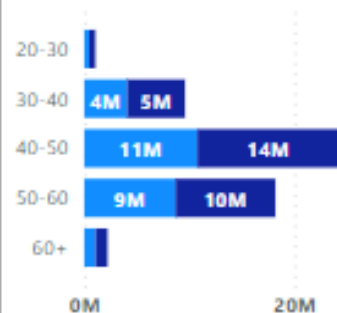
M
30M F
25M

unkown Med Low High

Revenue by Week

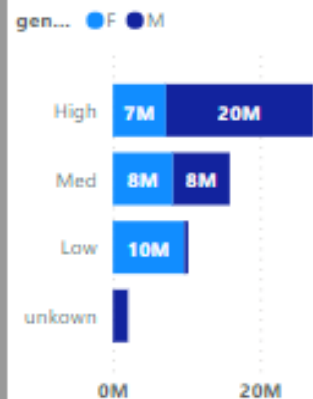


Revenue by AgeGroup

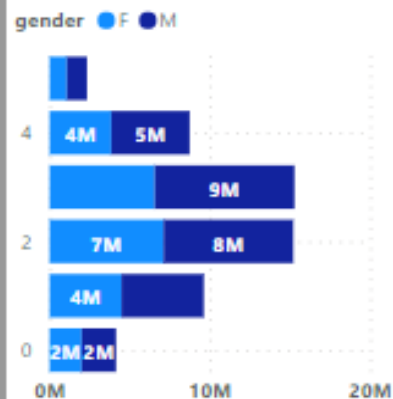


| customer.job | Sum of Revenue | Sum of income | Sum of interest_earned |
|--------------|----------------|---------------|------------------------|
| Blue-collar | 6904279 | 72262158 | 952801 |
| Businessman | 17387832 | 186959919 | 2539390 |
| Govt | 8111701 | 88773989 | 1160016 |
| Retirees | 4535184 | 48675030 | 630359 |
| Total | 55315410 | 575914439 | 7843382 |

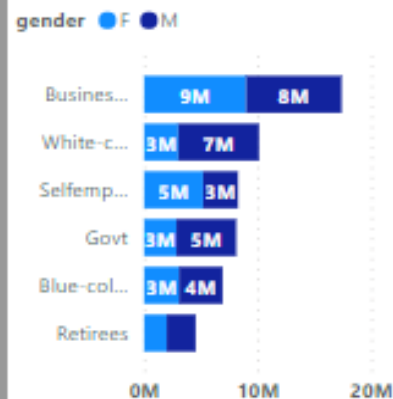
Income



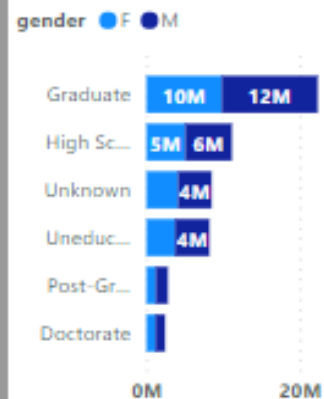
Dependent Count



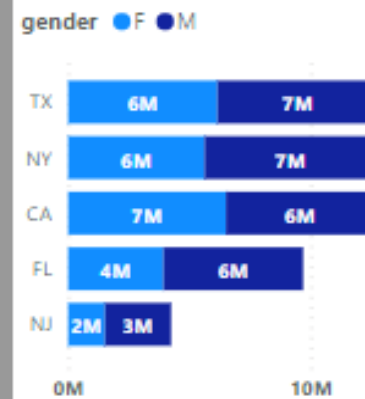
Customer Job



Education Level



Top 5 States



1

credit card transaction

credit card customer

+

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.

Download Data

GitHub:

https://github.com/Raoravi4/Credit_Card_Financial_Dashboard

Import data to SQL database

1. Prepare csv file
2. Create tables in SQL
3. import csv file into SQL

NOTE: Find all SQL queries & project data-

https://github.com/Raoravi4/Credit_Card_Financial_Dashboard

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"  
)
```



DAX Queries

```
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_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('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%

