Project Report: Credit Card Financial Dashboard

Objective:

The primary goal of this project is to design a comprehensive credit card dashboard that provides real-time insights into key performance metrics, enabling stakeholders to effectively monitor and analyze the performance of credit card operations. By importing transactional data from a CSV file into a MySQL database and leveraging Power BI, the dashboard visualizes critical insights to support decision-making.

This project includes two primary Power BI dashboards:

1. **Credit Card Transaction Report**: Visualizes transactional data, offering insights into total revenue, interest, quarterly revenue trends, and week-on-week growth.

2. **Credit Card Customer Report**: Displays customer demographics and behaviors, with a focus on gender, age distribution, and income analysis.

Insights:

The key insights from the analysis conducted from **Week 1 (1st Jan 2023)** to **Week 52 (24th Dec 2023)** are as follows:

1. **Overall Revenue**: The total revenue generated during the year is **55M**.

2. **Interest Revenue**: The total interest income from credit card operations amounts to **7.84M**.

3. **Total Transaction Amount**: The total transaction amount processed during the year is **45M**.

4. **Revenue by Gender**:

   o   Male customers contributed **30M** to the total revenue.

   o   Female customers contributed **25M** to the total revenue.

5. **Card Type Contribution**: Blue and Silver credit cards dominate the revenue stream, contributing **93%** of the total transactions.

6. **Geographic Contribution**: The states of **TX (Texas)**, **NY (New York)**, and **CA (California)** account for **68%** of the total revenue.

7. **Activation Rate**: The overall credit card activation rate stands at **57.5%**, indicating a moderate level of customer engagement.

8. **Delinquent Rate**: The delinquent rate for credit card accounts is **6.06%**, suggesting that a small portion of customers are facing difficulties in repaying their balances.

Recommendations:

Based on the insights from the dashboard, the following recommendations are made to enhance credit card operations:

1. **Focus on Gender-Specific Marketing**: With male customers contributing a larger share of revenue (30M vs. 25M for females), targeted marketing campaigns could be designed to increase female customer engagement and revenue.

2. **Expand the Usage of Blue and Silver Cards**: Given that Blue and Silver credit cards contribute 93% of overall transactions, further promotions or incentives for these cards could drive even more revenue. Introducing upgraded features or exclusive offers may help in boosting usage.

3. **Geographic Targeting for TX, NY, and CA**: These states contribute a significant portion (68%) of total revenue. Focused marketing campaigns in these states could further increase transactions. Additionally, exploring expansion strategies into other regions might help to diversify revenue streams.

4. **Improve Activation Rate**: With a moderate activation rate of 57.5%, efforts should be directed towards improving customer onboarding, such as offering incentives for new customers, simplifying the activation process, and educating potential customers about card benefits.

5. **Address Delinquent Accounts**: The delinquent rate of 6.06% is concerning. Strategies to reduce delinquencies could include more proactive customer communication, offering flexible repayment options, and using data analytics to predict and prevent delinquent behavior.

6. **Monitor Transaction Trends**: The dashboard should include continuous monitoring of transaction trends to better understand seasonality and customer behavior, allowing for timely interventions.

Conclusion:

The Credit Card Financial Dashboard provides a clear and detailed overview of the performance of the credit card operations over the course of the year. The insights gained from analyzing transactional data, customer demographics, and revenue trends will be instrumental in guiding decision-making and optimizing operations.

The recommendations highlight key areas for improvement, such as enhancing customer engagement, focusing on high-contribution card types, expanding marketing efforts in high-revenue states, and improving delinquency management. By addressing these areas, the business can strengthen its credit card offerings, improve customer satisfaction, and drive further growth in revenue.