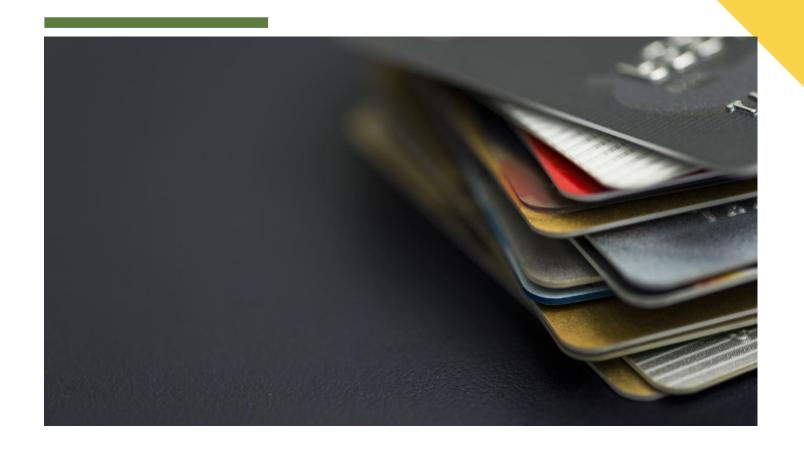# CREDIT CARD

WEEKLY STATUS REPORT

Project Objective

- Design a dynamic weekly dashboard focused on credit card operations.
- Deliver real-time insights into key performance metrics and emerging trends.
- Empower stakeholders to effectively monitor and analyze credit card activities.

Tools Use

- Excel

  (ETL Process)

- PowerBI

  (ETL Process ,Dashboard and Finding the Insight)

- MySQL Workbench

  (Collected Data and Making a data pipeline for automatic updated

  the dashboard)

Project Insights

Credit Card Transaction Report

Key Metrics

- **Revenue:** $55M   **Amount:** $45M   **Transaction Count:** 656K   **Interest Earned:** $8M

Revenue Insights

- **Quarterly Revenue:** Q3 and Q4 show significant contributions.
- **Revenue by Age Group:** Highest in 26-35 age group.

Demographics

- **Top States:** TX, NY, CA, FL, IL.
- **Marital Status & Gender:** Married females generate the most revenue.
- **Dependents & Education:** Higher revenue from males with 1-2 dependents.

Top Product Categories

- **Use of Chip:** Higher revenue from chip transactions.
- **Top Expense Types:** Entertainment, Fuel, Grocery, Food, Travel.

Project Insights

Credit Card Customer Report

Key Metrics

- **Revenue:** $55M   **Income:** $8M   **Customers:** 576K **CSAT:** 3.19

Revenue Insights

- **Weekly Revenue:** Fluctuations from April to October 2023.
- **Revenue by Age Group:** Highest in 25-34 age group.

Demographics

- **Top Card Categories:** Gold, Platinum, Silver.
- **Education Level:** College graduates generate the most revenue.
- **Customer Job:** Businessmen and salaried employees are top contributors.

Top Product Categories

- **Gasoline, Grocery, Dining, Travel, Entertainment.**

Thank you

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