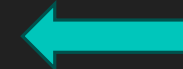# CREDIT CARD

WEEKLY STATUS REPORT

- **Project Objective**

○ 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. 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**

○ Prepare CSV file

○ Create tables in SQL

○ Import CSV file into SQ

Data Output   Messages   Notifications

COPY 10108

Query returned successfully in 82 msec.

• 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_Reveneue = CALCULATE(

SUM('public cc_detail'[Revenue]),

FILTER(

ALL('public cc_detail'),

'public cc_detail'[week_num2] = MAX('public cc_detail'[week_num2])))

Previous_week_Reveneue = 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 52 (24th Dec)

- **WoW change(Week on Week):**
- Revenue decreased by 12.8%

- **Overview YTD(Year to Date):**
- Overall revenue is 55M
- Total interest is 8M
- Total transaction amount is 45M
- Male customers are contributing more in revenue 30M, females 25M
- Blue & Silver credit cards are contributing to 93% of overall transactions
- TX, NY & CA is contributing to 68%
- Overall Activation rate is 57.5%
- Overall Delinquent rate is 6.07%

Overview of the Dashboards:

- Most of the revenue is generated by those customers who are businessmen (17 M)

- The expenditure type that generates most of the revenue is Bills(14M)

- Graduate generates most of the revenue using credit cards (22M)

- Blue & Silver credit cards are the cause of high revenue.

- Most of the consumers prefer swipe on their transactions.

- Married people and age group between 40 and 50 generate most of the revenue.

Thank you