Credit Card Analytics & Dashboard Project

Business Requirements Document

1. Project Objective
Build an end-to-end Credit Card Analytics system to provide insights into customer behavior, card usage, revenue, and profitability.

2. Business Goals
• Identify high performing credit cards
• Improve marketing strategy
• Increase revenue

3. Scope
Analyze transaction and customer data to support business decisions.

4. Key Business Questions
• Which card is most profitable?
• Which customer segment drives revenue?
• How does revenue change over time?

5. Functional Requirements
• Calculate revenue, interest, and transactions
• Filters for card, gender, and date
• Weekly and quarterly trends

6. Non■Functional Requirements
• Fast dashboard performance
• Data accuracy and weekly refresh

7. Deliverables
• Power BI Dashboards
• Data Model
• ETL Logic
• Documentation

8. Success Criteria
Management can clearly identify profitable customers and products.