CREDIT CARD
WEEKLY STATUS REPORT

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1. 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.

2 DATA FROM CSV FILES

- CSV files are a simple, widely-used format for storing and exchanging data. Each line represents a record with fields separated by commas, making them easy to create, read, and edit with text editors or spreadsheet software like Excel. Their compatibility with numerous applications and programming languages makes CSV files ideal for data analysis, research, and business operations, facilitating seamless data import and export across various systems.

3 DATA PROCESSING & DAX

- Data processing involves the collection, transformation, and organization of raw data into a meaningful format for analysis and decision-making. In business intelligence and analytics, efficient data processing is crucial for deriving insights from large datasets.

DAX QUERIES

```
AgeGroup = SWITCH(
    TRUE(),
    customer[Customer_Age]<30 , "20-30",
    customer[Customer_Age]>=30 && customer[Customer_Age]<40  , "30-40",
    customer[Customer_Age]>=40 && customer[Customer_Age]<50   , "40-50",
    customer[Customer_Age]>=50 && customer[Customer_Age]<60   , "50-60",
    customer[Customer_Age]>=60, "60+",
    “unknown“ )


  IncomeGroup = SWITCH(
      TRUE(),
      customer[Income] <35000,"Low",
      customer[Income] >=35000 && customer[Income] <70000,"Meduim",
      customer[Income] >=70000,"High",
      "unknown"
      )
```

DAX QUERIES

week_num2 = WEEKNUM(credit_card[Week_Start_Date])

Revenue = credit_card[Annual_Fees] + credit_card[Total_Trans_Amt] + credit_card[Interest_Earned]

```
Current_week_Reveneue = CALCULATE(
    SUM(credit_card[Revenue]),
    FILTER(
        ALL('credit_card'),
        credit_card[week_num2]=MAX(credit_card[week_num2])

))

Previous_week_Reveneue = CALCULATE(
    SUM(credit_card[Revenue]),
    FILTER(
        ALL('credit_card'),
        credit_card[week_num2]=MAX(credit_card[week_num2])-1

))
```

PROJECT INSIGHTS- WEEK 52 (24TH DEC)

WoW(week on week) change:

- Revenue decreased by 12.8%,

Overview YTD:

- Overall revenue is 55M
- Total interest is 7.84M
- 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 69%
- •Overall Activation rate is 57.4%
- •Overall Delinquent rate is 6.07%

GitHub Project Link

https://github.com/Rupesh9800/credit-card-financial-dashboard

LinkedIn profile

https://www.linkedin.com/in/rupesh-varma-017880281/