**CREDIT CARD REPORT QUERY DOCUMENT**

**KPI’s:**

**Total Revenue**

SELECT SUM(annual\_fees+total\_trans\_amt+interest\_earned) AS Revenue

FROM cc\_detail



**Total Interest:**

SELECT SUM(interest\_earned) AS Interest

FROM cc\_detail



**Total Income:**

SELECT SUM(income) AS Income

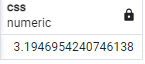
FROM cust\_detail



**CSS:**

SELECT AVG(cust\_satisfaction\_score) AS CSS

FROM cust\_detail



**Amount**

SELECT SUM(total\_trans\_amt) AS Amount

FROM cc\_detail



**Count**

SELECT SUM(total\_trans\_ct) AS Total\_Count

FROM cc\_detail



**TOP 5 STATES (GENDER**)

WITH RevenueByState AS (

    SELECT

        cd.state\_cd,

        SUM(cc.annual\_fees + cc.total\_trans\_amt + cc.interest\_earned) AS total\_revenue

    FROM

        cust\_detail cd

    JOIN

        cc\_detail cc ON cd.client\_num = cc.client\_num

    GROUP BY

        cd.state\_cd

),

TopStates AS (

    SELECT

        state\_cd

    FROM

        RevenueByState

    ORDER BY

        total\_revenue DESC

    LIMIT 5

)

SELECT

    cd.state\_cd,

    cd.gender,

    SUM(cc.annual\_fees + cc.total\_trans\_amt + cc.interest\_earned) AS revenue

FROM

    cust\_detail cd

JOIN

    cc\_detail cc ON cd.client\_num = cc.client\_num

JOIN

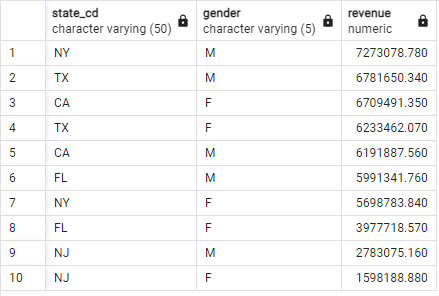
    TopStates ts ON cd.state\_cd = ts.state\_cd

GROUP BY

    cd.state\_cd, cd.gender

ORDER BY

    SUM(cc.annual\_fees + cc.total\_trans\_amt + cc.interest\_earned) DESC;



**TOP 5 STATES**

WITH RevenueByState AS (

    SELECT

        cd.state\_cd,

        SUM(cc.annual\_fees + cc.total\_trans\_amt + cc.interest\_earned) AS total\_revenue

    FROM

        cust\_detail cd

    JOIN

        cc\_detail cc ON cd.client\_num = cc.client\_num

    GROUP BY

        cd.state\_cd

),

TopStates AS (

    SELECT

        state\_cd,

        total\_revenue

    FROM

        RevenueByState

    ORDER BY

        total\_revenue DESC

    LIMIT 5

)

SELECT

    ts.state\_cd,

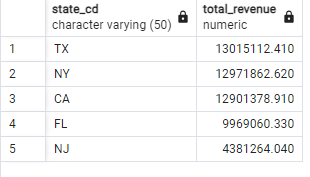
    ts.total\_revenue

FROM

    TopStates ts

ORDER BY

    ts.total\_revenue DESC;



**REVENUE BY WEEK**

SELECT

    DATE\_TRUNC('week', cc.week\_start\_date) AS week\_start\_date,

    SUM(cc.annual\_fees + cc.total\_trans\_amt + cc.interest\_earned) AS total\_revenue

FROM

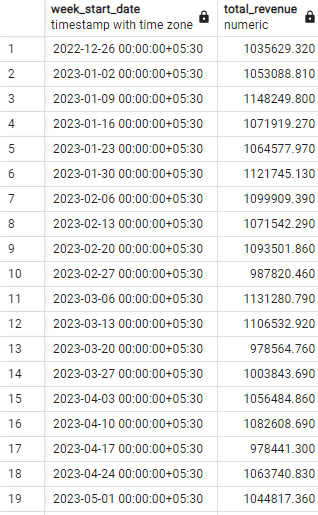
    cc\_detail cc

GROUP BY

    DATE\_TRUNC('week', cc.week\_start\_date)

ORDER BY

   week\_start\_date;



**Revenue by Chip Used**

SELECT

    cc.chip\_used,

    SUM(cc.annual\_fees + cc.total\_transaction\_amount + cc.interest\_earned) AS total\_revenue

FROM

    ccdtail cc

GROUP BY

    cc.chip\_used

ORDER BY

    total\_revenue DESC;

**Revenue by Card Category**

SELECT

    cc.card\_category,

    SUM(cc.annual\_fees + cc.total\_trans\_amt + cc.interest\_earned) AS total\_revenue

FROM

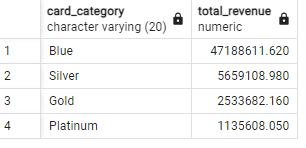
    cc\_detail cc

GROUP BY

    cc.card\_category

ORDER BY

    total\_revenue DESC;



**Revenue by Expenditure Type**

SELECT

    cc.exp\_type,

    SUM(cc.annual\_fees + cc.total\_trans\_amt + cc.interest\_earned) AS total\_revenue

FROM

    cc\_detail cc

GROUP BY

    cc.exp\_type

ORDER BY

    total\_revenue DESC;

