CREDIT CARD

WEEKLY STATUS REPORT

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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.

Import data to SQL database

1.   Prepare csv file
2.   Create tables in SQL
3.   import csv file into SQL

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-

WoW change:

- Revenue increased by 28.8%.
- Total transactions amount & count increased by 35% & 12.8%.

Overview YTD:

- Overall revenue is 55M
- Total interest is 7.8M
- Total transaction amount is 44.5M
- Male customers are contributing more in revenue 30M, female 25M
- Blue & Silver credit card 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%