

# Credit Card Weekly Status Report



# Content

Data Features

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# Data Features

✓	Tables (2)
✓	cc_detail
✓	Columns (18)
	client_num
	card_category
	annual_fees
	activation_30_days
	customer_acq_cost
	week_start_date
	week_num
	qtr
	current_year
	credit_limit
	total_revolving_bal
	total_trans_amt
	total_trans_ct
	avg_utilization_ratio
	use_chip
	exp_type
	interest_earned
	delinquent_acc

✓	cust_detail
✓	Columns (15)
	client_num
	customer_age
	gender
	dependent_count
	education_level
	marital_status
	state_cd
	zipcode
	car_owner
	house_owner
	personal_loan
	contact
	customer_job
	income
	cust_satisfaction_score

# 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(),

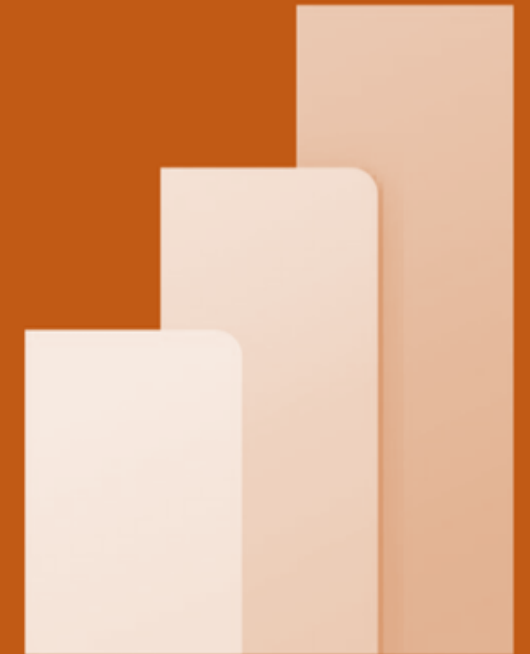
'public cust\_detail'[income] < 35000, "Low",

'public cust\_detail'[income] >= 35000 && 'public cust\_detail'[income] < 70000, "Med",

'public cust\_detail'[income] >= 70000, "High",

"unknown"

)



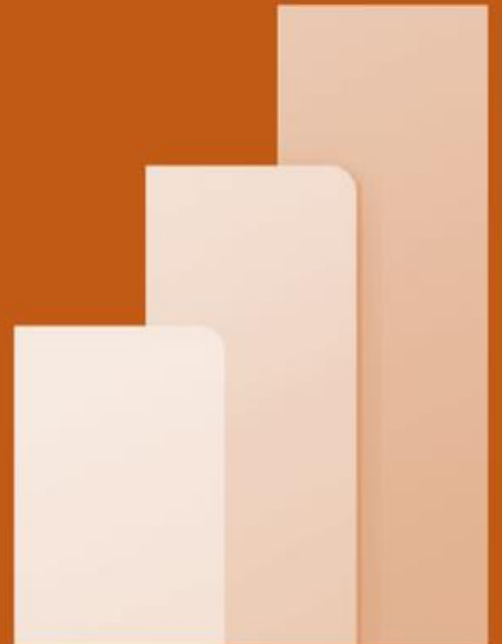
# DAX Queries

```
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))
```



# Report

## Week On Week Change

- Revenue increased by 28%
- Total Transaction count increased by 3%
- Income from interest was 139k

## YTD Overview:

- Overall Revenue is 57M
- Income from interest is 8M
- Income from Transaction is 46M
- Over all Activation rate is 57%
- Delinquency is 6%
- Blue card users contribute ~83% to revenue
- Swipe is a major source of revenue(36 M)