**Credit card financial dashboard using Power BI:**

* **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
* Prepare csv file
* Create tables in SQL
* 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"

)

* **Project Insights**

Overall revenue is 57M

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Total interest is 8M

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Total transaction amount is 46M

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Male customers are contributing more in revenue 31M, female 26M

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Blue & Silver credit card are contributing to 93% of overall transactions

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TX, NY & CA is contributing to 68%

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Overall Activation rate is 57.5%

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Overall Delinquent rate is 6.06%