

# 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, "High",
"unknown" )

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_Revenue = CALCULATE( SUM('public cc_detail'[Revenue]), FILTER( ALL('public
cc_detail'), 'public cc_detail'[week_num2] = MAX('public cc_detail'[week_num2])))

Previous_week_Revenue = 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- Week 53 (31st Dec)
```

## WEEKLY INSIGHTS

WoW change:

- Revenue increased by 28.8%,
- Customer count increased by xx% Overview YTD:
- Overall revenue is 57M
- Total interest is 8M
- Total transaction amount is 46M
- Male customers are contributing more in revenue 31M, female 26M
- 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 6.06%