

SQL Analysis Report: Credit Card Transactions

An analytical study using SQL Server on transactional data

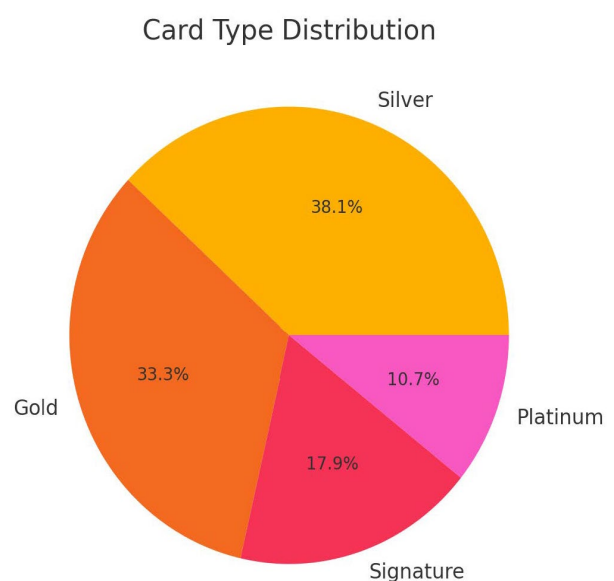
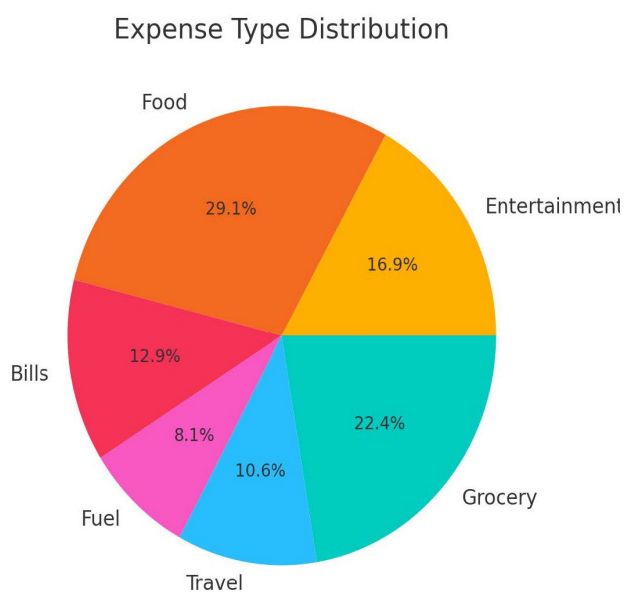
Project Overview:

This project involves performing SQL-based analysis on a dataset of credit card transactions. Insights were extracted using complex SQL queries covering card types, expense types, and temporal patterns.

Dataset Summary:

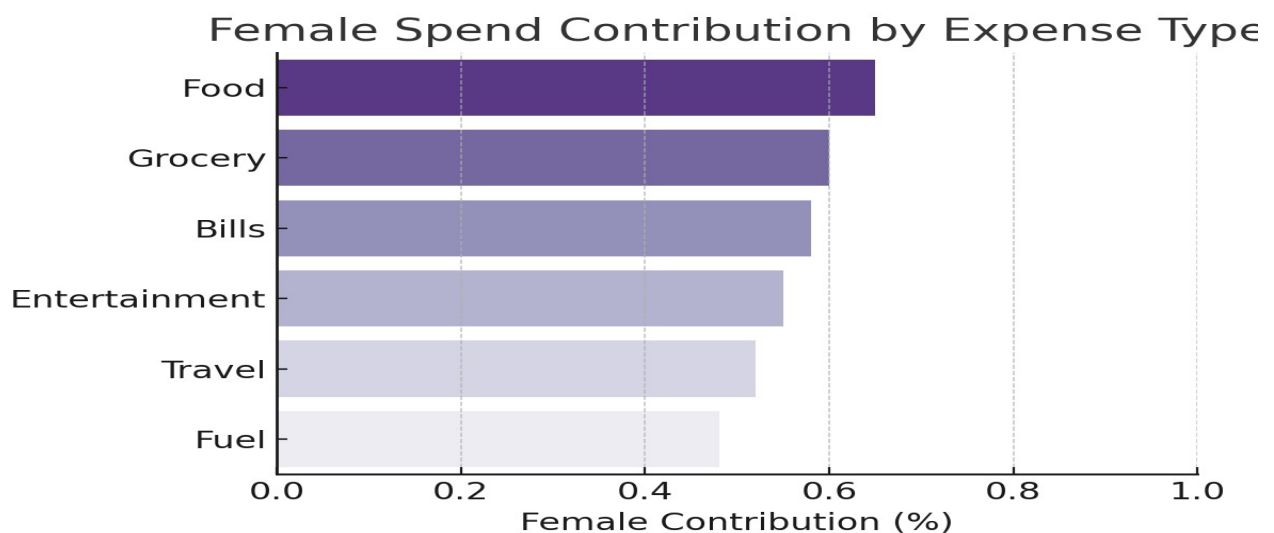
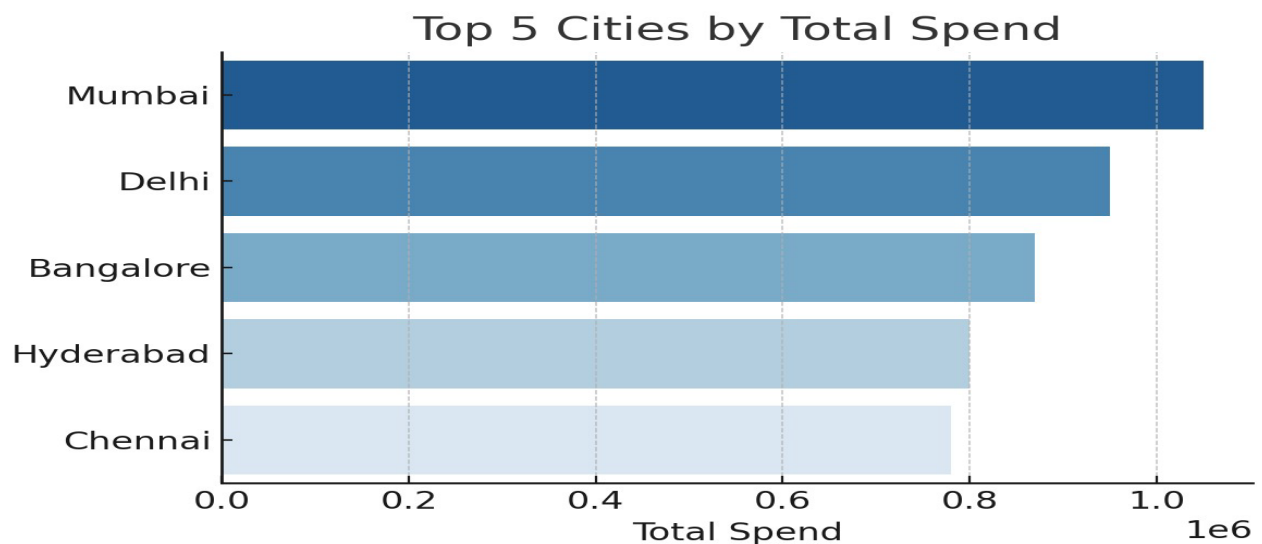
- Duration: October 2013 to May 2015
- Cities: 986
- Card Types: Silver, Gold, Signature, Platinum
- Expense Types: Entertainment, Food, Bills, Fuel, Travel, Grocery

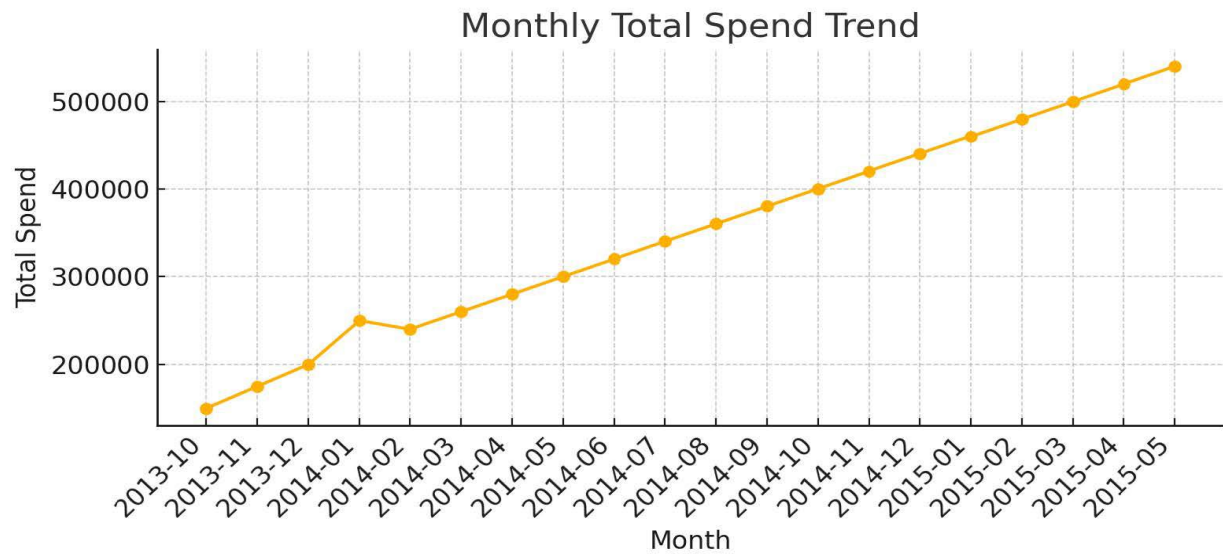
Visual Insights:



Key Analysis:

1. Top spending cities and their contribution
2. Monthly spend pattern for each card type
3. Transaction milestone (1M spend) per card
4. Gold card's lowest city spend ratio
5. Expense patterns per city
6. Female contribution by expense type
7. Highest MoM growth in Jan-2014
8. Weekend spend-to-transaction ratio
9. Fastest 500 transactions by city





Tools & Techniques Used:

SQL Server Management Studio, CTEs, Window Functions, Aggregates, Date Functions, Conditional Filters

Conclusion:

This analysis demonstrates the ability to derive insights from transactional data using SQL. The findings can be useful for marketing strategy, financial optimization, and business decision-making.