

# Credit Card Financial Dashboard

Insights and Trends for Weekly Analysis



# Project Highlights

This report presents key insights on weekly revenue growth, transaction counts, and interest earned to optimize credit card strategies and enhance financial decision-making.

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## Revenue Growth

This week, we attained a 10% increase in revenue compared to the previous week, showcasing effective strategies in targeting high-value customers.

## Transaction Count

A total of 5,000 transactions were recorded this week, reflecting increased customer engagement and spending behaviors across various demographics.

## Interest Earned

Interest earned has climbed by 15%, indicating improved customer utilization of credit facilities and effective management of interest rates.

# Key Metrics Overview

1.9  
Billion

Weekly Revenue Growth

53 M

Transaction Count

10 M

Interest Earned

# Tools & Technologies

- SQL for data storage, manipulation, and query building
- Power BI for interactive dashboards and visual storytelling
- DAX (Data Analysis Expressions) for complex calculated columns and KPIs
- GitHub for version control and project sharing

# Project Objective

This project focuses on analyzing spending behavior and improving customer segmentation through data-driven insights and visualizations.

## Basic Plan

Essential insights into  
spending habits.

## Standard Plan

Comprehensive analysis  
with detailed  
segmentation reports.

## Premium Plan

Advanced analytics and  
customized dashboard  
visualizations.



# Trends Overview

This timeline showcases key year-over-year trends in credit card usage, highlighting significant insights that can guide future financial strategies.

2021

Increased transaction  
volume

2022

Growth in revenue  
generation

2023

Enhanced customer  
segmentation

# Top-Performing Insights

This timeline highlights key milestones in analyzing credit card data trends across states and card types, driving strategic business decisions and optimizations.

2022

Initial data  
collection

2023

Data modeling  
implementation

2023

Visualization  
development  
completed

2023

Insights shared  
with  
stakeholders