

# CREDIT CARD

WEEKLY

STATUS REPORT



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# 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.

# Download Data

◆ GitHub :



[https://github.com/sainathreddy922/Credit  
Card Dashboard](https://github.com/sainathreddy922/CreditCardDashboard)

# DAX Queries

```
Age group = SWITCH(  
    TRUE(),  
    customer[Customer_Age]<30, "20-30",  
    customer[Customer_Age]>=30 && customer[Customer_Age]<40 , "30-40",  
    customer[Customer_Age]>=40 && customer[Customer_Age]<50 , "40-50",  
    customer[Customer_Age]>=50 && customer[Customer_Age]<60 , "50-60",  
    customer[Customer_Age]>60, "60+",  
    "unknown")
```

```
Income group = SWITCH(  
    TRUE(),  
    customer[Income]<35000, "Low",  
    customer[Income]>=35000 && customer[Income]<70000, "Medium",  
    customer[Income]>70000, "High",  
    "unknown")
```

# DAX Queries

- ◇ `week_num2 = WEEKNUM(credit_card[Week_Start_Date])`
- ◇ `Revenue = credit_card[Annual_Fees] + credit_card[Total_Trans_Amt] + credit_card[Interest_Earned]`
- ◇ `Current_week_Revenue = CALCULATE(  
 SUM(credit_card[Revenue]),  
 FILTER  
 (ALL  
 ('credit_card'), 'credit_card'[week_num2] = MAX('credit_card'[week_num2])))`
- ◇ `Previous_week_Revenue = CALCULATE(  
 SUM(credit_card[Revenue]),  
 FILTER  
 (ALL  
 ('credit_card'), 'credit_card'[week_num2] = MAX('credit_card'[week_num2])-1))`



# Project Insights- Week 52

## ◆ WoW change:

- ◆ Revenue decreased by 12.83%,
- ◆ Total Transaction Amt & Count increased by 1.68% & 1.71 %
- ◆ Customer count decreased by 1.62%

## ◆ Overview YTD:

- ◆ Overall revenue is 55M
- ◆ Total interest is 7.8M
- ◆ Total transaction amount is 45M
- ◆ Male customers are contributing more in revenue 30M, female 25M
- ◆ 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%

# Credit card financial dashboard using Power BI

- Developed an interactive dashboard using transaction and customer data from a SQL database, to provide real-time insights.
- Streamlined data processing & analysis to monitor key performance metrics and trends.
- Shared actionable insights with stakeholders based on dashboard findings to support decision-making processes.