

CREDIT CARD

WEEKLY

STATUS REPORT

1

# 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.



2



# Download Datasets

GitHub:

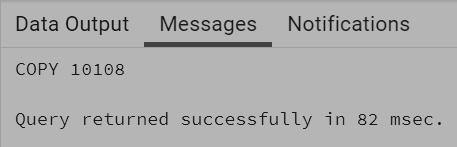
https://github.com/Sonali112024/Credit\_Card\_Financial\_Analysis

GitHub-Logo-ee398b662d42-removebg-preview.png

3

Import data to SQL database

1. Prepare csv file
2. Create tables in SQL 
3. import csv file into SQL

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**NOTE:** Find all SQL queries & project data- *https://github.com/Sonali112024/Credit\_Card\_Financial\_Analysis*

4

# 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“

)

5

# DAX Queries

**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\_Reveneue** = CALCULATE( SUM('public cc\_detail'[Revenue]), FILTER(

ALL('public cc\_detail'),

'public cc\_detail'[week\_num2] = MAX('public cc\_detail'[week\_num2])))

**Previous\_week\_Reveneue** = CALCULATE( SUM('public cc\_detail'[Revenue]), FILTER(

ALL('public cc\_detail'),

'public cc\_detail'[week\_num2] = MAX('public cc\_detail'[week\_num2])-1))

6

Project Insights- Week 53 (31st Dec)

## WoW change:

* Revenue increased by 28.8%
* Total Transaction Amt & Count increased by 25.95% & 3.28%
* Customer count increased by 11.35%

## Overview YTD:

* + Overall revenue is 56.5M
  + 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%

7