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PROJECT OBJECTIVE





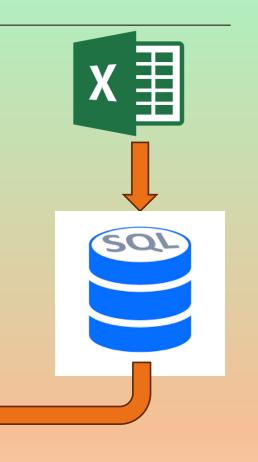


To develop a comprehensive credit card weekly dashboard that provides real-time insights into key performance metrics and trends, enabling stakeholders to monitor and analyze credit card operations effectively.

Import data to SQL Database

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









```
AgeGroup = SWITCH(
TRUE(),
'ccdb cust_detail'[Customer_Age]<30,"20-30",</pre>
'ccdb cust_detail'[Customer_Age]>=30 && 'ccdb cust_detail'[Customer_Age]<40, "30-40",</pre>
'ccdb cust_detail'[Customer_Age]>=40 && 'ccdb cust_detail'[Customer_Age]<50, "40-50",</pre>
'ccdb cust_detail'[Customer_Age]>=50 && 'ccdb cust_detail'[Customer_Age]<60, "50-60",
'ccdb cust_detail'[Customer_Age]>=60, "60+",
"unknown"
```





```
IncomeGroup = SWITCH(
    TRUE(),
    'ccdb cust_detail'[Income]<35000,"Low",</pre>
    'ccdb cust_detail'[Income]>=35000 && 'ccdb cust_detail'[Income]<70000,</pre>
"Med",
    'ccdb cust_detail'[Income]>70000,"High",
    "unknown"
```





```
Week_Num2 = WEEKNUM('ccdb cc_detail'[Week_Start_Date])
```





```
current_Week_Revenue = CALCULATE(
    SUM('ccdb cc_detail'[Revenue]),
    FILTER(
        ALL('ccdb cc_detail'),
        'ccdb cc_detail'[Week_Num2]=MAX('ccdb cc_detail'[Week_Num2])
))
```





```
previous_Week_Revenue = CALCULATE(
    SUM('ccdb cc_detail'[Revenue]),
    FILTER(
        ALL('ccdb cc_detail'),
        'ccdb cc_detail'[Week_Num2]=MAX('ccdb cc_detail'[Week_Num2])-1)
)
```





WoW change:

- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by 33.51% & 9.09%
- Customer count increased by a remarkable 5,479.25% YTD, growing from 106 at the beginning of the year to 5,914, showcasing exceptional expansion and engagement.
- Overall revenue is 57M
- Total interest is 8M
- Total transaction amount is 46M.

Project Insights- Week 53



- 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%