

CREDIT CARD

WEEKLY
STATUS REPORT

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.

DAX Queries

```
AgeGroup = 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"
)

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

DAX Queries

week2 = WEEKNUM(credit_card[Week_Start_Date].[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[week2] =
MAX(credit_card[week2])))

Previous_week_Revenue =

CALCULATE(
SUM('credit_card'[Revenue]),
FILTER(
ALL(credit_card),
credit_card[week2] =
MAX(credit_card[week2])-1))

Project Insights- Week 53 (31st Dec)

WoW change:

- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by 2.22% & 61.11%
- Customer count increased by 1.80%

Overview YTD:

- Overall revenue is 57M
- 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%