CREDIT CARD WEEKLY STATUS REPORT

Project Objective :

The objective of this project is to develop an interactive, real-time weekly dashboard for monitoring and analyzing credit card transaction data, providing stakeholders with key insights into customer behavior, financial performance to monitoring credit card operations effectively.

Project Insights- Week 53 (31st Dec) :

Week on Week Change :

- Revenue increased by 28.8%

Overview :

- Overall Revenue : 57M
- Total interest earned : 7.98M
- Total Transaction Amt. : 46M
- Male Customers are Contrbuting More in revenue (31M).
- Blue and Silver Cards (Blue>Silver) are contributing effectively higher.
- TX,NY,CA,FL,NJ are top 5 states that are contributing more in revenue.

DAX Used :

- Revenue = 'cc_db credit_card'[Annual_Fees] + 'cc_db credit_card'[Total_Trans_Amt] + 'cc_db credit_card'[Interest_Earned]

- week_num2 = WEEKNUM('cc_db credit_card'[Week_Start_Date])

- Current_week_Reveneue = CALCULATE(
  SUM('cc_db credit_card'[Revenue]),
  FILTER(
  ALL('cc_db credit_card'),
  'cc_db credit_card'[week_num2] = MAX('cc_db credit_card'[week_num2])))

- Previous_week_Reveneue = CALCULATE(
  SUM('cc_db credit_card'[Revenue]),
  FILTER(
  ALL('cc_db credit_card'),
  'cc_db credit_card'[week_num2] = MAX('cc_db credit_card'[week_num2])-1))

- Total Customers = DISTINCTCOUNT('cc_db credit_card'[Client_Num])