

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

Credit Card Transaction Report

Total Revenue
56.5M

Total Interest
8.0M

Transaction Amount
46M

Transaction Count
667K

Card_Category	Sum of Revenue	Sum of Interest_Earned	Sum of Annual_Fees
Blue	4,71,88,611.62	6614172.6	2733690
Gold	25,33,682.16	384755.2	57565
Platinum	11,35,608.05	161629.1	20665
Silver	56,59,108.98	821923.0	189590
Total	5,65,17,010.81	7982479.8	3001510

Q4

Q3

Q2

Q1

Week Start Date
All

F

M

High

Low

Med

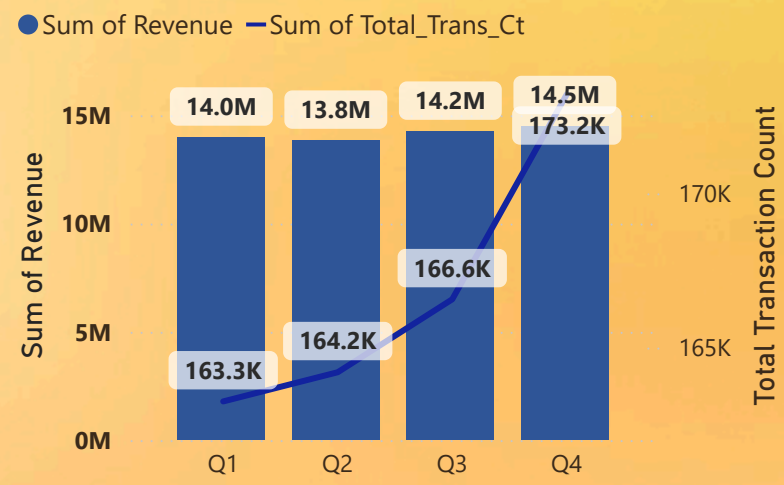
Blue

Gold

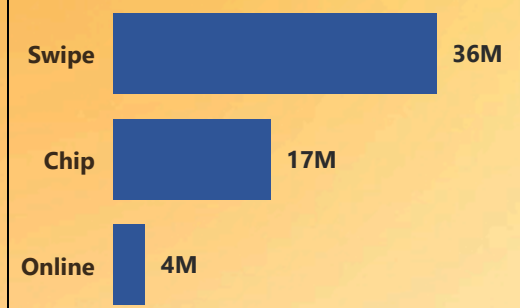
Platin...

Silver

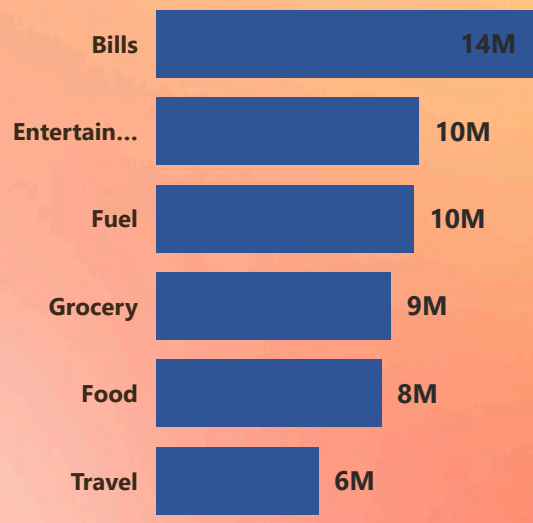
QTR Revenue and Total Trans Count



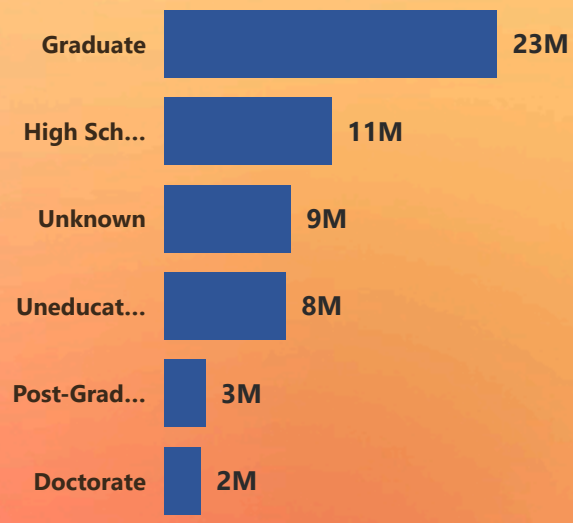
Revenue by Use Chip



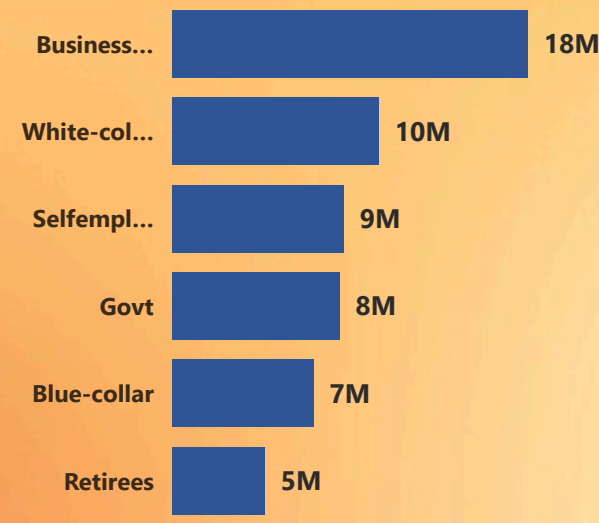
Revenue by Expenditure type



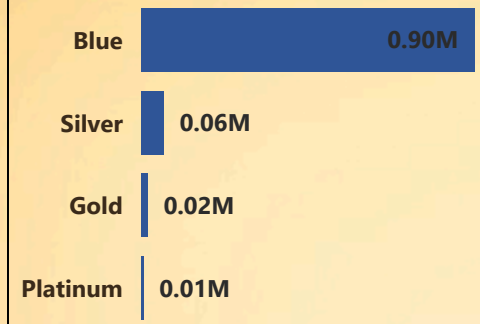
Revenue by Education



Revenue by Customer Job



Customer Acq Cost



Credit Card Customer Report

Total Revenue

56.5M

Total Interest

8.0M

Total Income

588M

CSS

3.19

Q4

Q3

Q2

Q1

Week Start Date

All

High

Low

Med

Blue

Gold

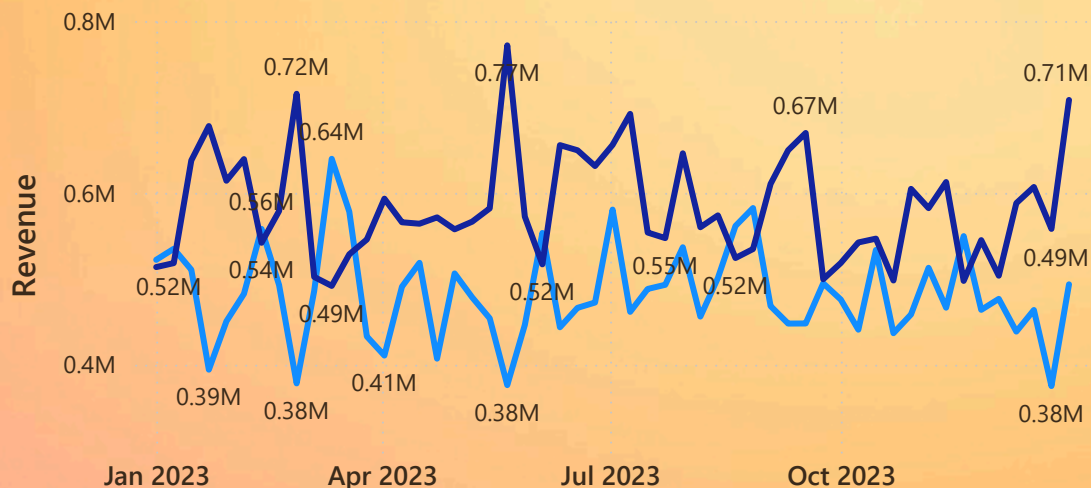
Platin...

Silver

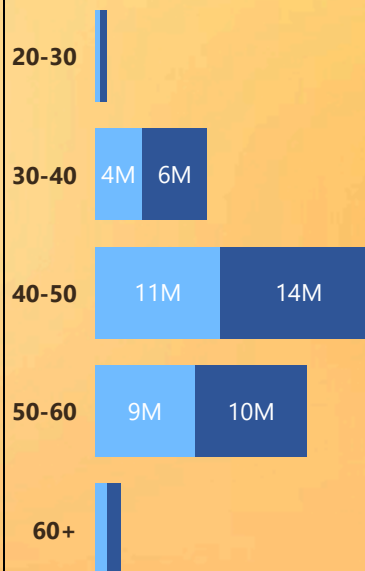
F

M

Revenue vs Gender

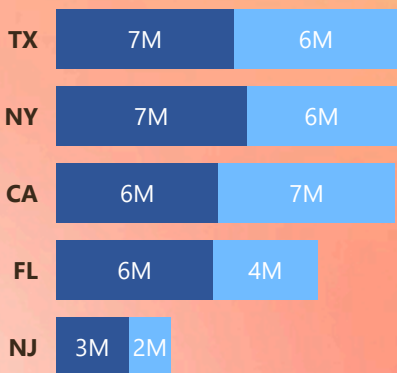


Age Group

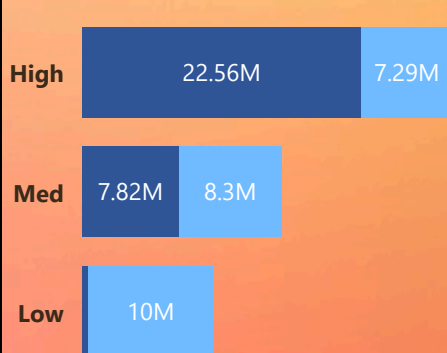


Customer Job	Revenue	transaction Amount	Income
Blue-collar	70,40,606.42	5602930	73516911
Businessman	1,76,97,472.01	14538883	190350431
Govt	83,35,533.84	6701573	90834727
Retirees	46,17,448.22	3689646	49619308
Selfemployed	85,42,826.40	6640301	77659931
White-collar	1,02,83,123.92	8359688	105618475
Total	5,65,17,010.81	45533021	587599783

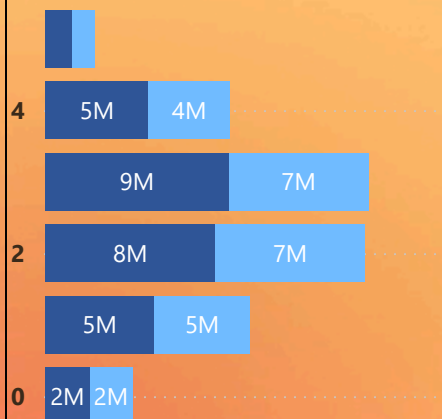
Top 5 States



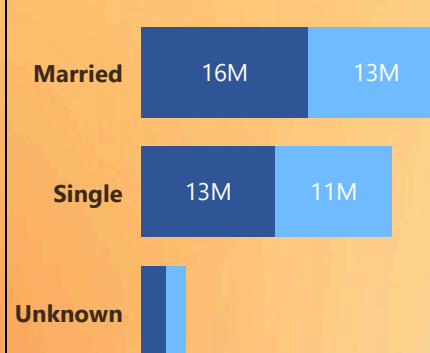
Salary Group



Dependent Count



Marital Status



Education Level

