

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

Q4

Q3

Q2

Q1

Week Start Date

All

Total Revenue

56.5M

Total Interest

8.0M

Transaction Amount

46M

Transaction Count

667K

Card_Catagory

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

QTR Revenue and Total Trans Count

● Sum of Revenue — Sum of Total_Trans_Ct



Revenue by Expenditure type

Bills **14M**

Entertain... **10M**

Fuel **10M**

Grocery **9M**

Food **8M**

Travel **6M**

Revenue by Education

Graduate **23M**

High Sch... **11M**

Unknown **9M**

Uneducat... **8M**

Post-Grad... **3M**

Doctorate **2M**

Revenue by Customer Job

Business... **18M**

White-col... **10M**

Selfempl... **9M**

Govt **8M**

Blue-collar **7M**

Retirees **5M**

Revenue by Use Chip

Swipe **36M**

Chip **17M**

Online **4M**

Customer Acq Cost

Blue **0.90M**

Silver **0.06M**

Gold **0.02M**

Platinum **0.01M**

Credit Card Customer Report

Q4

Q3

Q2

Q1

Week Start Date

All

Total Revenue

56.5M

Total Interest

8.0M

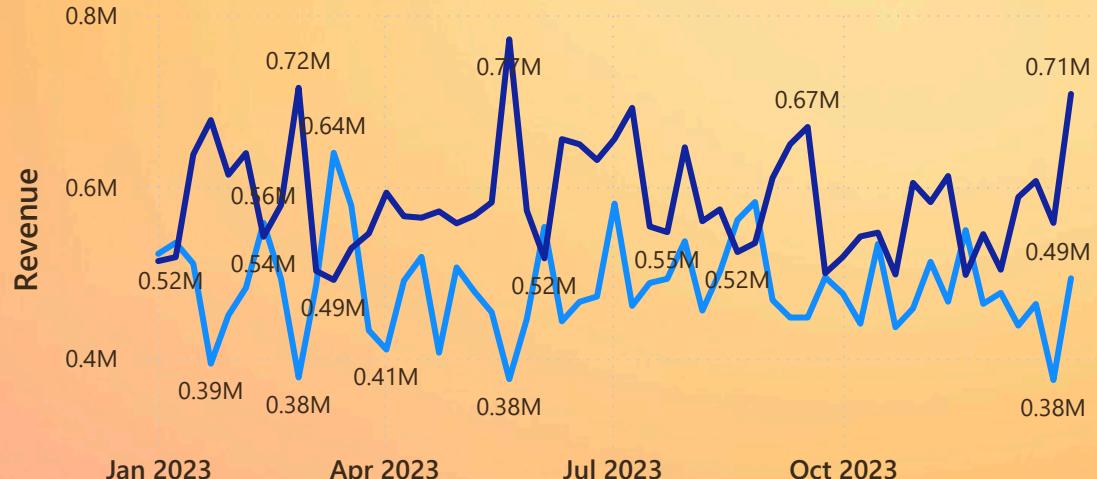
Total Income

588M

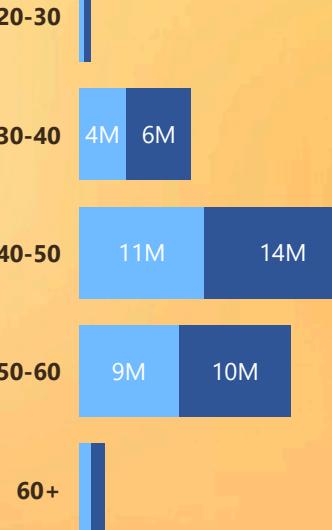
CSS

3.19

Revenue vs Gender



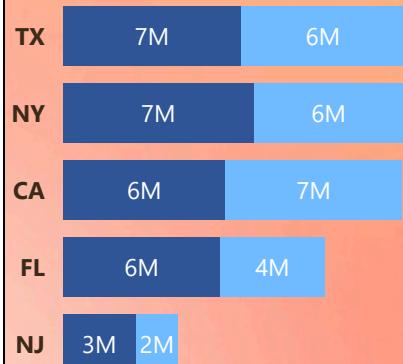
Age Group



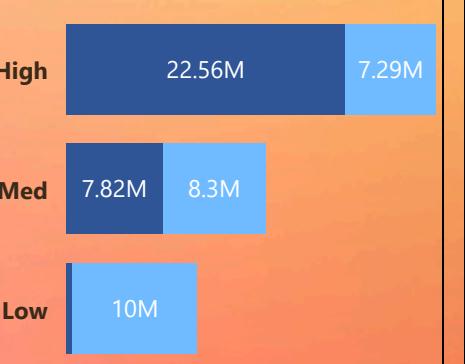
Customer Job

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

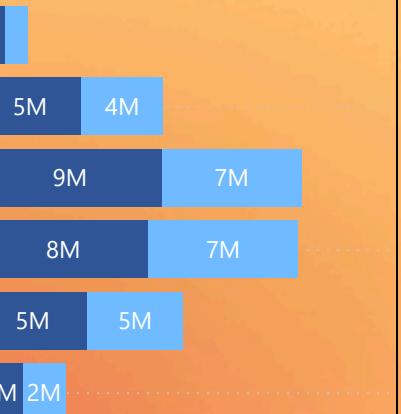
Top 5 States



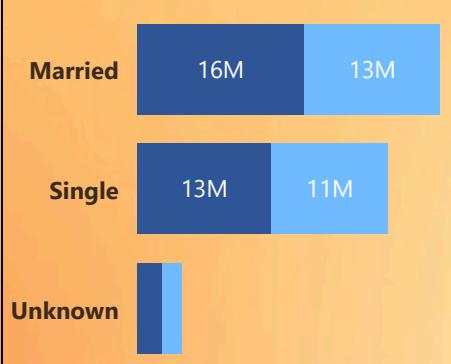
Salary Group



Dependent Count



Marital Status



Education Level

