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.



Import data to SQL database

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





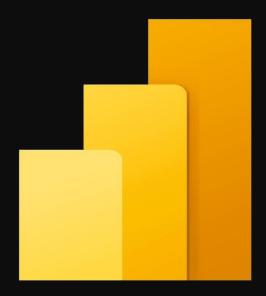
DAX Queries

```
AgeGroup = SWITCH(
 TRUE(),
  cust_detail[customer_age] < 30, "20-30",
  cust detail[customer age] >= 30 && cust detail[customer age] < 40, "30-40",
  cust_detail[customer_age] >= 40 && cust_detail[customer_age] < 50, "40-50",
  cust detail[customer age] >= 50 && cust detail[customer age] < 60, "50-60",
  cust detail[customer age] >= 60, "60+",
  "unknown"
IncomeGroup = SWITCH(
  TRUE(),
  cust detail[income] < 35000, "Low",
  cust_detail[income] >= 35000 && cust_detail[income] <70000, "Med",
  cust detail[income] >= 70000, "High",
  "unknown"
```



DAX Queries

```
week_num2 = WEEKNUM(cc_detail[week_start_date])
Revenue = cc detail[annual fees] + cc detail[total trans amt] + cc detail[interest earned]
Current_week_Reveneue = CALCULATE(
  SUM(cc_detail[Revenue]),
FILTER(
    ALL(cc detail),
    cc_detail[week_num2] = MAX(cc_detail[week_num2])))
Previous_week_Reveneue = CALCULATE(
  SUM(cc detail[Revenue]),
FILTER(
    ALL(cc detail),
    cc_detail[week_num2] = MAX(cc_detail[week_num2])-1))
```



Project Insights- Week 53 (31st Dec)

WoW change:

- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by 35.05% & 3.39%
- Income increased by 18.23%

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%

