

Credit Card Analytics Dashboard – Project Overview

Project Objective

To analyze credit card customer and transaction data using Power BI and create interactive dashboards that provide insights into customer demographics, transaction behavior, and revenue performance.

Approach & Methodology

- Imported and cleaned customer and transaction CSV datasets in Power BI.
- Established a one-to-many relationship between customer and transaction tables using Client_Num.
- Created DAX measures for Total Revenue, Total Transactions, and Average Transaction Amount.
- Designed two dashboards: Customer Profile and Transaction Performance with slicers for interactive analysis.

Key Insights

- Identified high-revenue card categories contributing the most to total revenue.
- Observed weekly revenue trends to understand transaction fluctuations.
- Analyzed average transaction values to assess customer spending behavior.

Challenges & Solutions

- Resolved DAX errors caused by inconsistent column naming from CSV files.
- Corrected data type mismatches to ensure accurate calculations.
- Improved dashboard readability through consistent formatting and alignment.

Conclusion

The project demonstrates end-to-end Power BI skills, including data modeling, DAX calculations, and dashboard design, transforming raw data into actionable business insights.