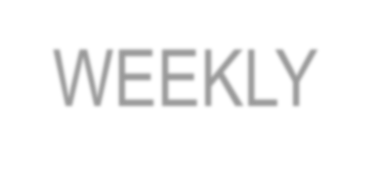
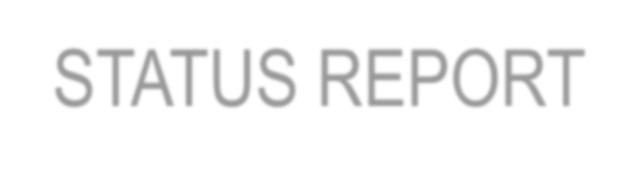


**CREDIT CARD**



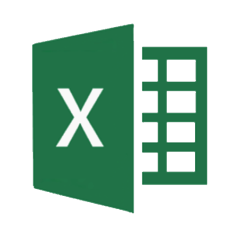
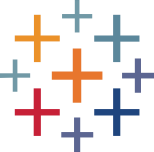
WEEKLY



STATUS REPORT

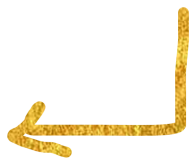
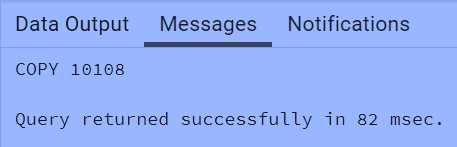
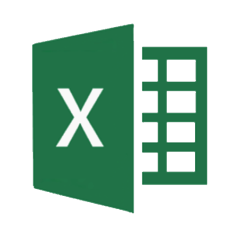
# Project Objective

To develop a comprehensive credit card weekly dashboard that provides real-time insights into key performance metrics and trends, enabling stakeholders to monitor and analyse 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(),

'public cust\_detail'[customer\_age] < 30, "20-30",

'public cust\_detail'[customer\_age] >= 30 && 'public cust\_detail'[customer\_age] < 40, "30-40",

'public cust\_detail'[customer\_age] >= 40 && 'public cust\_detail'[customer\_age] < 50, "40-50",

 'public cust\_detail'[customer\_age] >= 50 && 'public cust\_detail'[customer\_age] < 60, "50-60", 'public cust\_detail'[customer\_age] >= 60, "60+",

"unknown"

)

**IncomeGroup** = SWITCH(

TRUE(),

'public cust\_detail'[income] < 35000, "Low",

'public cust\_detail'[income] >= 35000 && 'public cust\_detail'[income] <70000, "Med",

'public cust\_detail'[income] >= 70000, "High",

"unknown"

)

# DAX Queries

**week\_num2** = WEEKNUM('public cc\_detail'[week\_start\_date])

**Revenue** = 'public cc\_detail'[annual\_fees] + 'public cc\_detail'[total\_trans\_amt] + 'public cc\_detail'[interest\_earned]

**Current\_week\_Reveneue** = CALCULATE(

 SUM('public cc\_detail'[Revenue]),

FILTER(

ALL('public cc\_detail'),

'public cc\_detail'[week\_num2] = MAX('public cc\_detail'[week\_num2])))

**Previous\_week\_Reveneue** = CALCULATE(

SUM('public cc\_detail'[Revenue]),

FILTER(

ALL('public cc\_detail'),

'public cc\_detail'[week\_num2] = MAX('public cc\_detail'[week\_num2])-1))

# Project Insights- Week 53 (31st Dec)

**WoW change:**

* Revenue increased by 28.8%,
* Total Transaction Amt & Count increased by xx% & xx%
* Customer count increased by xx% **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%

Thank You