

# CREDIT CARD

- WEEKLY REPORT



# Content of project

1. Project objective
2. Data from SQL
3. Data processing & DAX
4. Dashboard & insights
5. Export & share project





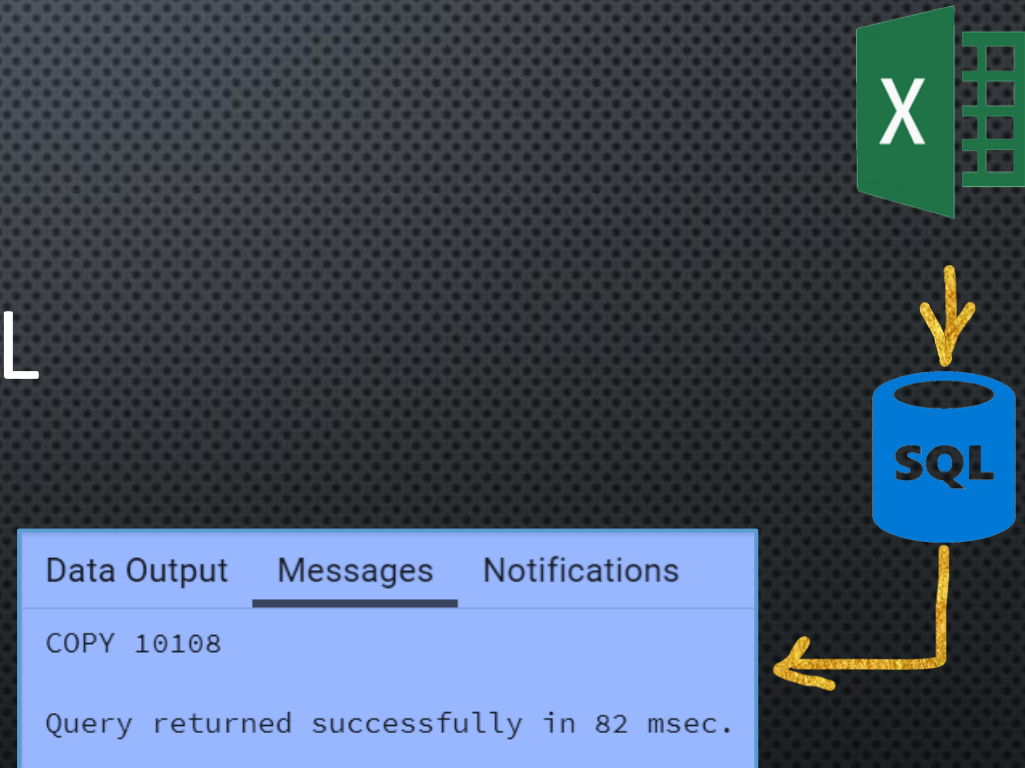
# Project Objective

Developing a comprehensive credit card weekly dashboard which provides real-time insights into key performance metrics and trends, enabling stakeholders to monitor and analyze credit card operations effectively.



# IMPORTING 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_Revenue = CALCULATE(  
    SUM('public cc_detail'[Revenue]),  
    FILTER(  
        ALL('public cc_detail'),  
        'public cc_detail'[week_num2] = MAX('public cc_detail'[week_num2])))
```

```
Previous_week_Revenue = 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 (31<sup>ST</sup> DEC)

## WoW change:

- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by 1.12% & 0.19%
- Customer Satisfaction score increased by 6.3 %

## 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%





# OVERVIEW OF DASHBOARD

- CREDIT CARD FINANCIAL DASHBOARD USING POWER BI:
- DEVELOPED AN INTERACTIVE DASHBOARD USING TRANSACTION AND CUSTOMER DATA FROM A SQL DATABASE, TO PROVIDE REAL-TIME INSIGHTS.
- STREAMLINED DATA PROCESSING & ANALYSIS TO MONITOR KEY PERFORMANCE METRICS AND TRENDS.
- SHARED ACTIONABLE INSIGHTS WITH STAKEHOLDERS BASED ON DASHBOARD FINDINGS TO SUPPORT DECISION-MAKING PROCESSES.





