Credit Card Transaction Analysis

Total Transactions	Total TXN Amount	Avg. Utilization
667K	46M	0.27

Total Revenue	Avg. TXN Amount	Total Interest
56.51M	4.42K	7.98M

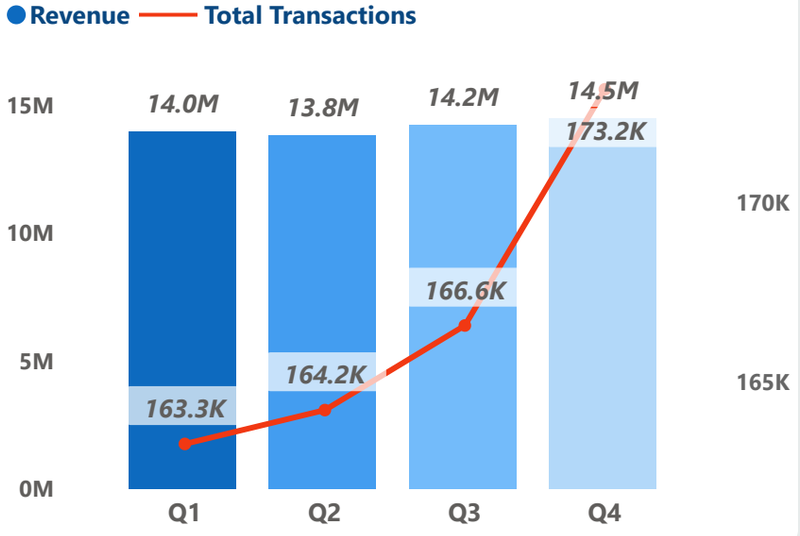
Week Start Date: All

Card Type: All

Use Chip: All

Quarter: All

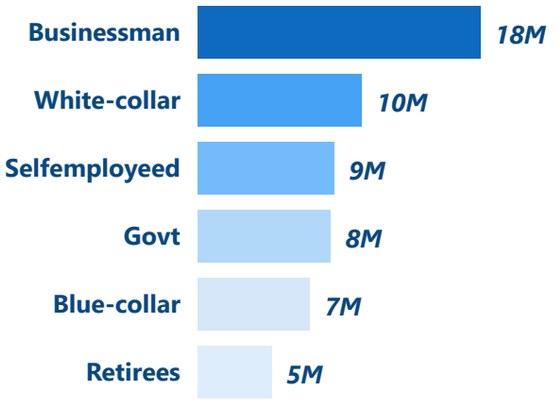
Quarterly Revenue and Transactions



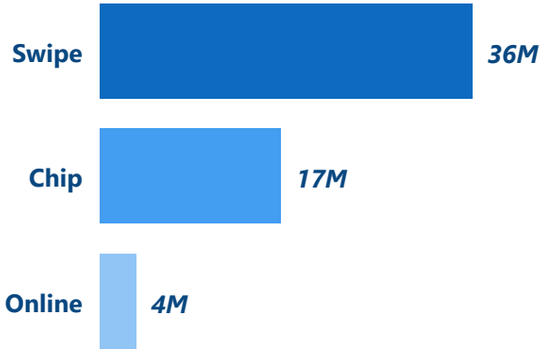
Card	Revenue	Interest Earned	Annual Fees
Blue	47187K	6614K	2734K
Gold	2534K	385K	58K
Platinum	1136K	162K	21K
Silver	5659K	822K	190K
Total	56515K	7982K	3001K

week	Current_week_revenue	previous_week_revenue	wow_growth
Week-1	1035629		
Week-2	1053089	1035629	1.7%
Week-3	1148250	1053088	9.0%
Week-4	1071919	1148249	-6.6%
Week-5	1064578	1071919	-0.7%
Week-6	1121745	1064577	5.4%
Week-7	1099909	1121745	-1.9%

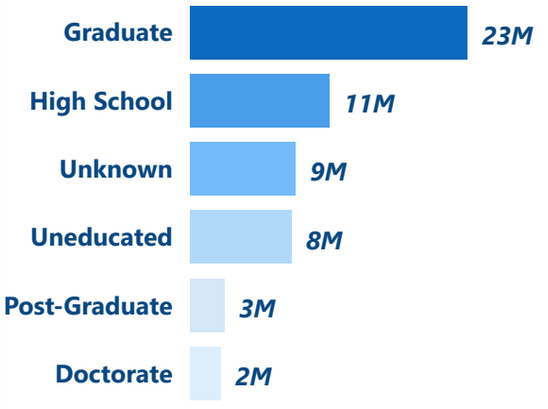
Revenue by Customer Job Type



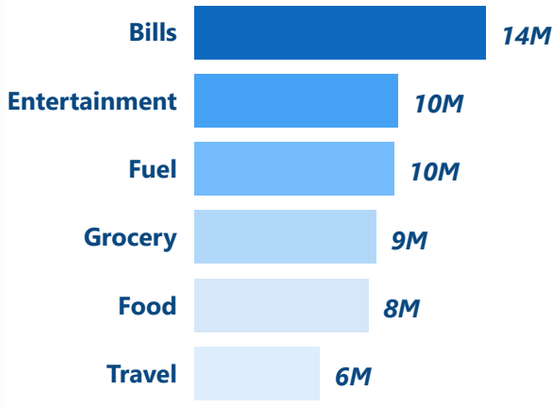
Revenue by Use chip



Revenue by Education Level



Revenue by Expenditure Type



Credit Card Customer Analysis

Job Type	Revenue	Transaction Amount	Interest Earned
Businessman	17697K	14539K	2585K
White-collar	10283K	8360K	1465K
Govt	8334K	6700K	1182K
Selfemployeed	8543K	6640K	1142K
Blue-collar	7041K	5603K	968K
Retirees	4617K	3690K	642K
Total	56515K	45531K	7982K

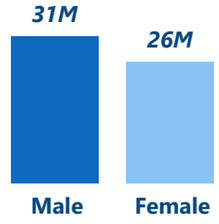
Total Customers
10.29K

Total Transactions
667K

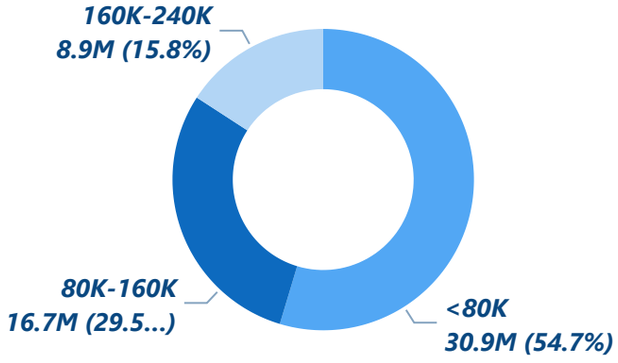
Total Revenue
56.51M

Average CSS
3.19

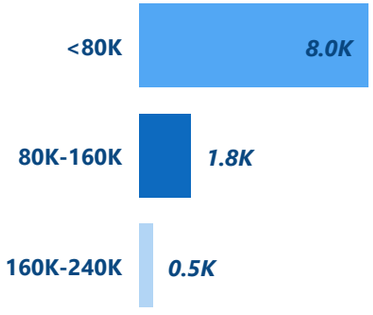
Revenue by Gender



Revenue by Salary Range



Customer by Salary Range



Salary Range: All

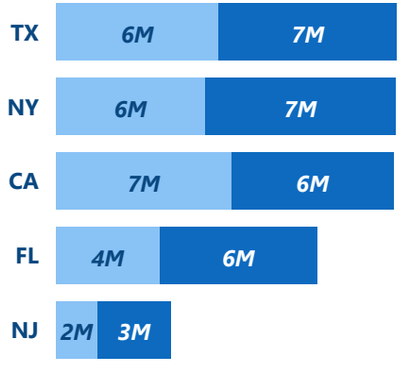
State Code: All

Quarter: All

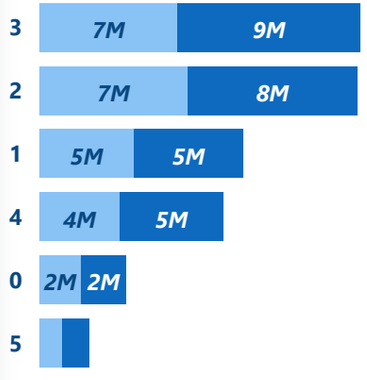
Card Category: All

Marital Status: All

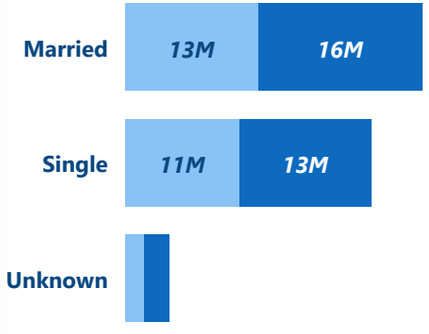
Top 5 States



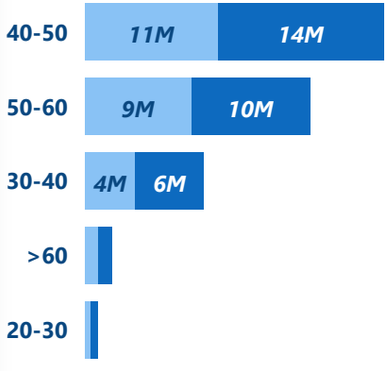
Revenue by Dependent Count



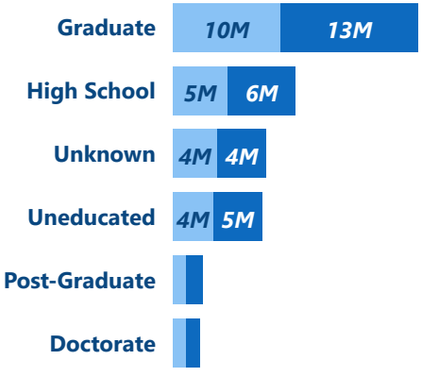
Revenue by Marital Status



Revenue by Age Group



Revenue by Education Level



DAX Used

1. Creating a new feature Age_group using DAX

```
Age_group = SWITCH(
    TRUE(),
    customer_detail[customer_age] < 30, "20-30",
    customer_detail[customer_age] >= 30 && customer_detail[customer_age]< 40,"30-40",
    customer_detail[customer_age] >= 40 && customer_detail[customer_age]< 50,"40-50",
    customer_detail[customer_age] >= 50 && customer_detail[customer_age]< 60,"50-60",
    customer_detail[customer_age] >=60 ,">60"
    )
```

2. Income_range feature creation

```
Income_range = SWITCH(
    TRUE(),
    customer_detail[income] < 80000 , "<80K",
    customer_detail[income] >= 80000 && customer_detail[income] < 160000, "80K-160K",
    customer_detail[income] >= 160000 && customer_detail[income]< 240000, "160K-240K"
    )
```

3. Calculate revenue using DAX

```
revenue = credit_card_detail[total_trans_amt] + credit_card_detail[interest_earned] + credit_card_detail[annual_fees]
```

4. Calculate previous week revenue

```
previous_week_revenue = INT(CALCULATE(sum(credit_card_detail[revenue]),FILTER(ALL(dimDate),dimDate[week_number] = MAX(dimDate[week_number])-1)))
```

5. Calculate Previous month revenue

```
previous_month_revenue = INT(CALCULATE(sum(credit_card_detail[revenue]),FILTER(ALL(dimDate),dimDate[month_number] = MAX(dimDate[month_number])-1)))
```

6. Calculate week over week growth using DAX

```
wow_growth = SWITCH(
        TRUE(),
        ISBLANK([previous_week_revenue]),BLANK(),
        ISBLANK([total_revenue]),BLANK(),
        (([total_revenue]-[previous_week_revenue])/[previous_week_revenue])
        )
```

7. Calculate month over month growth using DAX

```
MoM Growth = SWITCH(
        TRUE(),
        ISBLANK([previous_month_revenue]),BLANK(),
        ISBLANK([total_revenue]),BLANK(),
        (([total_revenue]-[previous_month_revenue])/[previous_month_revenue])
         )
```

8. Creation of dimDate table using DAX

```
dimDate = CALENDARAUTO()

month = FORMAT(dimDate[Date],"mmmm")

month_number = MONTH(dimDate[Date])

week = "Week" & "-" & WEEKNUM(dimDate[Date])

week_number = WEEKNUM(dimDate[Date])

quarter = "Q" & FORMAT(dimDate[Date],"q")

quarter_num = FORMAT(dimDate[Date],"q")

current_year = YEAR(dimDate[Date])
```