Credit Card Transaction Analysis

Total Transactions	Transaction Amount	Avg. Utilization
656K	45M	0.27

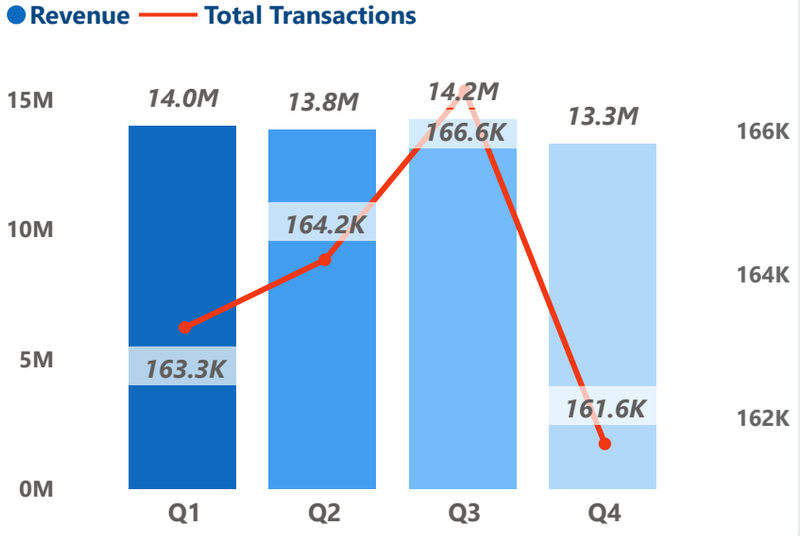
Total Revenue	Total Interest	Avg. TXN Amount
55.32M	7.84M	4.40K

Date: 01-01-2023 – 24-12-2023

Card Type: All

Quarter: All

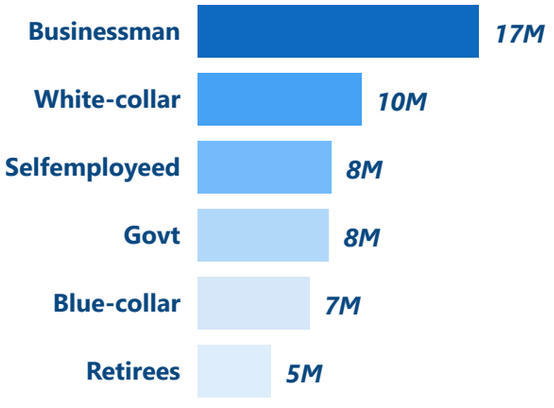
Quarterly Revenue and Transactions



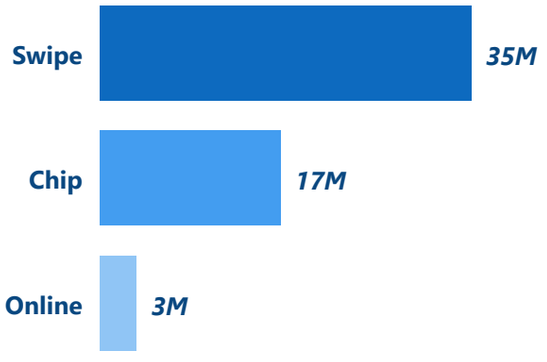
Card	Revenue	Interest Earned	Annual Fees
Blue	46139K	6496K	2686K
Gold	2454K	374K	56K
Platinum	1136K	162K	21K
Silver	5586K	812K	188K
Total	55315K	7843K	2950K

Month	Current_month_revenue	Previous_month_revenue	MoM Growth
January	5373K		
February	4387K	5373K	-18%
March	4204K	4387K	-4%
April	5185K	4204K	23%
May	4247K	5185K	-18%
June	4388K	4247K	3%
July	5655K	4388K	29%

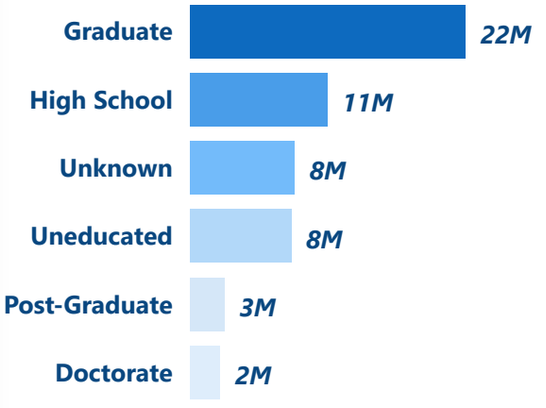
Revenue by Customer Job Type



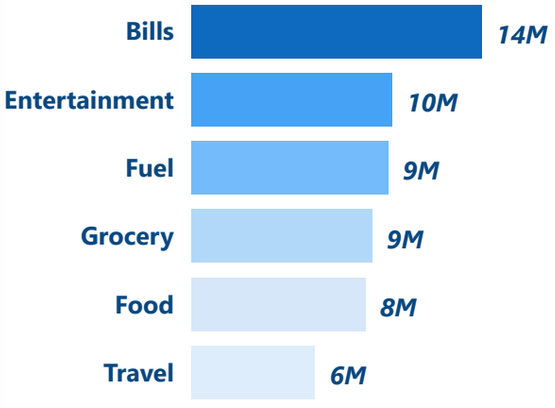
Revenue by Use chip



Revenue by Education Level



Revenue by Expenditure Type



Credit Card Customer Analysis

Job Type	Revenue	Transaction Amount	Interest Earned
Businessman	17388K	14285K	2539K
White-collar	10115K	8222K	1441K
Govt	8112K	6508K	1160K
Selfemployeed	8262K	6395K	1120K
Blue-collar	6904K	5489K	953K
Retirees	4535K	3623K	630K
Total	55315K	44522K	7843K

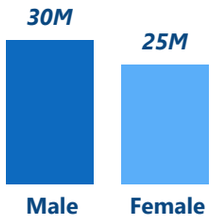
Total Customers
10.11K

Total Transactions
656K

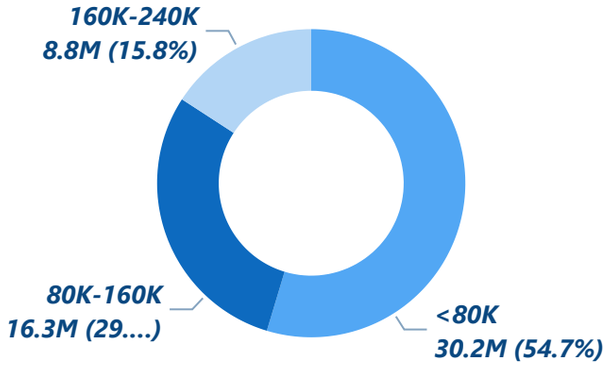
Total Revenue
55.32M

Average CSS
3.19

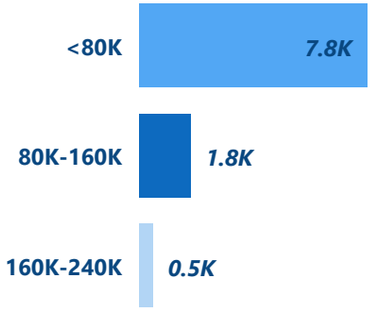
Revenue by Gender



Revenue by Salary Range



Customer by Salary Range



Gender: All

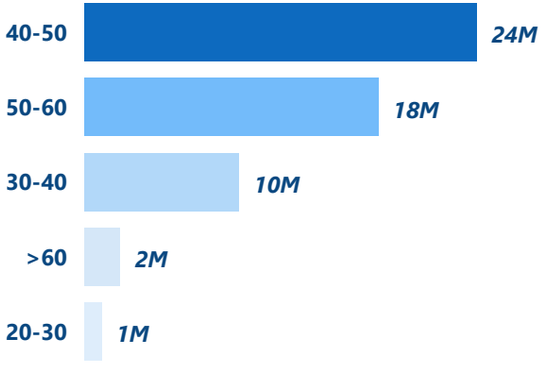
State Code: All

Quarter: All

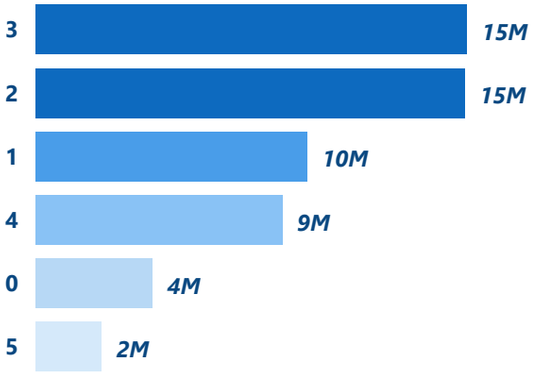
Card Category: All

Marital Status: All

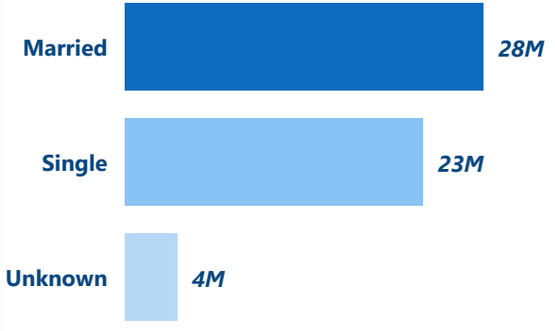
Revenue by Age Group



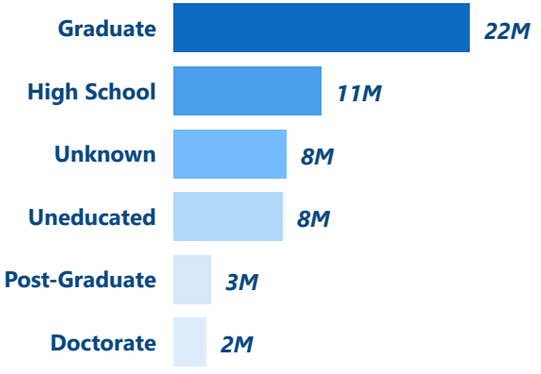
Revenue by Dependent Count



Revenue by Marital Status



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])
```