

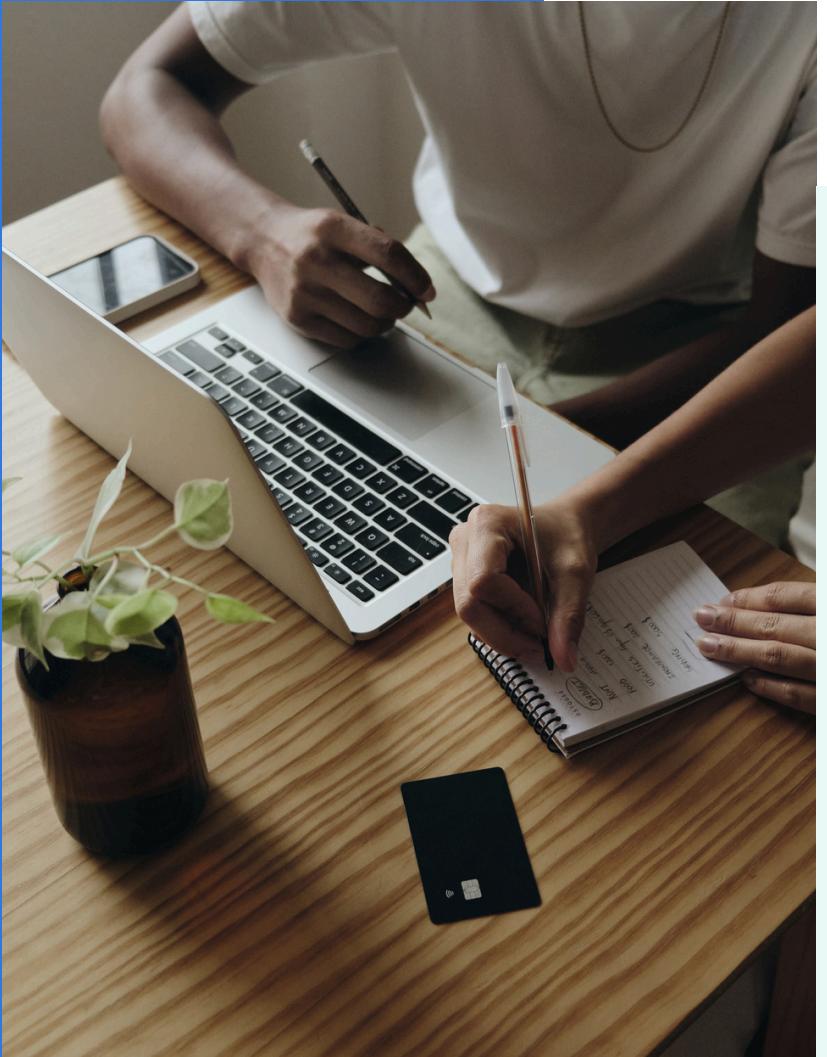
CREDIT CARD ANALYSIS

WEEKLY STATUS REPORT



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Project Objective

- Build an interactive credit card dashboard using customer and transaction data
- Provide real-time insights into revenue, transaction behavior, and customer segmentation
- Enable stakeholders to make data-driven decisions

Data Overview



Sources:

- SQL Database (customer and transaction tables)
- Data processed with DAX in Power BI

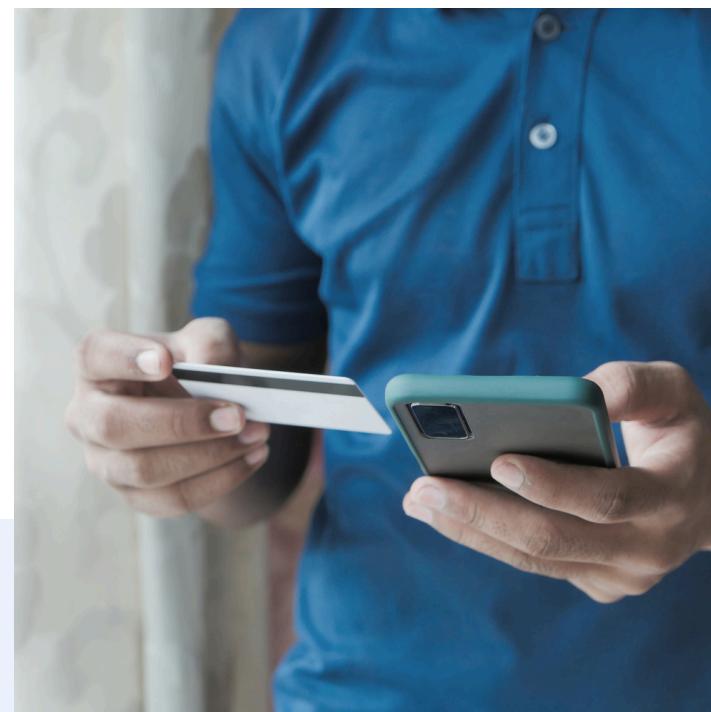
Processing Steps:

- Created calculated fields like Revenue, Week Number
- Grouped Age & Income using DAX SWITCH() logic

Current Week Metrics

(Week 53)

Metric	Value
 Total Revenue	₹57M
 Interest Earned	₹8M
 Transaction Amount	₹46M
 Customer Count	Increased
 Week-over-Week Growth	+28.8% in Revenue

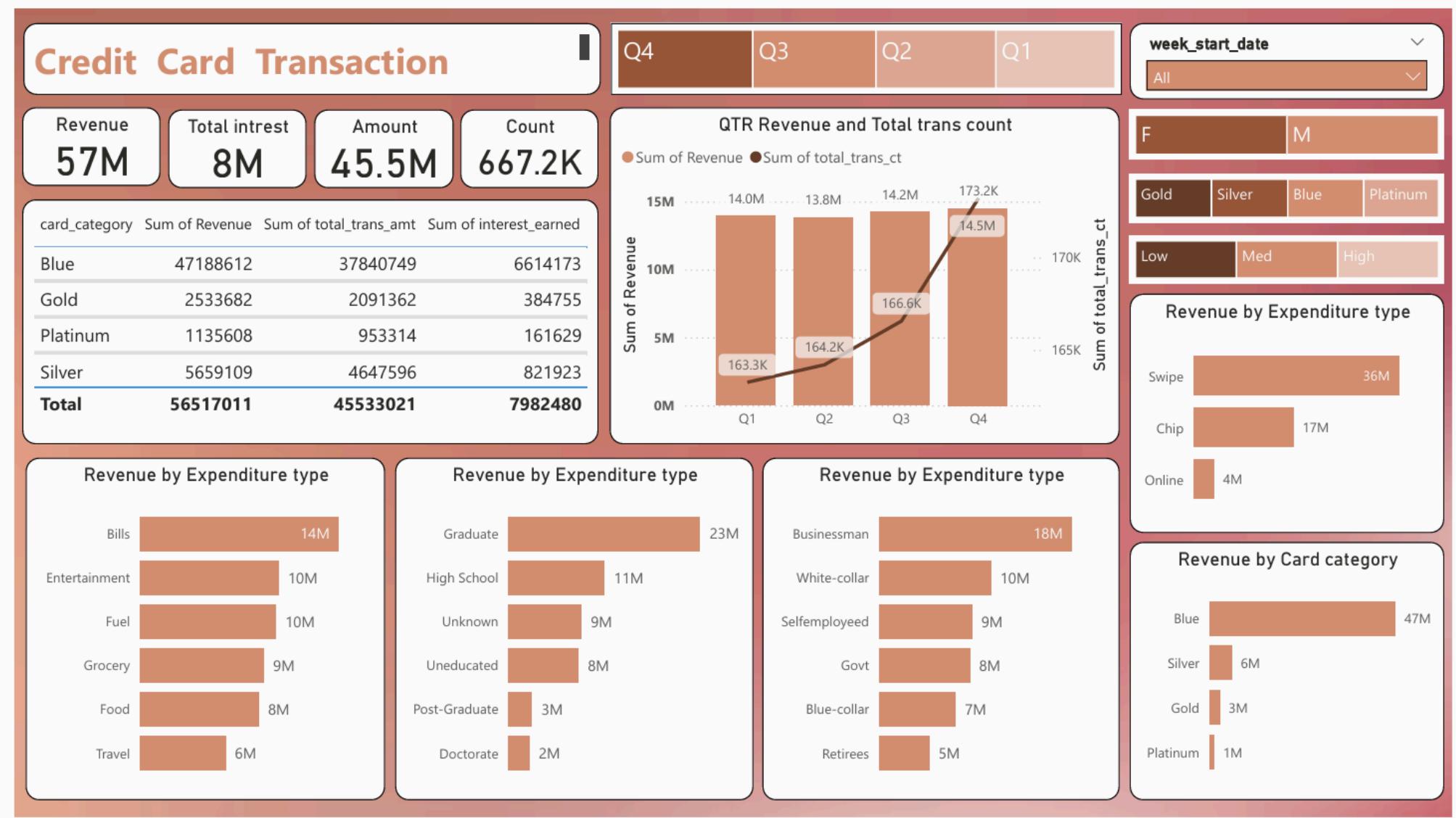


Power BI Visualizations Used



Visual Type	Use Case
Line + Stacked Bar Chart	Show weekly revenue & transaction trends
Stacked Bar Chart	Compare revenue by education/job/card
Table	Display detailed customer & transaction data
KPI Cards	Show key metrics: Revenue, Count, Interest
Slicers	Filters for: Gender, Card Category, State
Tree Map	Revenue contribution by job, card type
Cards	Total revenue, interest, activation rate

Visual Snapshot



Visual Snapshot

Credit Card Customer Report

Revenue
57M
Total interest
8M
Income
588M
CSS
3.19

Revenue by Week

Revenue by Age Group
M
31M
F
26M

customer_job
Sum of Revenue
Sum of interest_earned
Sum of income

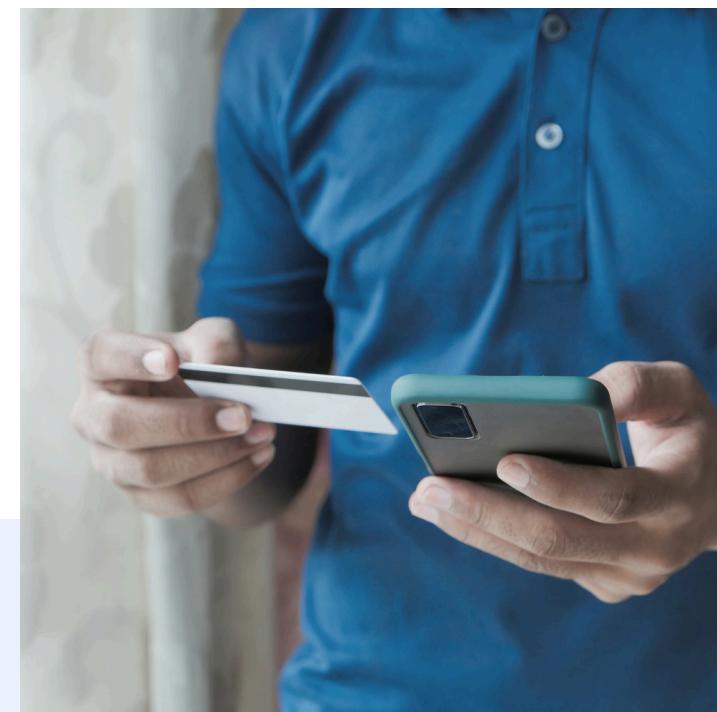
customer_job	Sum of Revenue	Sum of interest_earned	Sum of income
Blue-collar	7040606	967751	73516911
Businessman	17697472	2584604	190350431
Govt	8335534	1182231	90834727
Retirees	4617448	641692	49619308
Total	56517011	7982480	587599783

Top 5 States
Revenue by Marital Status
Revenue by Income Group
Car Owner
Revenue by Dependent
Revenue by Education

TX
6M
7M
NY
6M
7M
CA
7M
6M
FL
4M
6M
NJ
3M
Married
13M
16M
Single
11M
13M
Unknown
1M
High
7M
23M
Med
8M
8M
Low
10M
no
2.4K
3.6K
yes
1.7K
2.4K
4
4M
5M
2
7M
8M
0
5M
5M
1
2M
2M
Graduate
10M
13M
High School
5M
6M
Unknown
4M
4M
Uneducated
4M
5M
Post-Graduate
1M
Doctorate
1M

Key Insights

- Revenue increased by 28.8% this week
- Blue & Silver cards → 93% of overall transactions
- Male customers → ₹31M | Female → ₹26M
- Top States: TX, NY, CA → 68% contribution
- Activation Rate: 57.5%
- Delinquency Rate: 6.06%



Power BI Features | Next Steps | Challenges



Next Steps

- Add drill-through for customer-level view
- Enable mobile-friendly layout
- Add forecasting visuals
- Compare YoY / QoQ revenue
- Publish to Power BI Service

Power BI Features Used

- Data modeling with SQL & Power BI
- DAX measures & calculated columns
- Visuals: Line + Stacked Bar, Tree Map, Table, Cards, KPI
- Slicers: Card type, gender, education, state
- Filters, drilldowns & bookmarks for interactivity
- Scheduled weekly data refresh

Challenges

- Null & duplicate data in CSV
- Overuse of Blue card skewed charts
- Handling “Unknown” categories
- Weekly revenue measure needed custom DAX logic