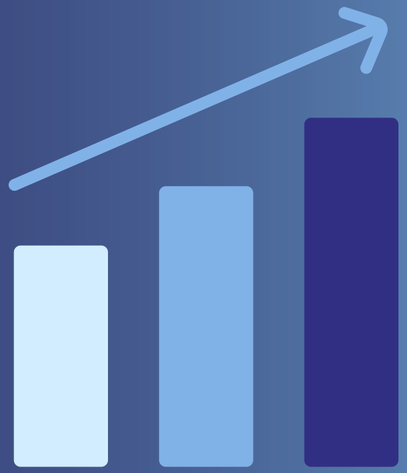
CREDIT CARD

WEEKLY REPORT

ADITI SINGH



Project Objective:

To develop a comprehensive weekly credit card dashboard that delivers real-time insights into key performance metrics and trends, empowering stakeholders to effectively monitor and analyze credit card operations.

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Data and Methodology

Data Source

@RishabhMishraOfficial
Youtube channel

Data Cleaning

- Removed duplicates
- Handled missing values
- Standardized date formats
- Categorized transaction types

Tools Used

- SQL
- Power BI

Key Metrics and KPIs:

- Total Transaction Amount
- Customer Demographics
- Average Transaction Value
- Transaction Types
- Total Interest Earned
- Overall Revenue
- Transaction by Gender
- Transaction by Age
- Education & Dependents
- Delinquent Rate

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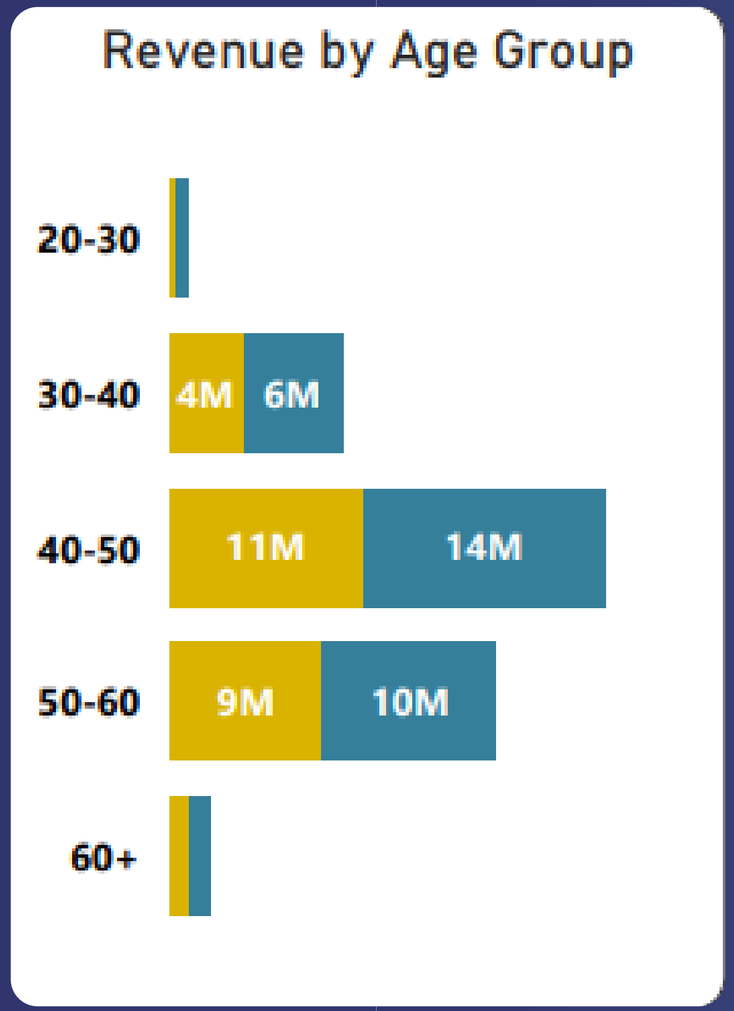
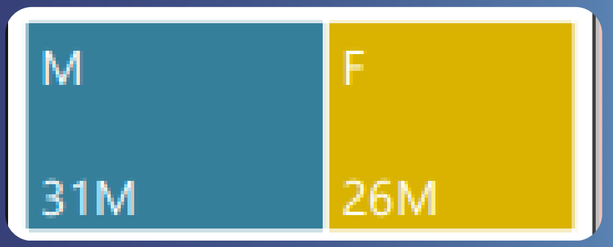
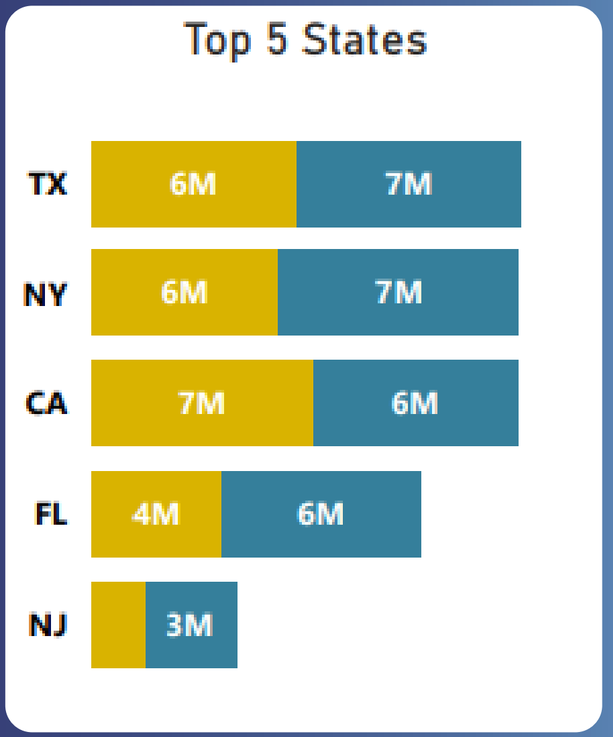
CUSTOMER DEMOGRAPHICS

- Male customers are contributing more in revenue **31M** , Female **26M**
- Texas, New York, and California are contributing 68%.
- Customers in the age group of **30-60** contribute the most.

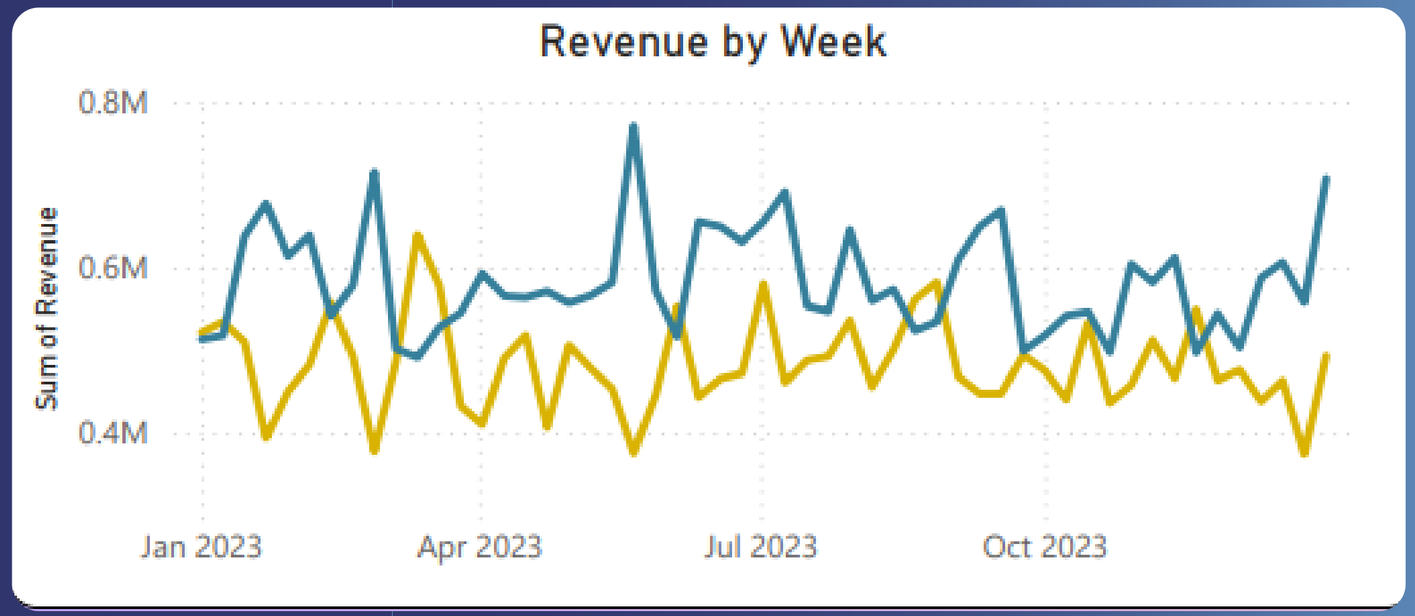






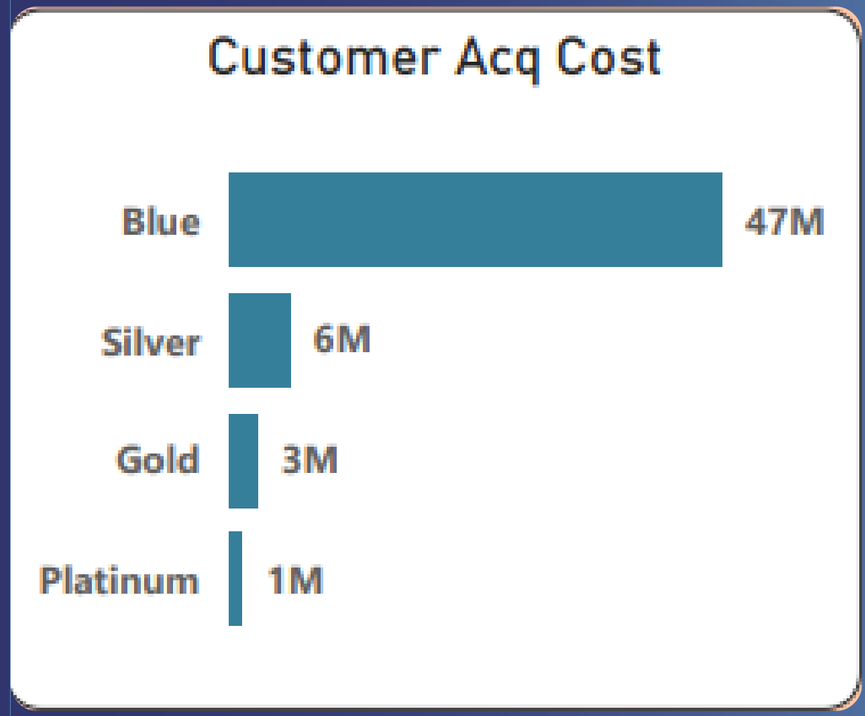
WEEK ON WEEK CHANGE -WEEK 53 (31st DEC)

- Revenue increased by 28.8%
- Total Transaction amount and Count increased by 35.04% & 1.74% respectively.



OVERVIEW - YEAR TO DATE

- Overall Revenue is 57M
- Total interest is 8M
- Total transaction amount is 46M
- Overall activation rate is 57.5%
- Overall Dilinquent rate is 57.5%
- Blue & Silver credit card are contributing to 93% of over transactions
- Overall Customer Satisfaction score is 3.19



Thank You.