

CREDIT CARD

WEEKLY

STATUS REPORT

Content in this project

1. Data from SQL
2. Data processing & DAX
3. Dashboard & insights

PROJECT OBJECTIVE

To develop a comprehensive credit card weekly dashboard that provides real-time insights into key performance metrics and trends, enabling stakeholders to monitor and analyse credit card operations effectively

DAX QUERIES

```
AgeGroup = SWITCH(
    TRUE(),
    'credit_card_analysis customer'[Customer_Age] <30,"20-30",
    'credit_card_analysis customer'[Customer_Age] >=30 && 'credit_card_analysis
customer'[Customer_Age] <40,"30-40",
    'credit_card_analysis customer'[Customer_Age] >=40 && 'credit_card_analysis
customer'[Customer_Age] <50,"40-50",
    'credit_card_analysis customer'[Customer_Age] >=50 && 'credit_card_analysis
customer'[Customer_Age] <60,"50-60",
    'credit_card_analysis customer'[Customer_Age] >=60,"60+",
    "Unknown"
)
```

```
Incomegroup = SWITCH(
    TRUE(),
    'credit_card_analysis customer'[Income] <35000,"Low",
    'credit_card_analysis customer'[Income] >=35000 && 'credit_card_analysis customer'[Income] <70000 ,"Medium",
    'credit_card_analysis customer'[Income] >=70000,"High",
    "unknown"
)
```


DAX QUERIES

```
Week_num2 = WEEKNUM('credit_card_analysis credit_card'[Week_Start_Date])
```

```
Week_over_week_Rev = DIVIDE(([Current_week_Revenue]-  
[Previous_week_Revenue]),[Previous_week_Revenue])
```

```
Revenue = 'credit_card_analysis credit_card'[Annual_Fees]+'credit_card_analysis  
credit_card'[Total_Trans_Amt]+'credit_card_analysis credit_card'[Interest_Earned]
```

```
Previous_week_Revenue = CALCULATE(  
    SUM('credit_card_analysis credit_card'[Revenue]),  
    FILTER(  
        ALL('credit_card_analysis credit_card'), 'credit_card_analysis  
credit_card'[Week_num2]=MAX('credit_card_analysis credit_card'[Week_num2))-1) )
```

```
Current_week_Revenue = CALCULATE(  
    SUM('credit_card_analysis credit_card'[Revenue]),  
    FILTER(  
        ALL('credit_card_analysis credit_card'),  
        'credit_card_analysis credit_card'[Week_num2]=MAX('credit_card_analysis credit_card'[Week_num2]))  
    )
```

Project Insights- Week 53 (31st Dec)

Week over Week change:

- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by 35.03% & 12.2%
- Customer count increased by 12.2%

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%