Credit Card Data Analysis

Dax Queries

- For creating 'Age_Group' column in ccdb cust_detail

```
Age_Group = SWITCH(
    TRUE(),
    'ccdb cust_detail'[Customer_Age] < 30, "20-30",
    'ccdb cust_detail'[Customer_Age]>= 30 && 'ccdb cust_detail'[Customer_Age] < 40, "30-40",
    'ccdb cust_detail'[Customer_Age]>= 40 && 'ccdb cust_detail'[Customer_Age] < 50, "40-50",
    'ccdb cust_detail'[Customer_Age]>= 50 && 'ccdb cust_detail'[Customer_Age] < 60, "50-60",
    'ccdb cust_detail'[Customer_Age]>= 60, "60+",
    "Unknown"
)
```

- For creating 'Income Range' column in ccdb cust_detail

```
Income Range = SWITCH(
    TRUE(),
    'ccdb cust_detail'[Income]< 35000, "Low",
    'ccdb cust_detail'[Income]>= 35000 && 'ccdb cust_detail'[Income]< 70000, "Medium",
    'ccdb cust_detail'[Income]>= 70000, "High",
    "Unknown"
    )
```

- For creating 'Revenue' column in ccdb cc_detail

```
Revenue = 'ccdb cc_detail'[Annual_Fees] + 'ccdb cc_detail'[Total_Trans_Amt] + 'ccdb cc_detail'[Interest_Earned]
```

- For creating 'week_num2' column in ccdb cc_detail

```
Week_num2 = WEEKNUM('ccdb cc_detail'[Week_Start_Date])
```

- For creating 'Current_Week_Revenue' in ccdb cc_detail

```
Current_Week_Revenue = CALCULATE(
    SUM('ccdb cc_detail'[Revenue]),
    FILTER(ALL('ccdb cc_detail'),
    'ccdb cc_detail'[Week_num2] = MAX('ccdb cc_detail'[Week_num2])))
```

- For creating ‘Previous_Week_Revenue’ in ccdb cc_detail

```
Previous_Week_Revenue = CALCULATE(
    SUM('ccdb cc_detail'[Revenue]),
    FILTER
        (ALL('ccdb cc_detail'),
        'ccdb cc_detail'[Week_num2] = MAX('ccdb cc_detail'[Week_num2])-1))
```

- For ‘Week_on_Week_Revenue’ in ccdb cc_detail

```
Week_on_Week_Revenue = DIVIDE(([Current_Week_Revenue]-[Previous_Week_Revenue]),[Previous_Week_Revenue])
```