

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 analyze credit card operations effectively.

Technical Implementation

Import data to SQL file

Prepare csv file

Create tables in SQL

Import csv file into SQL

Analytical Queries

- **Customer Segmentation (DAX)**

// Age Group Classification

AgeGroup = SWITCH(

TRUE(),

'public cust_detail'[customer_age] < 30, "20-29",

'public cust_detail'[customer_age] >= 30 && 'public cust_detail'[customer_age] < 40, "30-39",

'public cust_detail'[customer_age] >= 40 && 'public cust_detail'[customer_age] < 50, "40-49",

'public cust_detail'[customer_age] >= 50 && 'public cust_detail'[customer_age] < 60, "50-59",

'public cust_detail'[customer_age] >= 60, "60+",

"Unknown"

)

// Income Group Classification

IncomeGroup = SWITCH(

TRUE(),

'public cust_detail'[income] < 35000, "Low",

'public cust_detail'[income] >= 35000 && 'public cust_detail'[income] < 70000, "Medium",

'public cust_detail'[income] >= 70000, "High",

"Unknown"

)

- **Revenue Calculations (DAX)**

// Week Number Identification

week_num2 = WEEKNUM('public cc_detail'[week_start_date])

// Total Revenue Calculation

Revenue = 'public cc_detail'[annual_fees] +

'public cc_detail'[total_trans_amt] +

'public cc_detail'[interest_earned]

// Current Week Revenue

Current_week_Revenue = CALCULATE(

SUM('public cc_detail'[Revenue]),

FILTER(

ALL('public cc_detail'),

'public cc_detail'[week_num2] = MAX('public cc_detail'[week_num2])

)

)

// Previous Week Revenue

Previous_week_Revenue = CALCULATE(

SUM('public cc_detail'[Revenue]),

FILTER(

ALL('public cc_detail'),

'public cc_detail'[week_num2] = MAX('public cc_detail'[week_num2])-1

)

)

Project Insights-Week 53(31st Dec)

Week-Over-Week Growth Change:

- Revenue increased by 28.8%

Overall Financial Overview

Metric	Value
Total Revenue	\$57M
Total Interest Earned	\$8M
Total Transaction Amount	\$46M
Transaction Count	667K
Customer Satisfaction Score (CSS)	3.19

Detailed Transaction Analysis

By Card Category

Category	Revenue	Transaction Amount	Interest Earned
Blue	\$47.2M	\$37.8M	\$6.6M
Silver	\$5.7M	\$4.6M	\$821K
Gold	\$2.5M	\$2.1M	\$384K
Platinum	\$1.1M	\$953K	\$161K

- Blue & silver credit card are contributing to 93% of overall transactions.

By Transaction Type

- Chip Transactions: \$17M
- Swipe Transactions: \$36M
- Online Transactions: \$4M

Gender Analysis

- Male Customers: Generated \$31M revenue
- Female Customers: Generated \$26M revenue

Other

- TX, NY, and CA collectively contribute approximately 68%
- Overall Activation rate is 57.5%
- Overall Delinquent rate is 6.06%