

CREDIT - CARD WEEKLY STATUS REPORT

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. By identifying key trends, seasonality, and influencing factors within the data, the goal is to enhance decision-making processes, optimize inventory management, improve strategies, and support long-term growth.

DESCRIPTION: - The objective can be broken down into the following detailed components:

1. **Dashboard Creation:** Identify the KPI's, design an intuitive and visually appealing dashboard, add interactive visualizations and filtering capabilities to allow users to explore the data at various levels of granularity.
2. **Data Analysis:** First prepare CSV file and import data into the SQL database and create table. Then provide valuable insights to entities regarding the effectiveness of their strategies through visualization and charts.
3. **Actionable Insights and Recommendations:** End goal is to share valuable insights and actionable information that can drive strategic decision-making and support the credit-card's goals for growth, efficiency, and customer satisfaction.
4. **Technology:** - Creating a dashboard in Power BI involves data preparation in SQL database, model building, visualization, interactivity, and collaboration. With its powerful features and user-friendly interface, Power BI helps organizations turn raw data into actionable insights, enabling effective decision-making.

INSIGHTS: - Created a dashboard using SQL and PowerBI and deliver useful insights.

Week of Week change:

- Revenue increased by 28.8%
- Total Transaction Amt & Count increased by 2.22% & 35.04%
- Customer count increased by xx%

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%

CONCLUSION: - Developed an interactive dashboard using transaction and customer data from a **SQL** database, to provide **real-time insights**. Streamlined data processing & analysis to monitor key performance **metrics and trends**. Shared actionable insights with stakeholders based on dashboard findings to support decision-making processes. Try to make this dashboard is user-friendly by organizing the layout, ensuring readability, and maintaining a clean, uncluttered design.