



CREDIT CARD WEEKLY STATUS REPORT





PROJECT OBJECTIVE

Designed an interactive Power BI dashboard to visualize and monitor key metrics related to credit card transactions, enabling data-driven decisions through weekly performance tracking, customer behavior insights, and transaction trend analysis. This solution empowers stakeholders to evaluate operational efficiency, identify patterns, and detect anomalies in a timely manner.



IMPORT CSV INTO SQL

Data Output | **Messages** | Notifications

```
Successfully run. Total query runtime: 607 msec.  
10293 rows affected.
```



DAX QUERIES

```
curr_total_trans_amount = CALCULATE(  
    SUM('public cc_details'[total_trans_amt]),  
    FILTER(  
        ALL('public cc_details'),  
        'public cc_details'[week_num2]=MAX('publiccc_details'[week_num2])))
```

```
prev_total_trans_amount = CALCULATE(  
    SUM('public cc_details'[total_trans_amt]),  
    FILTER(  
        ALL('public cc_details'),  
        'public cc_details'[week_num2]=MAX('public cc_details'[week_num2])-1))
```

DAX QUERIES

```
current_week_revenue = CALCULATE(  
    SUM('public cc_details'[revenue]),  
    FILTER(  
        ALL('public cc_details'),  
        'public cc_details'[week_num2]=MAX('public cc_details'[week_num2])))
```

```
previous_week_revenue = CALCULATE(  
    SUM('public cc_details'[revenue]),  
    FILTER(  
        ALL('public cc_details'),  
        'public cc_details'[week_num2]=MAX('public cc_details'[week_num2])-1))
```

DAX QUERIES

```
incomegroup = SWITCH(  
    TRUE(),  
    'public cust_details'[income]<35000,"low",  
    'public cust_details'[income]>=35000 && 'public cust_details'[income]<70000,"med",  
    'public cust_details'[income]>=70000,"high",  
    "unknwon"  
)
```

```
Agegroup = SWITCH(  
    TRUE(),  
    'public cust_details'[customer_age]<30, "20-30",  
    'public cust_details'[customer_age]>=30 && 'public cust_details'[customer_age] <40, "30-40",  
    'public cust_details'[customer_age]>=40 && 'public cust_details'[customer_age] <50, "40-50",  
    'public cust_details'[customer_age]>=50 && 'public cust_details'[customer_age] <60, "50-60",  
    'public cust_details'[customer_age]>=60,"60+",  
    "unknown"  
)
```

PROJECT INSIGHTS- WEEK 53 (31ST DEC)

wow change

- Revenue increased by 28.8%,
- Total Transaction Amount increased by 35.04%

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%

THANK YOU