

CREDIT CARD



WEEKLY STATUS REPORT



Content

1. Project objective
2. Data from SQL
3. Data processing & DAX
4. Dashboard & insights
5. Export & share project



Project Objective

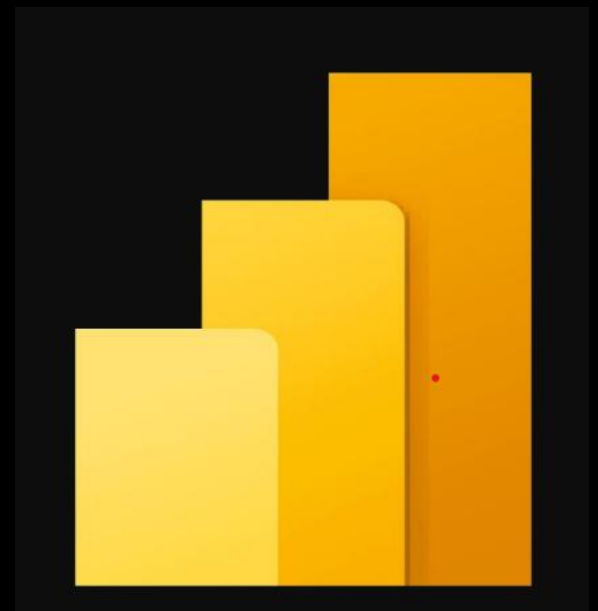
To develop a comprehensive credit card weekly dashboard that provides real-time insights into key performance metrics and trends, enabling stake -holders to monitor and analyze credit card operations effectively.



DAX Queries

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

```
IncomeGroup = SWITCH(  
TRUE(), 'public cust_detail'[income] < 35000, "Low",  
'public cust_detail'[income] >= 35000 && 'public cust_detail'[income] <70000,  
"Med", 'public cust_detail'[income] >= 70000 ,"High",  
"unknown" )
```



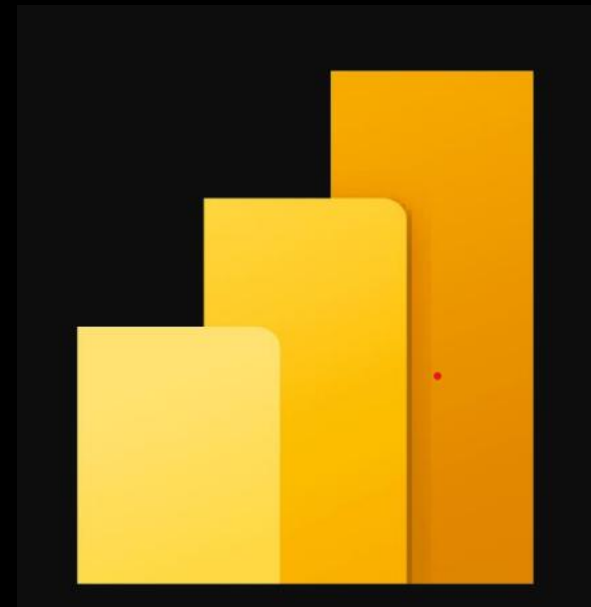
DAX Queries

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

```
Revenue = 'public cc_detail'[annual_fees] + 'public  
cc_detail'[total_trans_amt] + 'public cc_detail'[interest_earned]
```

```
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 = 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)

WoW change:

- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by 2.22% & 1.74%
- Customer count increased by 1.80%

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%

