

CREDIT CARD

WEEKLY STATUS REPORT



- By Akshay Kumar

CONTENT IN THIS PROJECT

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



OBJECTIVE OF THE PROJECT

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



IMPORT DATA TO SQL DATABASE

1. Prepare csv file
2. Create tables in SQL
3. Import csv file into SQL



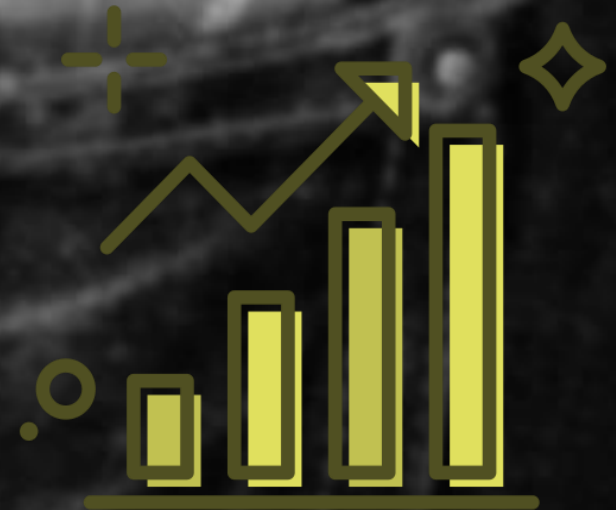
Data Output	Messages	Notifications
COPY 10108		
Query returned successfully in 82 msec.		

Note: Find all the SQL Queries and the Project data - https://github.com/b-akshay-k/CreditCard_FinancialDashboard

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, "High",  
"unknown" )
```



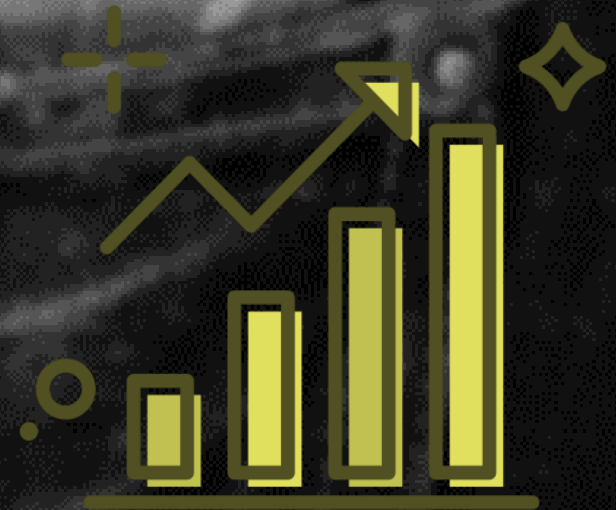
DAX QUERIES

```
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)

Week of Week change:

- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by xx% & xx%
- 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%



THANK YOU

