

Credit Card Transaction Report

Week_Start_Date

All

Gold

Silver

Blue

Platinum

Revenue

57M

Total Interest

7.98M

Amount

46M

Count

667K

Card_Category	Sum of Total_Trans_Amt	Sum of Revenue	Sum of Interest_Earned
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Blue	38M	47M	6.61M
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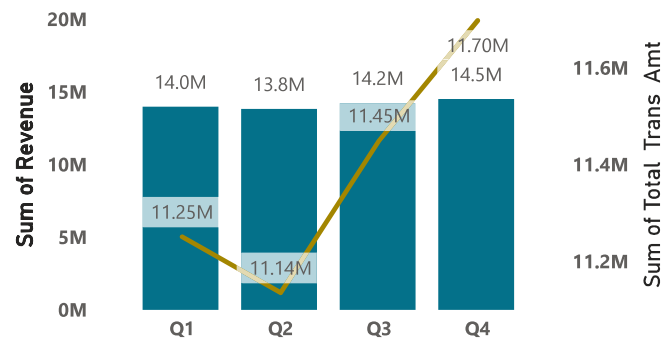
Gold	2M	3M	0.38M
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Platinum	1M	1M	0.16M
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Silver	5M	6M	0.82M
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QTR Revenue and Trans Count

Sum of Revenue Sum of Total_Trans_Amt



Q4

Q3

Q2

Q1

Unknown

Married

Single

Low

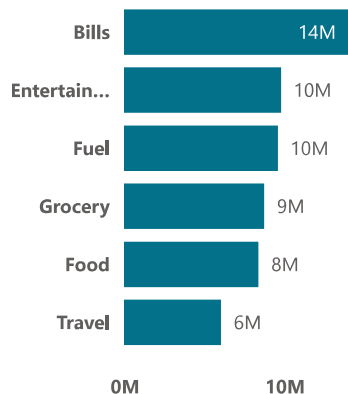
Med

High

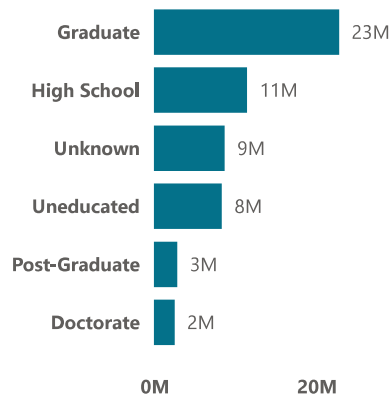
F

M

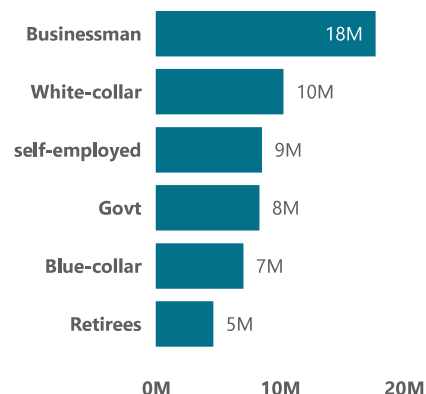
Revenue by Expenditure Type



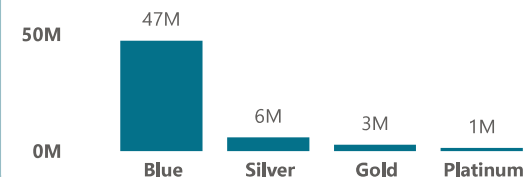
Revenue by Education Level



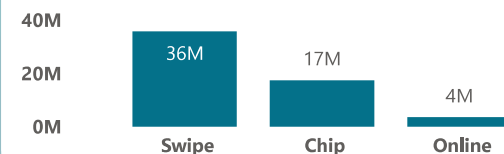
Revenue by Customer Job



Revenue by Card Category



Revenue by Chip Use



Credit Card Customer Report

Revenue

57M

Total Interest

7.98M

Amount

46M

CSS

32.9K

Gold

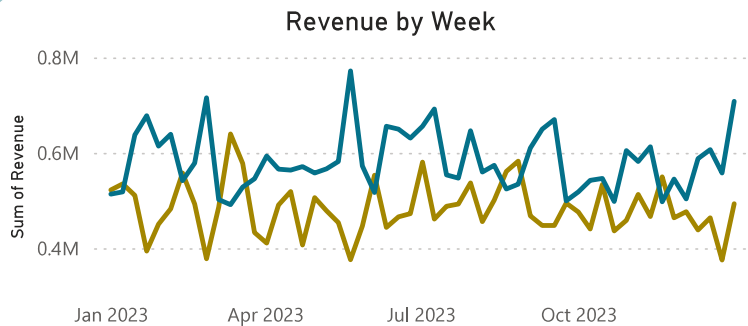
Silver

Blue

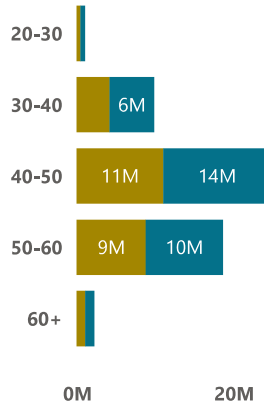
Platinum

Week_Start_Date

All



Revenue by Age Group



M

31M

F

26M

Q4

Q3

Q2

Q1

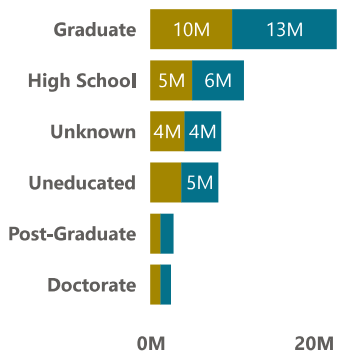
Swipe

Online

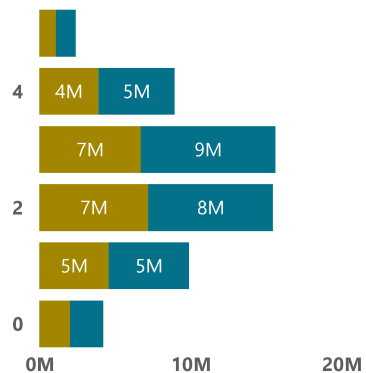
Chip

Customer_Job	Sum of Revenue	Sum of Interest_Earned	Sum of Income
Businessman	18M	2.58M	190350431
White-collar	10M	1.46M	105618475
self-employed	9M	1.14M	77659931
Govt	8M	1.18M	90834727
Blue-collar	7M	0.97M	73516911

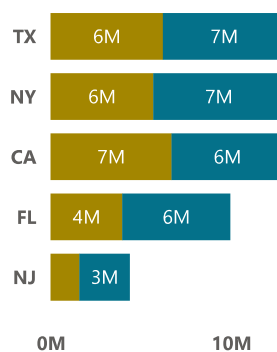
Revenue by Education Level



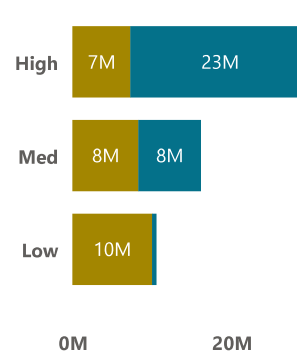
Revenue by Dependent Count



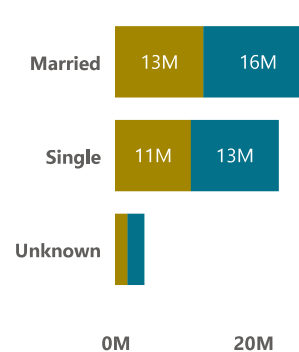
Top 5 States



Revenue by Income Group



Revenue by Marital Status



Credit Card Weekly Dashboard with Power BI

Objective: Develop a comprehensive credit card weekly dashboard for real-time insights into key performance metrics and trends in credit card operations.

Project Highlights:

- **Data Preparation:** CSV files prepared, MySQL tables created, and data imported into SQL for Power BI integration.
- **Database Connection:** Established robust connection between database and Power BI for seamless data flow.

Insight Generation:

- Week-on-week revenue increased by 28.8%.
- Total transaction amount and count increased by 2.22% and 1.74% respectively.
- Overall revenue: 57M, with 7.98M in total interest and 46M in total transaction amount.
- Male customers contributed 31M, females 26M in revenue.
- Blue and silver credit cards accounted for 93% of transactions.
- TX, NY & CA contributed 93% of overall transactions.
- Activation rate: 57.5%, delinquency rate: 6.06%.