

# CREDIT CARD

## Weekly Status Report

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### Project 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

### Download Data GitHub

[https://github.com/bheemrajjaknapally/Credit\\_Card\\_Financial\\_Dashboard](https://github.com/bheemrajjaknapally/Credit_Card_Financial_Dashboard)

### Import data to SQL database

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

## DAX Queries

```
1.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"
)
```

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

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

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

```
5.Current_week_Reveneue = CALCULATE(
    SUM('public cc_detail'[Revenue]),
    FILTER( ALL('public cc_detail'), 'public cc_detail'[week_num2] = MAX('public
cc_detail'[week_num2])))
```

```
6..Previous_week_Reveneue = 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 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%