

Credit Card Weekly Status Report

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 analyze credit card operations effectively.

Data from SQL

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(  
2     TRUE(),  
3     'public cust_detail'[customer_age] < 30, "20-30",  
4     'public cust_detail'[customer_age] >= 30 && 'public cust_detail'[customer_age] < 40, "30-40",  
5     'public cust_detail'[customer_age] >= 40 && 'public cust_detail'[customer_age] < 50, "40-50",  
6     'public cust_detail'[customer_age] >= 50 && 'public cust_detail'[customer_age] < 60, "50-60",  
7     'public cust_detail'[customer_age] >= 60, "60+",  
8     "unknown"  
9 )
```

```
1 IncomeGroup = SWITCH(  
2     TRUE(),  
3     'public cust_detail'[income] < 35000, "Low",  
4     'public cust_detail'[income] >= 35000 && 'public cust_detail'[income] < 70000, "Med",  
5     'public cust_detail'[income] >= 70000, "High",  
6     "unknown"  
7 )
```

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

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

```
1 Current_week_Revenue = CALCULATE(  
2     SUM('public cc_detail'[Revenue]),  
3     FILTER(  
4         ALL('public cc_detail'),  
5         'public cc_detail'[week_num2] = MAX('public cc_detail'[week_num2])))
```

```
1 Previous_week_Revenue = CALCULATE(  
2     SUM('public cc_detail'[Revenue]),  
3     FILTER(  
4         ALL('public cc_detail'),  
5         '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% & 1.80%
- Customer satisfaction count increased by 1.89%

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%