

CREDIT CARD WEEKLY REPORT

SUMMARY

- **Objective :-** To develop a compressive credit card weekly dashboard that provides insights into key performance metrics and monitor trends, enabling stakeholders to monitor and analyse credit card operations effectively.
- **Data Sources :-**
https://github.com/rishabmishra/Credit_Card_Financial_Dashboard
- **Data Preprocessing :-** Data is loaded into MySQL Database. Data is stored in MySQL database, and also performs some preprocessing steps.
- **PowerBI Dashboard :-** After preprocessing data is loaded into PowerBI for data visualisation.
- **Metrics:-**
Sum of Revenue = 55.3M
Average Customer Satisfaction Score = 3.19
Max Customer Satisfaction Score = 5
MIN Customer Satisfaction Score = 1
Total Clients = 10.1K
Total Interest earned = 7.8M
Sum of Total Transaction Count = 656k
sum of total transaction amount = 44.5M
- **Visualisations:-**
 - 1.Revenue by Week: A line chart displays weekly revenue for male and female clients from January 2023 to October 2023, showing fluctuations in revenue, with males (green) generally generating more revenue.
 - 2.Revenue by Expenditure Type: High expenditure generates the most revenue, followed by medium and low.
 - 3.Revenue by Age Group: Clients aged 30–40 bring in the most revenue, followed by the 20–30 age group. Younger and older groups contribute less.
 - 4.Revenue as per Marital Status: Married individuals generate more revenue compared to single or unknown marital statuses.
 - 5.Top 5 States by Revenue: Texas (TX) leads, followed by New York (NY), California (CA), Florida (FL), and New Jersey (NJ).
 - 6.Revenue by Dependent: Clients with 2 dependents contribute the most revenue, followed by those with 3 dependents

7. Revenue and Total Transaction Count by Quarter: A bar and line graph shows quarterly trends:

Q1: \$14M revenue and 163K transactions.

Q2: \$16M revenue and 142K transactions.

Q3: \$14.2M revenue and 142K transactions.

Q4: \$12.3M revenue and 161K transactions.

8. Revenue by Use Chips (Payment Type):

Swipe payments (70.7% (\$17M)) and online transactions (63.1% (\$35M)) dominate usage

10. Revenue by Credit Cards:

Total revenue across categories is \$55.3M, with Blue(\$46M) contributing the most.

11. Businessmen(\$17M) and graduates(\$22M) are the largest contributors in their respective segments.