*CREDIT CARD WEEKLY STATUS REPORT*

1. 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.

2. Import data to SQL database

i. Prepare csv file

ii. Create tables in SQL

iii. import csv file into SQL

3. DAX Queries

i. 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" )

ii. IncomeGroup = SWITCH(

TRUE(),

'public cust\_detail'[income] < 35000, "Low",

'public cust\_detail'[income] >= 35000 && 'public cust\_detail'[income] <70000, "Med",

'public cust\_detail'[income] >= 70000, "High", "unknown" )

iii.week\_num2 = WEEKNUM('public cc\_detail'[week\_start\_date])

iv. Revenue = 'public cc\_detail'[annual\_fees] + 'public cc\_detail'[total\_trans\_amt] + 'public cc\_detail'[interest\_earned]

v. 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])))

vi. 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))

4.Project Insights- Week 53

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%