

The background of the image shows several credit cards stacked on a dark surface. The top card is a dark blue or black card with a gold-colored chip and embossed text. Below it, another card is partially visible, showing a similar design. The lighting is soft, creating a professional and modern aesthetic.

CREDIT CARD WEEKLY STATUS REPORT

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Project Overview

To develop a comprehensive **Credit Card Weekly Dashboard** that provides **real-time insights** into key performance metrics and emerging trends.

The objective is to:

- Enable stakeholders to **monitor customer transactions, revenue, and delinquency rates** effectively.
- Identify **spending patterns, high-performing regions, and top categories** to support data-driven decision making.
- Improve **reporting efficiency** by replacing manual reports with an interactive, automated Power BI dashboard.
- Enhance **business visibility** by allowing management to quickly track weekly changes and respond proactively.
- Lay the foundation for **advanced analytics** such as customer segmentation and credit risk prediction in future phases.

Dataset Overview

Credit Card Dataset (Operational):

Columns: Client_Num, Card_Category, Annual_Fees, Credit_Limit, Total_Trans_Amt, Interest_Earned, Delinquent_Acc, etc.

Customer Dataset (Demographics):

Columns: Client_Num, Customer_Age, Gender, Education_Level, Income, Satisfaction_Score, etc.

- *Data combined for holistic view of customer & credit card performance.*

Credit Card Transaction Report

Revenue

57M

Total Interest

8M

Amount

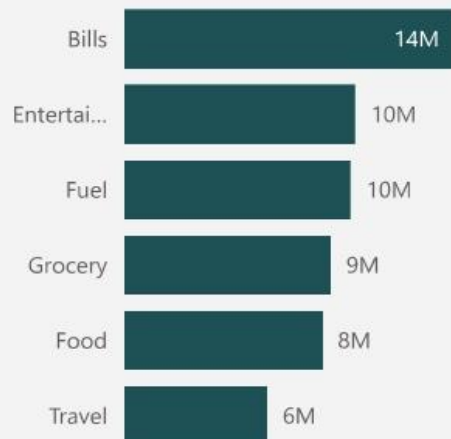
46M

Count

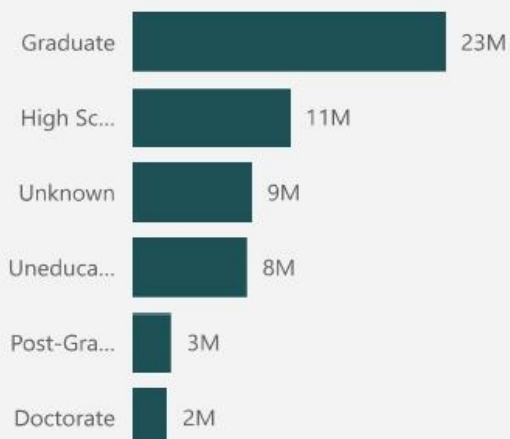
667K

card_category	Sum of Revenue	Sum of total_trans_amt	Sum of interest_earned
Blue	4,71,88,611.62	37840749	6614173
Silver	56,59,108.98	4647596	821923
Gold	25,33,682.16	2091362	384755
Platinum	11,35,608.05	953314	161629
Total	5,65,17,010.81	45533021	7982480

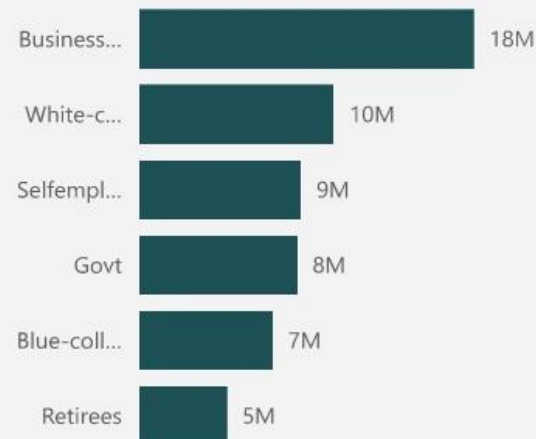
Sum of Revenue by exp_type



Sum of Revenue by education_level



Sum of Revenue by customer_job



week_start_date

All

QTR Revenue and total trans count



F

M

Gold

Silver

Blue

Platinum

Low

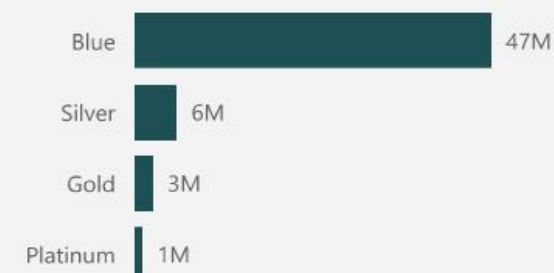
Medium

High

Sum of Revenue by use_chip



Sum of Revenue by card_category



Credit Card Customer Report

Revenue
57M

Total Interest
8M

Income
588M

CSS
3.2

Q4

Q3

Q2

Q1

week_start_date

All

M

F

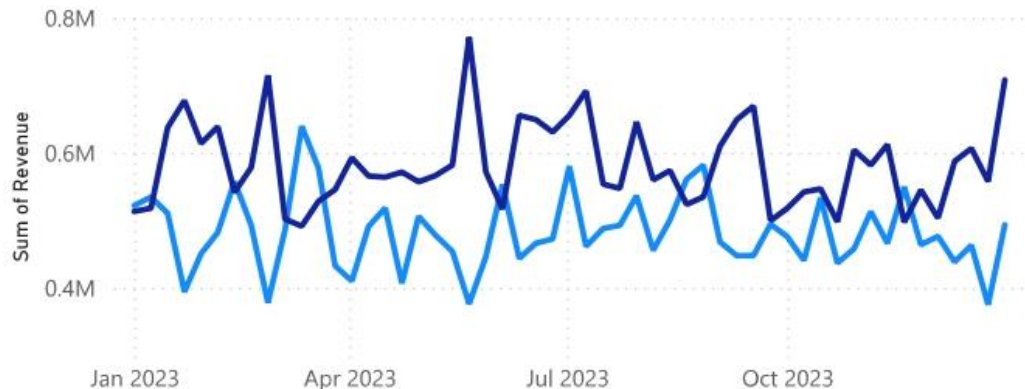
Gold

Silver

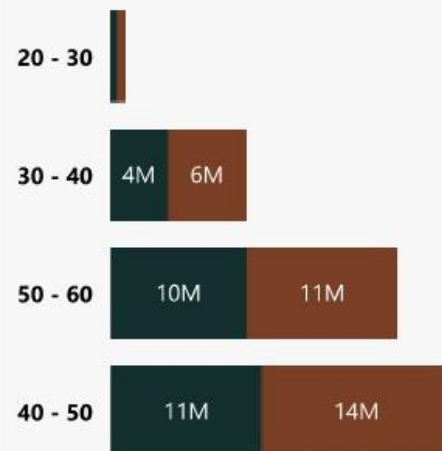
Blue

Platin...

Revenue by Week



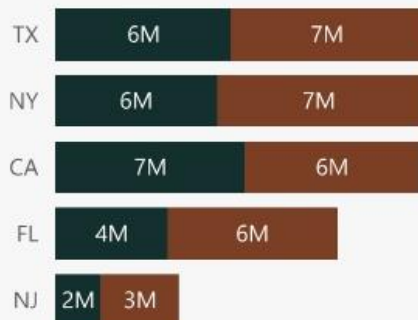
Age Group



customer_job	Sum of Revenue	Sum of income	Sum o
Businessman	1,76,97,472.01	190350431	
White-collar	1,02,83,123.92	105618475	
Govt	83,35,533.84	90834727	
Selfemployeed	85,42,826.40	77659931	
Blue-collar	70,40,606.42	73516911	
Retirees	46,17,448.22	49619308	
Total	5,65,17,010.81	587599783	

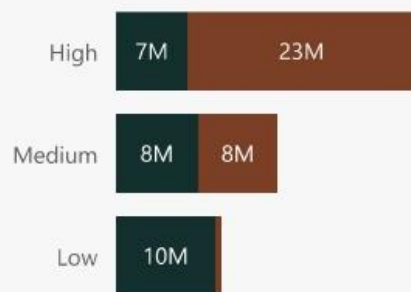
Top 5 State

gender ● F ● M



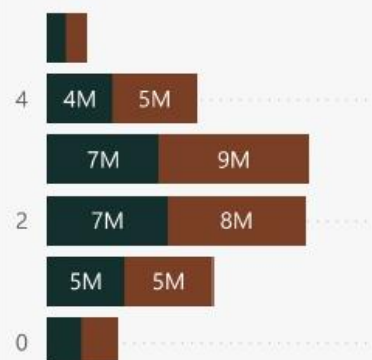
Salary Group

gender ● F ● M



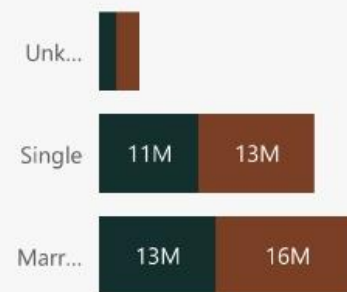
Dependent Count

gen... ● F ● M



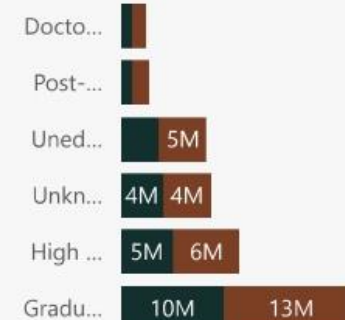
Marital Status

gen... ● F ● M



Education Level

gender ● F ● M



Key Performance Indicators (KPIs)

- **Total Revenue – \$57M (YTD)**
- **Interest Earned – \$8M (YTD)**
- **Total Transactions Amount – \$46M**
- **Activation Rate – 57.5%**
- **Delinquent Accounts Rate – 6.06%**
- **Customer Count Growth (Weekly & YTD)**
- **Top Regions Contribution – TX, NY & CA (68%)**
- **Top Card Categories – Blue & Silver (93% transactions)**

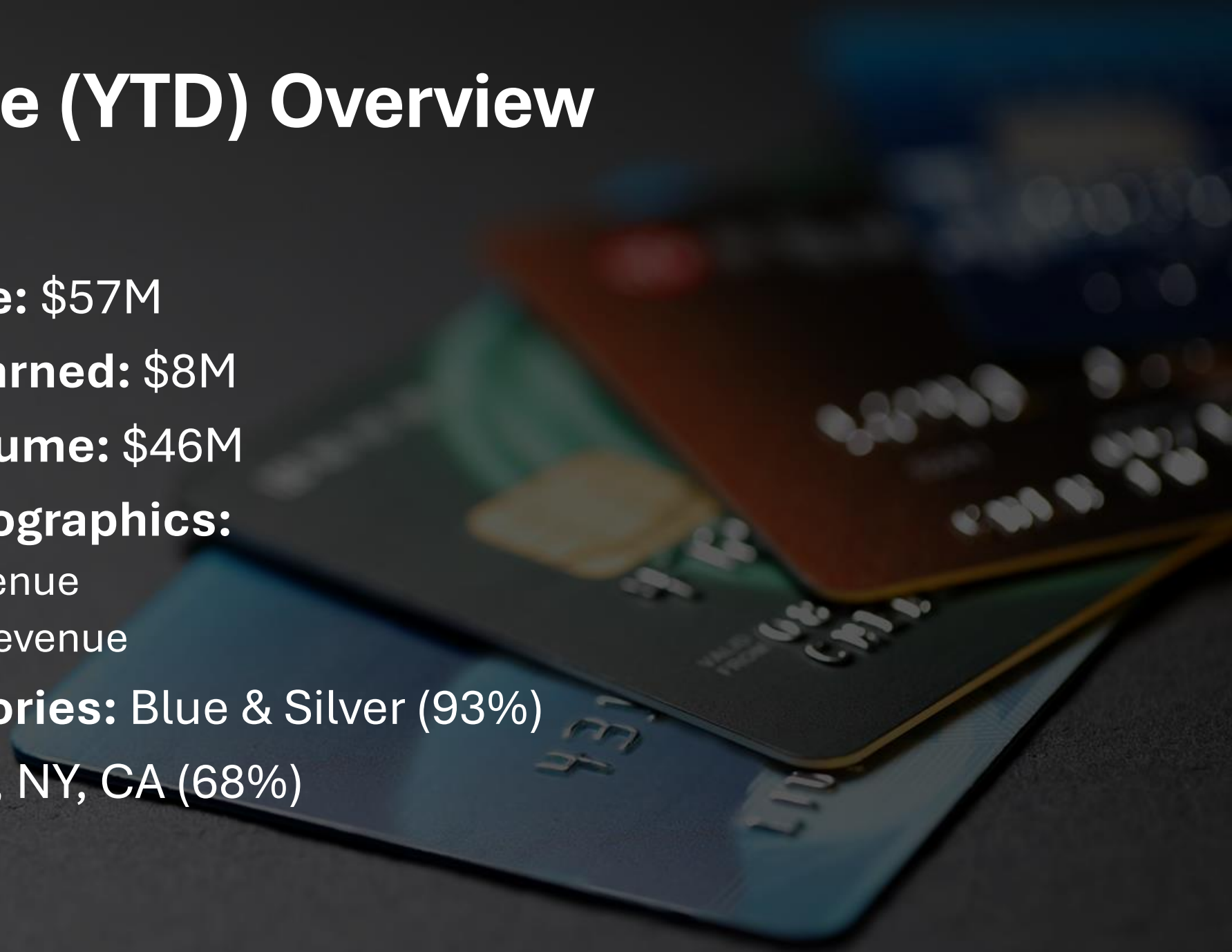
Weekly Highlights (Week 53 – WoW Change)

- Revenue increased by **28.8%**
 - Total Transaction Amount increased by **xx%** from last week.
 - Total Transaction Count increased by **xx%**
 - Customer Count increased by **xx%**
 - *Week 53 closed on a strong note with significant revenue and customer growth.*
-



Year-to-Date (YTD) Overview

- **Overall Revenue:** \$57M
- **Total Interest Earned:** \$8M
- **Transaction Volume:** \$46M
- **Customer Demographics:**
 - Male: \$31M revenue
 - Female: \$26M revenue
- **Top Card Categories:** Blue & Silver (93%)
- **Top Regions:** TX, NY, CA (68%)



Customer & Product Insights

- Younger customers (Age 25–40) drive higher transaction volumes
- Higher revenue contribution from **Graduates & Post-Graduates**
- Customers with **Personal Loan** show better repayment discipline
- High utilization ratio correlates with higher interest earned

Business Impact

- **Improved Monitoring:** Stakeholders can now track revenue, delinquency, and activations weekly
- **Risk Management:** Early detection of delinquent accounts (6.06% rate)
- **Customer Strategy:** Focus marketing on Blue & Silver cards + TX/NY/CA regions
- **Operational Efficiency:** Dashboard reduced reporting time by 80%

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Data Analyst & Data Scientist | Proficient in SQL,
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Learning

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