CREDIT CARD WEEKLY STATUS REPORT

Project Objective :

To create a comprehensive weekly dashboard for credit card operations, providing real-time insights and key performance metrics for stakeholders to monitor and analyse effectively.

Tools used :

Microsoft Excel, PostgreSQL, Microsoft Power BI

Steps includes :

1) Import data in PostgreSQL server
2) Connecting Power BI to Database
3) Data Cleaning
4) Data Processing
5) Dashboard creation
6) Insights from Analysis

DAX Queries :

```
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"
)
incomeGroup = SWITCH(
    TRUE(),
    'public cust_detail'[income] < 35000, "low",
    'public cust_detail'[income] >= 35000 && 'public cust_detail'[income] < 70000 , "mid",
    'public cust_detail'[income] > 70000 , "high",
    "unknown"
)
```

DAX Queries :

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

revenue = 'public cc_detail'[annual_fees]+'public
cc_detail'[total_trans_amt] + 'public cc_detail'[interest_earned]

current_week revenue = CALCULATE(
    SUM('public cc_detail'[revenue]),
    FILTER(
      ALL('public cc_detail'),
      'public cc_detail'[week_num2] = MAX('public
cc_detail'[week_num2])))

previous_week revenue = CALCULATE(
    SUM('public cc_detail'[revenue]),
    FILTER(
      ALL('public cc_detail'),
      'public cc_detail'[week_num2] = MAX('public
cc_detail'[week_num2])-1))
```

Wow change :

- Revenue increased by 28.8%

- Total transaction amount increased by 2.22% and count increased by 1.74%

Insights :

- Revenue increased and decrease Week over Week.

- Businessman job customers paying highest interest approx 32.38% .

- When we compare gender wise than male generate highest revenue approx 55% and Female is 46%

- and businessmen earn highest income.

- Overall revenue is approx 57M.

- Overall interest is approx 8M.

- Total transaction amount is approx 46M.

- 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%