



Credit Card Weekly Status Report



Project Overview

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.

STEPS

❖ Data from SQL:

- Created a MySQL database and defined tables to store customer and credit card transaction data. The data was then imported from .csv files into the respective MySQL tables (e.g., cust_detail, cc_detail).
- The MySQL database was then connected to Power BI using the MySQL connector.

❖ Data Processing & DAX QUERIES:

- After the data was loaded, performed data transformation and metric calculations using DAX in Power BI to support dashboard visualizations:

- Classified customers into predefined age ranges & Segmented customers based on income using switch() function.

```
AgeGroup = SWITCH(
    TRUE(),
    'public cust_detail'[customer_age] < 30, "0-30",
    '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 Plus",
    "unknown"
)
```

STEPS

- Extracted the week number from the week_start_date to facilitate weekly analysis.
week_of_the_year = WEEKNUM('public cc_detail'[week_start_date])
- Calculated the revenue for the latest available week in the dataset.
Curr_week_Revenue = CALCULATE(
SUM('public cc_detail'[Revenue]),
FILTER(
ALL('public cc_detail'),
'public cc_detail'[week_of_the_year] = MAX('public cc_detail'[week_of_the_year])))
- Computed the revenue for the week preceding the latest one.
Pre_week_Revenue = CALCULATE(
SUM('public cc_detail'[Revenue]),
FILTER(
ALL('public cc_detail'),
'public cc_detail'[week_of_the_year] = MAX('public cc_detail'[week_of_the_year])-1))
- Calculated the week on week revenue change using,
WOW_Revenue = Divide(([Curr_week_Revenue] – [Pre_week_Revenue]),[Pre_week_Revenue])

INSIGHTS –WEEK 53 (31st Dec)

❖WEEK ON WEEK CHANGES (WOW)

- Revenue increased by 28.8%.
- Total Transaction Amt & Count increased by 35.04% & 3.39%.
- Customer count increased by 12.8%.
- Gold category has 0 delinquent accounts, indicating no payment defaults.

❖OVERVIEW YEAR TO DATE (YTD)

- Overall revenue is 56.5 M.
- Total interest is 8M.
- Total transaction amount is 46M.
- Overall Activation rate is 57.5%
- Overall Delinquent RATE IS 6.06%
- Blue & Silver credit card are contributing to 93% of overall transactions.



thank you

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