Credit Card Weekly Status Report Week 53 (31st dec)

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:

- Creating 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_Reveneue = 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_Reveneue = 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

***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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