CREDIT CARD TRANSACTION & CUSTOMER REPORT

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.

Project Insights-

WoW change: **Week 52 (24th Dec)**	WoW change: **Week 53 (31st Dec)**
-Revenue increased by **-12.8%**	-Revenue increased by **28.8%**
-Total Transaction Amt &Count increased by **1.68% & 1.71%**	-Total Transaction Amt&Count increased by **xx% & xx%**
-Customer count increased by **1.62%**	-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

• **Texas, NewYork & California** is contributing to **68%**

• Overall **Activation rate is 57.5%**

• Overall **Delinquent rate is 6.06%**

Download Data

GitHub : https://github.com/gdk2915/Credit_Card_Financial_Dahsboard

Google Drive :   https://drive.google.com/drive/folders/drive_link