# Credit card financial dashboard using Power BI

- Developed an interactive dashboard using transaction and customer data from a SQL database, to provide real-time insights.

- Streamlined data processing & analysis to monitor key performance metrics and trends.

- Shared actionable insights with stakeholders based on dashboard findings to support decision-making processes.

Credit Card Transaction Report

|			
Q4	Q3	Q2	Q1

week_start_date

All

REVENUE	Amount	Total Interest	Count
57M	46M	8.0M	667K

card_category	Sum of Revenue	Sum of total_trans_amt	Sum of interest_earned
Blue	47188612	37840749	6614172.62
Gold	2533682	2091362	384755.16
Platinum	1135608	953314	161629.05
Silver	5659109	4647596	821922.98
Total	**56517011**	**45533021**	**7982479.81**

Quarter Revenue and Total trans count

● Sum of Revenue ● Sum of total_trans_vol

- Q1: 14.0M, 163.3K
- Q2: 13.8M, 164.2K
- Q3: 14.2M, 166.6K
- Q4: 173.2K, 14.5M

Gold	Silver	Blue	Platinum

F	M

Revenue by Use Chip

- Swipe: 36M
- Chip: 17M
- Online: 4M
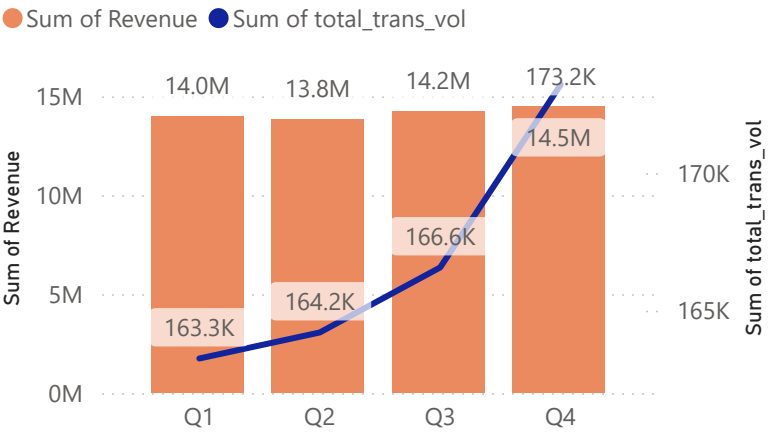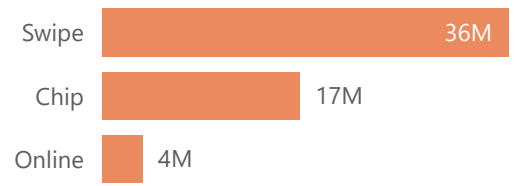
Revenue by Customer Job type

- Businessm...: 18M
- White-collar: 10M
- Selfemplo...: 9M
- Govt: 8M
- Blue-collar: 7M
- Retirees: 5M

Revenue by Education type

- Graduate: 23M
- High Sc...: 11M
- Unknown: 9M
- Uneduc...: 8M
- Post-Gra...: 3M
- Doctorate: 2M
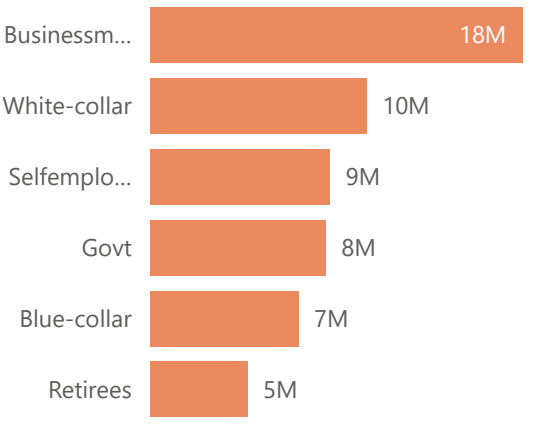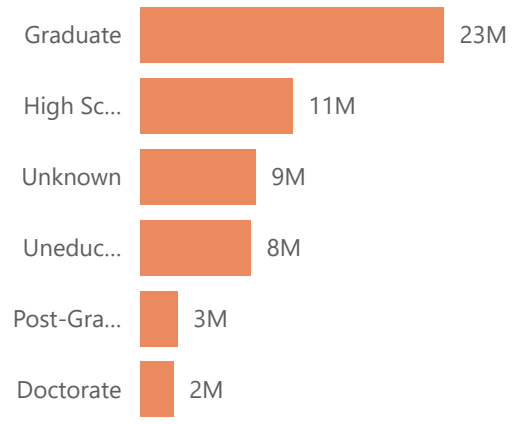
Revenue by Expenditure type

- Bills: 14M
- Entertain...: 10M
- Fuel: 10M
- Grocery: 9M
- Food: 8M
- Travel: 6M
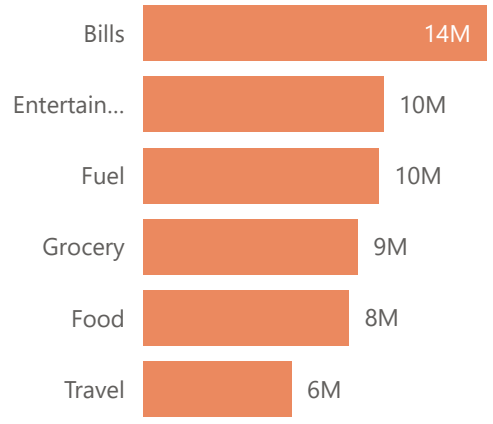
Customer Acquisition Cost

- Blue: 0.90M
- Silver: 0.06M
- Gold: 0.02M
- Platinum: 0.01M
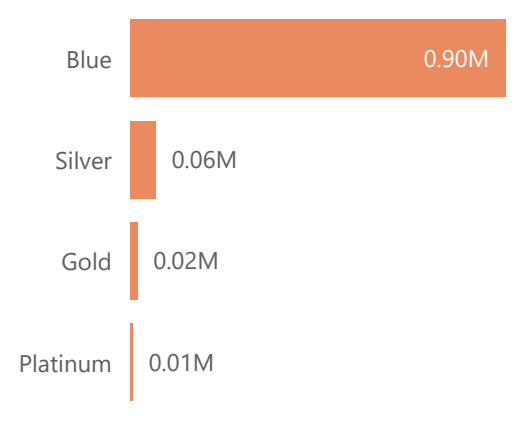
Credit Card Customer Report

Q4	Q3	Q2	Q1

week_start_date ⌄

All ⌄

Gold	Silver	Blue	Platinum

REVENUE	Income	Total Interest	CSS
57M	**588M**	**8.0M**	**3.19**

M	F
31M	26M

Swipe	Online	Chip

Revenue by Age group

- 20-30
- 30-40: 6M
- 40-50: 11M | 14M
- 50-60: 9M | 10M
- Abov...

Revenue by Week

Sum of Revenue — 0.8M, 0.6M, 0.4M, 0.2M
Jan 2023 — Apr 2023 — Jul 2023 — Oct 2023

customer_job	Sum of Revenue	Sum of interest_earned	Sum of income
Blue-collar	7040606	967751.42	73516911
Businessman	17697472	2584604.01	190350431
Govt	8335534	1182230.84	90834727
Retirees	4617448	641692.22	49619308
Selfemployeed	8542826	1141510.40	77659931
White-collar	10283124	1464690.92	105618475
Total	**56517011**	**7982479.81**	**587599783**

Revenue by Income group

- High: 7M | 26M
- Medium: 10M
- Low: 8M
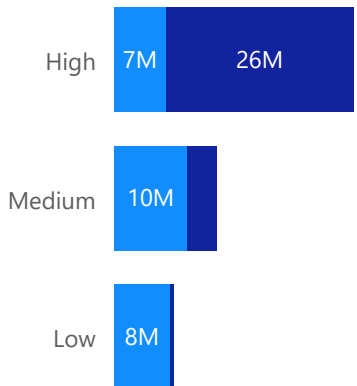
Revenue by Dependent

- 4: 4M | 5M
- 7M | 9M
- 2: 7M | 8M
- 5M
- 0: 2M
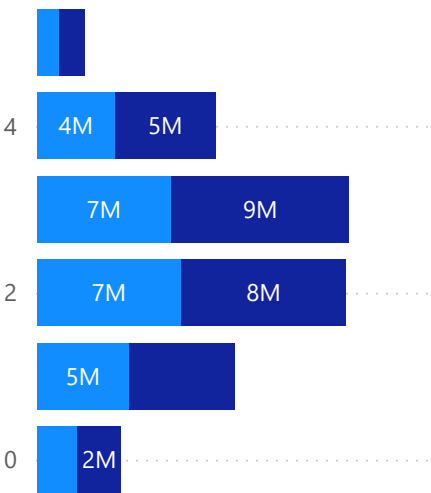
Revenue by Marital status

- Married: 13M | 16M
- Single: 11M | 13M
- Unknown

Revenue by Education type

- Graduate: 10M | 13M
- High School: 5M | 6M
- Unknown: 4M | 4M
- Uneducated: 4M | 5M
- Post-Gradu...
- Doctorate

Top 5 States

- TX: 6M | 7M
- NY: 6M | 7M
- CA: 7M | 6M
- FL: 4M | 6M
- NJ
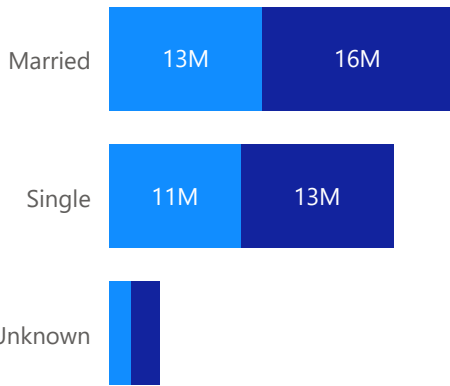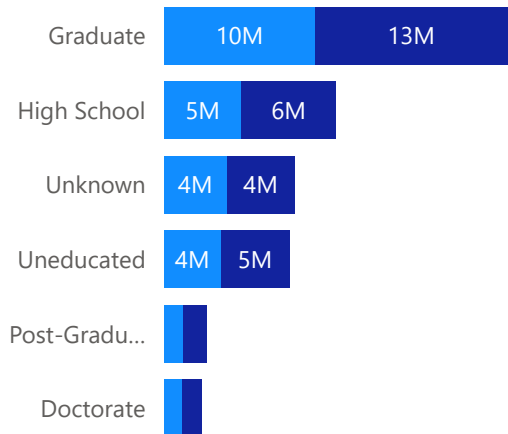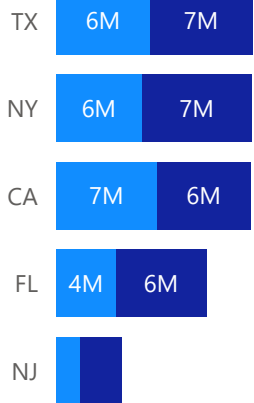
Insights

Week on week change:

- Revenue increased by 28.8%
- Total transaction amount by 14%
- Customer count increased by 12%

Overview YTD:

- Overall revenue generated is 57M
- Total interest is 7.8M
- Total transaction amount is 46M
- Male customers are contributing more in revenue 31M while female at 26M
- Blue and Silver credit card are contributing to 93% of overall transactions
- Texas, New York and California are contributing to 68%
- Overall activation rate is 58%
- Overall Delinquent rate is 6.06%