

Credit Card Weekly status Report



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01 - Project Objective

02 - Data from SQL

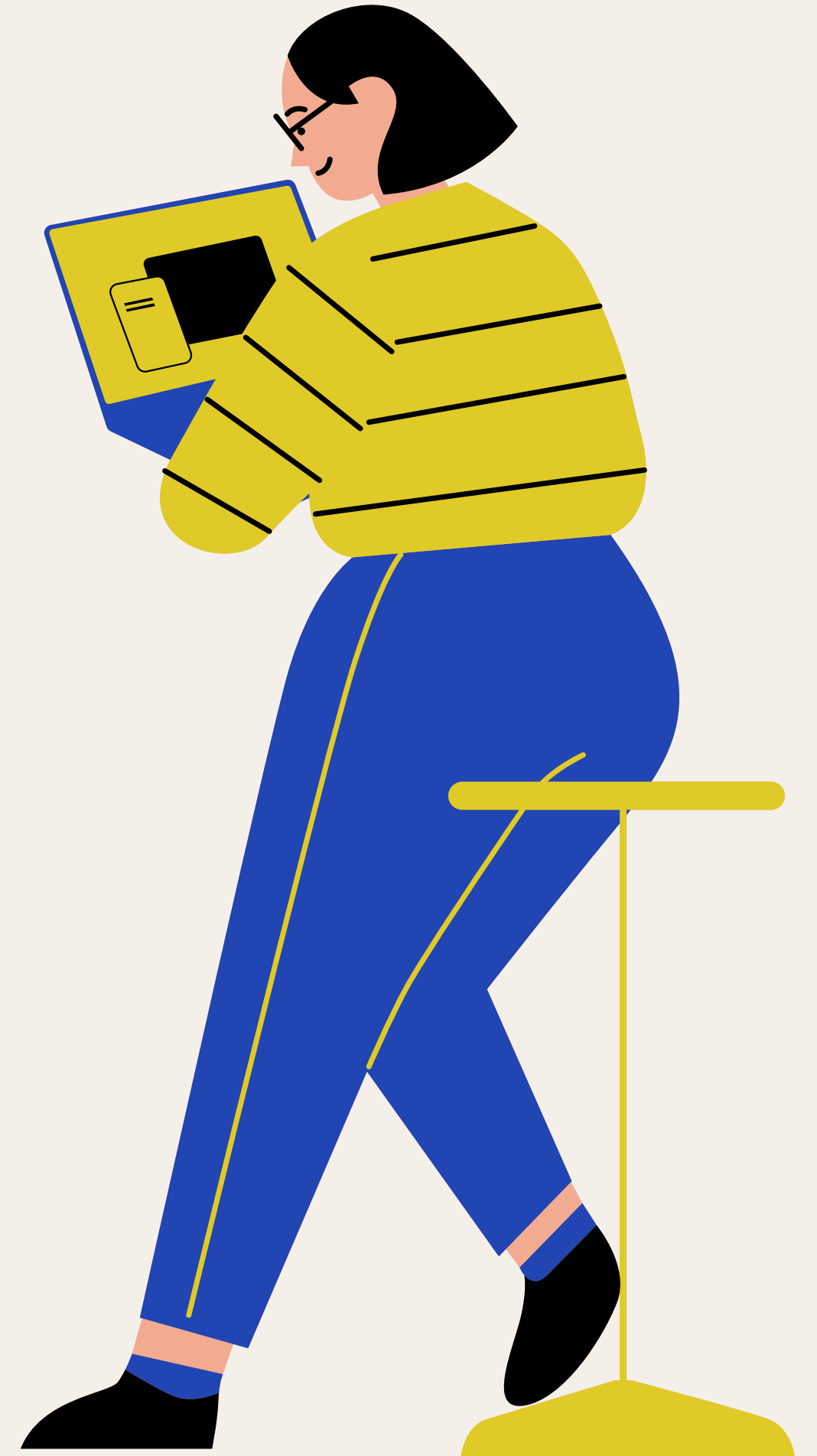
03 - Data processing & DAX

04 - Project Insight



Project Objective

To develop a comprehensive credit card weekly dashboard that provides real-time insights into the key performance metrics and trends, enabling stakeholders to monitor and analyze credit card operations effectively.

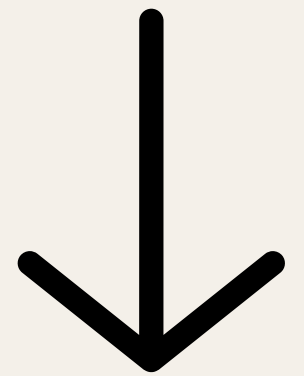


Data from SQL

01 - Prepare CSV File

02 - Create table in SQL

03 - Import CSV file into SQL



Data processing & DAX

AgeGroup =

```
SWITCH(  
    TRUE(),  
    'ccbd customer'[Customer_Age] < 30, "20-30",  
    'ccbd customer'[Customer_Age] >= 30 &&  
    'ccbd customer'[Customer_Age] < 40, "30-40",  
    'ccbd customer'[Customer_Age] >= 40 &&  
    'ccbd customer'[Customer_Age] < 50, "40-50",  
    'ccbd customer'[Customer_Age] >= 50 &&  
    'ccbd customer'[Customer_Age] < 60, "50-60",  
    'ccbd customer'[Customer_Age] >= 60, "60+",  
    "unknown"  
)
```



IncomeGroup =

```
SWITCH(  
    TRUE(),  
    'ccbd customer'[Income] < 35000, "low",  
    'ccbd customer'[Income] >= 35000 && 'ccbd customer'[Income] < 70000,  
    "Med",  
    'ccbd customer'[Income] >= 70000, "High",  
    "unknown"  
)
```

Revenue = 'ccbd credit_card'[Annual_Fees] + 'ccbd
credit_card'[Total_Trans_Amt] + 'ccbd
credit_card'[Interest_Earned]



```
current_week_revenue =  
CALCULATE(  
    SUM('ccbd credit_card'[Revenue]),  
    FILTER(  
        ALL('ccbd credit_card'),  
        'ccbd credit_card'[week_num2] = MAX('ccbd credit_card'[week_num2])  
    )  
)
```

```
previous_week_revenue =  
    CALCULATE(  
        SUM('ccbd credit_card'[Revenue]),  
        FILTER(  
            ALL('ccbd credit_card'),  
            'ccbd credit_card'[week_num2] = MAX('ccbd  
                credit_card'[week_num2]) - 1  
        )  
    )
```



Dashboard Insight - Week 53

WOW changes

- Revenue Increased by **29%**
- Total Transaction amount & count increased by **35.04%** & **3.9%**
- Customer count increased by **12.12%**

Overview

- Overall revenue is **56.5M**
- Total Interest **8M**
- Total transaction amount **45.5 M**
- Male customer are contributing more in revenue male **31M**, female **26M**
- Blue and Silver card is contributing to **93%** of overall transaction.
- Overall activation rate is **57.5%**



Thanks



Note:- Find all SQL queries & project data- [GITHUB](#)

