

# CREDIT CARD

## WEEKLY STATUS REPORT



# Content

1. Project objective
2. Data from SQL
3. Data processing & DAX
4. Dashboard & insights
5. Export & share project



# 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.





# IMPORT DATA TO SQL DATABASE

1. Prepare csv file
2. Create tables in SQL
3. import csv file into SQL



| Data Output                             | Messages | Notifications |
|---|----------|---------------|
| COPY 10108                              |          |               |
| Query returned successfully in 82 msec. |          |               |

# DAX QUERIES

```
AgeGroup = SWITCH(  
    TRUE(),  
    'ccdb cust_detail'[customer_age] < 30, "20-30",  
    'ccdb cust_detail'[customer_age] >= 30 && 'ccdb cust_detail'[customer_age] < 40, "30-40",  
    'ccdb cust_detail'[customer_age] >= 40 && 'ccdb cust_detail'[customer_age] < 50, "40-50",  
    'ccdb cust_detail'[customer_age] >= 50 && 'ccdb cust_detail'[customer_age] < 60, "50-60",  
    'ccdb cust_detail'[customer_age] >= 60, "60+",  
    "unknown"  
)
```

```
IncomeGroup = SWITCH(  
    TRUE(),  
    'ccdb cust_detail'[income] < 35000, "Low",  
    'ccdb cust_detail'[income] >= 35000 && 'ccdb cust_detail'[income] < 70000, "Med",  
    'ccdb cust_detail'[income] >= 70000, "High",  
    "unknown"  
)
```





# DAX QUERIES

```
week_num2 = WEEKNUM('ccdb cc_detail'[week_start_date])
```

```
Revenue = 'ccdb cc_detail'[annual_fees] + 'public cc_detail'[total_trans_amt] + 'ccdb cc_detail'[interest_earned]
```

```
Current_week_Revenue =  
    CALCULATE( SUM('ccdb  
    cc_detail'[Revenue]), FILTER(  
        ALL('ccdb cc_detail'),  
        'ccdb cc_detail'[week_num2] = MAX('ccdb cc_detail'[week_num2])))
```

```
Previous_week_Revenue =  
    CALCULATE( SUM('ccdb  
    cc_detail'[Revenue]), FILTER(  
        ALL('ccdb cc_detail'),  
        'ccdb cc_detail'[week_num2] = MAX('ccdb cc_detail'[week_num2])-1))
```



# PROJECT INSIGHTS- WEEK 53 (31<sup>ST</sup> DEC)

## WoW change:

- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by xx% & xx%
- 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
- TX, NY & CA is contributing to 68%
- Overall Activation rate is 57.5%
- Overall Delinquent rate is 6.06%

