# CREDIT CARD

WEEKLY STATUS REPORT



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# **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



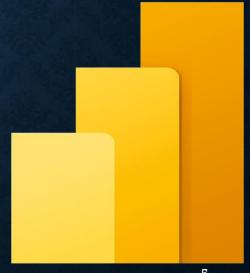
Data Output Messages Notifications

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_Reveneue =
  CALCULATE( SUM('ccdb
  cc_detail'[Revenue]), FILTER(
    ALL('ccdb cc_detail'),
    'ccdb cc_detail'[week_num2] = MAX('ccdb cc_detail'[week_num2])))
Previous_week_Reveneue =
  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 (31ST 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%s

