

# **CREDIT CARD**

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**WEEKLY**

**STATUS REPORT**

# PROJECT OBJECTIVE

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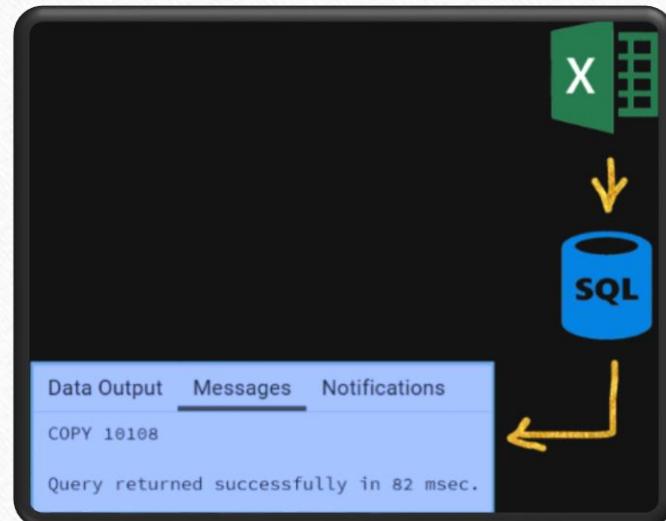
To develop a comprehensive credit card weekly dashboard that provides real-time insights into key performance metrics and trends, enabling stakeholders to monitor and analyse credit card operations effectively.



# Import data to SQL database

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



# DAX Query for AgeGroup

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

# DAX Query for IncomeGroup

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

# DAX Query for Revenue

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

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

# Project Insights- Week 53 (31st Dec) Overview YTD

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- 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%.