

Project Overview

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.

Project Goals

- Key Metrics for Revenue distribution among different segments
- Metrics for highly used card type and its contribution among revenue, Total Transaction Amount
- Customer type - Male or Female which one is contributing to our revenue



Project Insights - Week 53 (31st Dec)

Week On Week
Change

- Revenue decreased by 12.8 %
- Transactions amount decreased by 13.8%

Overall YTD
Analysis

- Males contributing 30.2 million in revenue more than females 25.1 million
- Blue and silver card type contributing 93% (83%+10%) more than other cards
- TX AND NY states contributing 50% of revenue than other states
- Overall Activation Rate is 57.6%
- Overall delinquent Rate is 6.8 %
- Age Group 40-50 contributing 45.34% majorly and second lead group 50-60(28.34%)

#1

55.5 Million
Total Revenue

#2

7.85 Million
Interest Earned

#3

45 Million
Transaction Amt.