

# CREDIT CARD

## WEEKLY STATUS

### REPORT

*Presented by: Dev Dashora*



# OVERVIEW

01

PROJECT  
OBJECTIVE

02

DAX QUERIES

03

DAX QUERIES 2

04

PROJECT INSIGHTS

05

PROJECT OVERVIEW

06

CONNECT WITH ME



# 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.

# DAX QUERIES

```
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" )
```

```
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" )
```

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

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

# DAX QUERIES



```
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))
```

# UPROJECT 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%

# PROJECT OVERVIEW

## Credit card financial dashboard using Power BI:

- Developed an interactive dashboard using transaction and customer data from a SQL database, to provide real-time insights.
- Streamlined data processing & analysis to monitor key performance metrics and trends
- Shared actionable insights with stakeholders based on dashboard findings to support decision-making processes



# Thank's For Watching

**Connect with us.**



+91 XXXXXXXXX



devdashora.work@gmail.com

