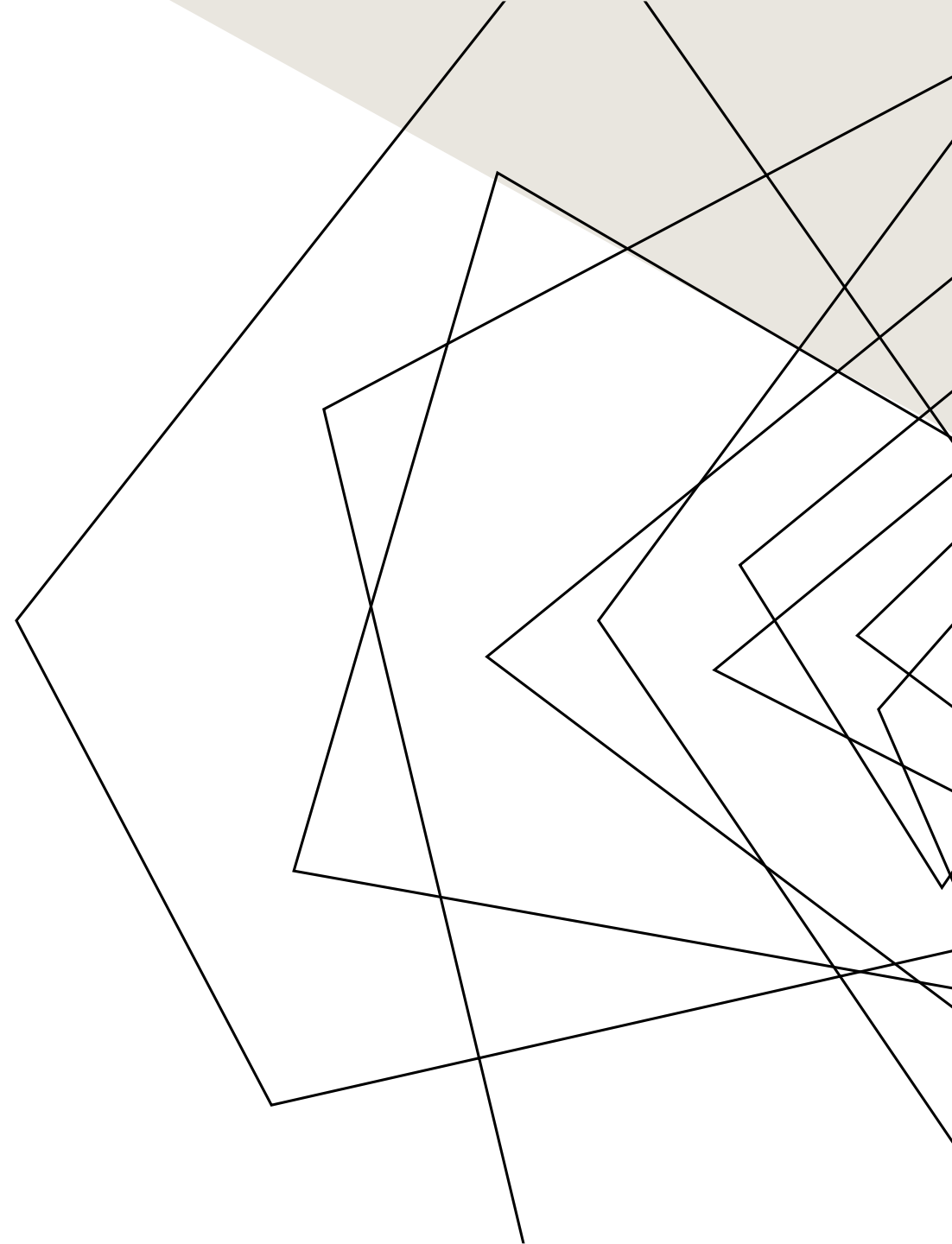
Abstract white lines of varying lengths and orientations intersecting on a black background, creating a complex geometric pattern in the upper left corner.

CREDIT CARD TRANSACTIONS & CUSTOMER DATA ANALYSIS

TOOLS USED

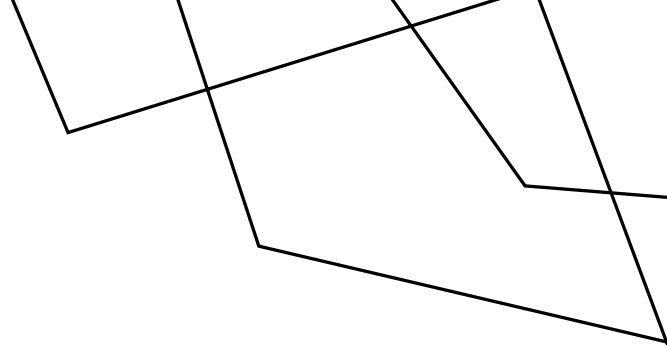
- **MYSQL:** Used for data storage and management
- **Power BI:** Utilized for data visualization and dashboard creation
- **Power Query:** Employed for data transformation and loading
- **MS Excel:** Used for initial data analysis and manipulation



REVENUE DISTRIBUTION

- **Total Revenue:**
 - Approximately: **57M**
 - Quarterly Revenue:
Stable, with **Q4** slightly higher at **14.5M**
- **Revenue by Card Type:**
 - Blue Cards: **47M**
 - Silver Cards: **6M**
 - Gold Cards: **3M**
 - Platinum Cards: **1M**

TRANSACTION INSIGHTS



- Total Transaction Count:

667K

- Total Transaction Amount:

45.5M

- Transaction Methods:

- Swipe: **36M**
 - Chip: **17M**
 - Online: **4M**
- 

CUSTOMER DEMOGRAPHICS

- **Revenue by Occupation:**
 - Businessmen: **18M**
 - White-collar Workers: **10M**
- **Revenue by Education:**
 - Graduates: **23M**
 - High School Graduates: **11M**
- **Revenue by Age Group:**
 - Significant contributions from ages **40-50** and **50-60**
- **Marital Status:**
 - **Married** customers generate more revenue than single customers

EXPENDITURE PATTERNS



Revenue by Category:

- Bills: **14M**
- Entertainment: **10M**
- Fuel: **10M**
- Travel: **6M**

CUSTOMER SATISFACTION AND DELINQUENCY



- **Customer Satisfaction:**
Overall Score: **3.19** out of 5
- Highest Satisfaction:
Self-employed customers (8.47)
- **Delinquency Rates:**
Non-delinquent Accounts: **93.94%**
- Highest Delinquency:
Self-employed customers (1.66%)

CARD ACTIVATION AND OTHER INSIGHTS



Card Activation:

- Activated within 30 days: **57.46%**
- Highest Activation Rate:
Bills category (16.76%)

Other Insights:

- Average Credit Limit: **8.64K**
- Total Customer Income: **588M**
- Top States by Revenue:
Texas, New York, California

SUMMARY OF KEY INSIGHTS

Revenue Distribution:

- Total Revenue: **\$57M**
(Q4: \$14.5M, Blue Cards: \$47M)

Transaction Insights:

- Total Transactions: **667K** (\$45.5M)
- Top Methods: **Swipe** (\$36M), Chip (\$17M)

Customer Demographics:

- Top Revenue Sources: **Businessmen** (\$18M), Graduates (\$23M)
- Key Age Groups: **40-60**

Expenditure Patterns:

- Top Categories: **Bills** (\$14M),
• Entertainment/Fuel (\$10M)

Satisfaction & Delinquency Score:

- **3.19/5** (**Self-employed**: 8.47)
- Non-delinquent: **93.94%**

Card Activation:

- Activated within 30 Days: **57.46%**
- Avg. Credit Limit: **\$8.64K**



THANK YOU

Thank You for Your Attention!

If you have any questions or need further information, please feel free to contact me:

- Name: **Rohit Saha**
- Email: **saha78605@gmail.com**