

Credit Card Transactions & Customer Weekly Report

Objective:

The objective of this project was to develop a comprehensive credit card weekly dashboard using Power BI, which provides real-time insights into key performance metrics and trends. This dashboard is designed to enable stakeholders to monitor and analyse credit card operations more effectively.

Steps Followed:

- 1. Data Collection:** Gathered detailed credit card transaction data, including customer demographics, transaction details, and financial information.
- 2. Data Cleaning:** Utilised Excel and MySQL for thorough data cleaning to ensure accuracy, consistency, and reliability in the dataset.
- 3. Data Modeling:** Constructed a robust data model in Power BI, establishing effective relationships between various data sets to enable comprehensive analysis.
- 4. Power Query:** Utilised Power Query to transform raw data into structured and insightful information ready for visualisation.
- 6. Measures:** Developed custom measures to analyse trends, such as revenue contributions by customer demographics and card types.
- 7. Charts:** Designed visually engaging and interactive charts in Power BI, providing clear representation of complex data points.

Useful Insights:

- Overall Revenue: \$55.3M
- Total Interest Earned: \$8M
- Total Transaction Amount: \$44.5M
- Revenue by Gender:
 - Male Customers: \$30M
 - Female Customers: \$25M
- Top Contributor to Revenue:
 - Businessmen: \$18M
- Card Type Contribution:

- Blue and Silver Credit Cards contribute to 93% of overall transactions.

Recommendations:

The analysis reveals that businessmen and self-employed individuals show a higher likelihood of delinquency. Further investigation is recommended to understand the underlying reasons behind this trend, which could involve evaluating spending habits, credit limits, or external economic factors.

Screenshots:



Github Project:

Explore the full project and codebase [here](#)

Summary:

This report highlights the key aspects and insights derived from the credit card data, offering stakeholders a clear and actionable overview to guide decision-making and operational strategies.