



CREDIT CARD ANALYSIS REPORT

WEEKLY STATUS





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.



Power BI



IMPORT DATA TO SQL DATABASE

1. PREPARE CSV FILE
2. CREATE TABLES IN SQL
3. IMPORT CSV FILE INTO SQL



Credit Card Transaction Dashboard

Q4

Q3

Q2

Q1

Low

Med

high

Revenue

57M

Transaction Amt

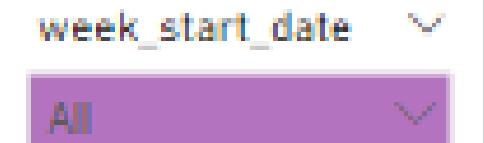
46M

Transaction Count

667K

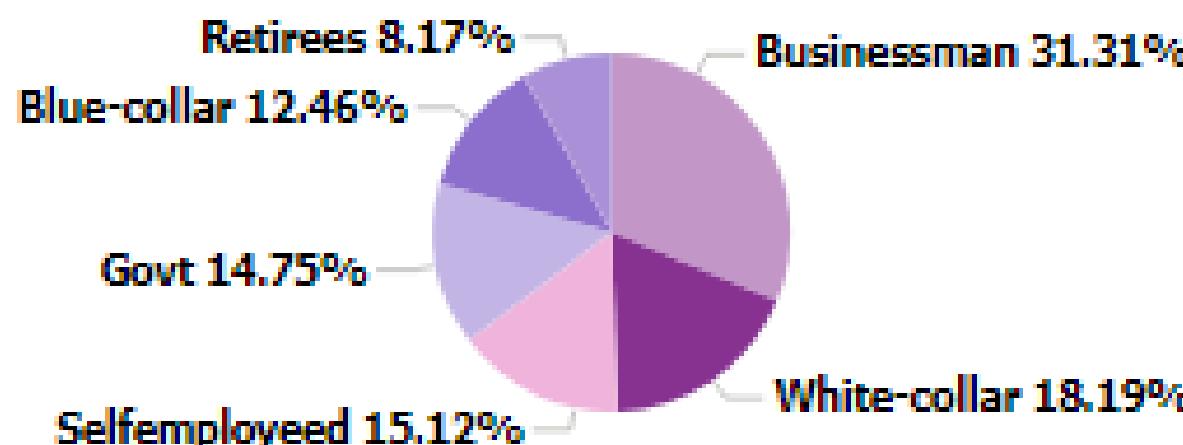
Interest

7.98M

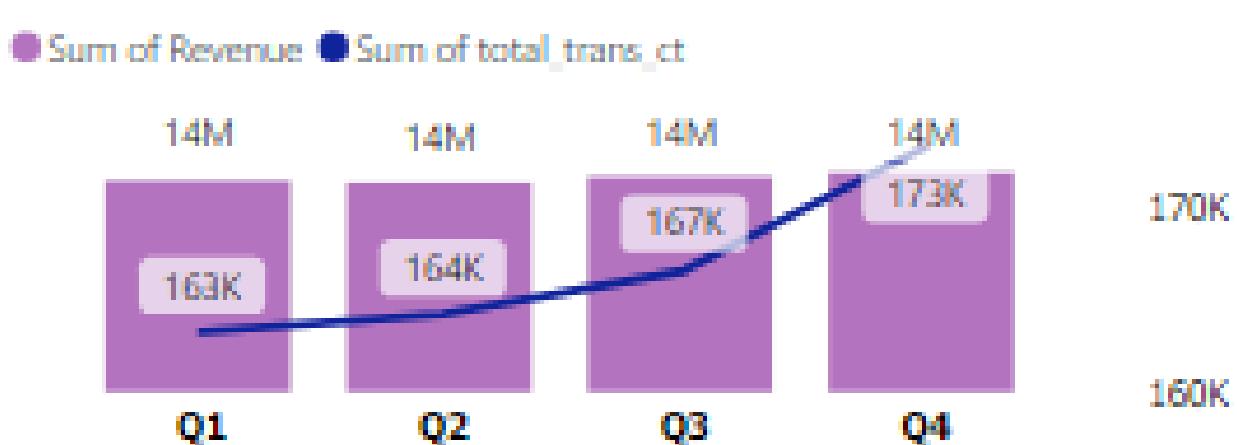


card_category	Sum of Revenue	Sum of total_trans_amt	Sum of interest_earned
Blue	47188612	37840749	66,14,172.62
Gold	2533682	2091362	3,84,755.16
Platinum	1135608	953314	1,61,629.05
Silver	5659109	4647596	8,21,922.98
Total	56517011	45533021	79,82,479.81

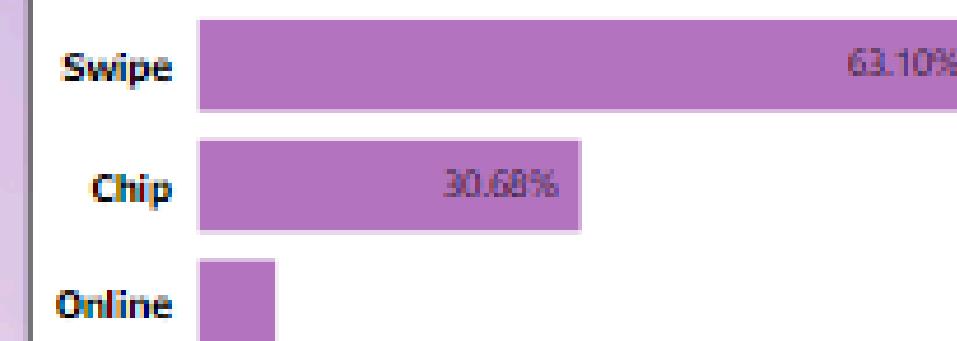
Revenue By Job



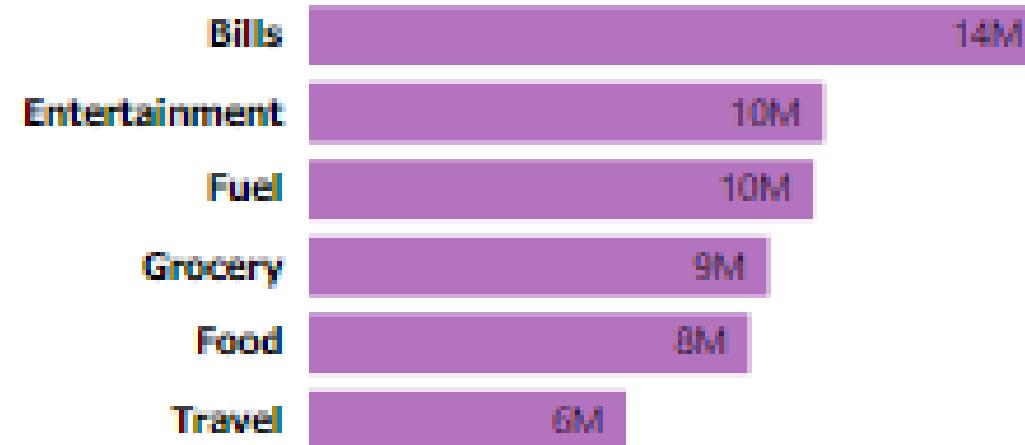
QTR Revenue and Total_trans_ct



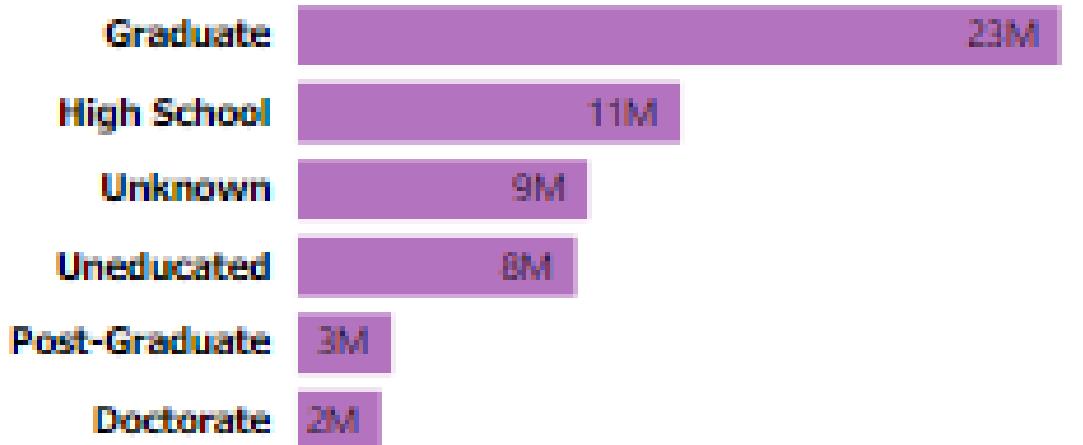
Revenue By Card Use Type



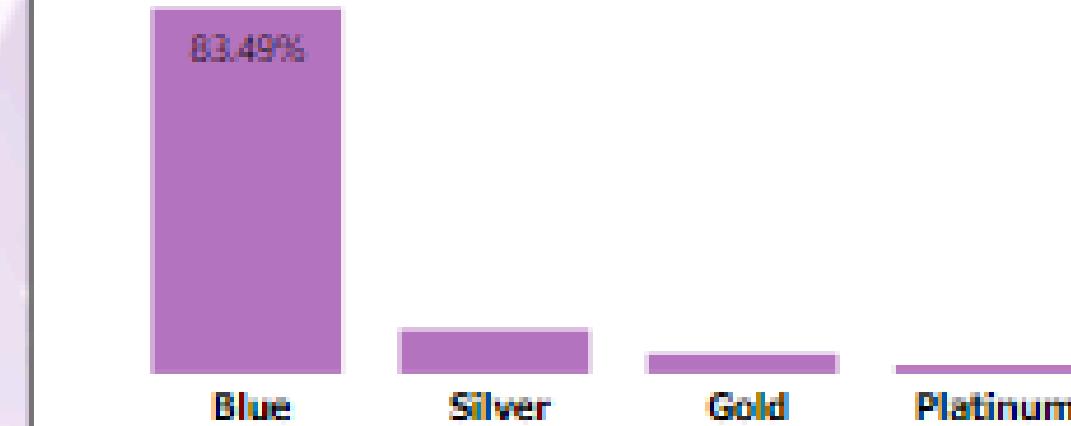
Revenue By Expenditure Type



Revenue By Education



Revenue By Card Type



Credit Card Customer Dashboard

Q4

Q3

Q2

Q1

Swipe

Online

Chip

Revenue

57M

Income

588M

Satisfaction

3.19

Interest

7.98M

M

31M

F

26M

Gold

Silver

Blue

Platinum

week_start_date

All

Revenue By Age Group

20-30

30-40

40-50

50-60

60+

1M

4M

11M

9M

1M

6M

14M

10M

1M

Revenue By Marital Status

Married

13M

16M

Single

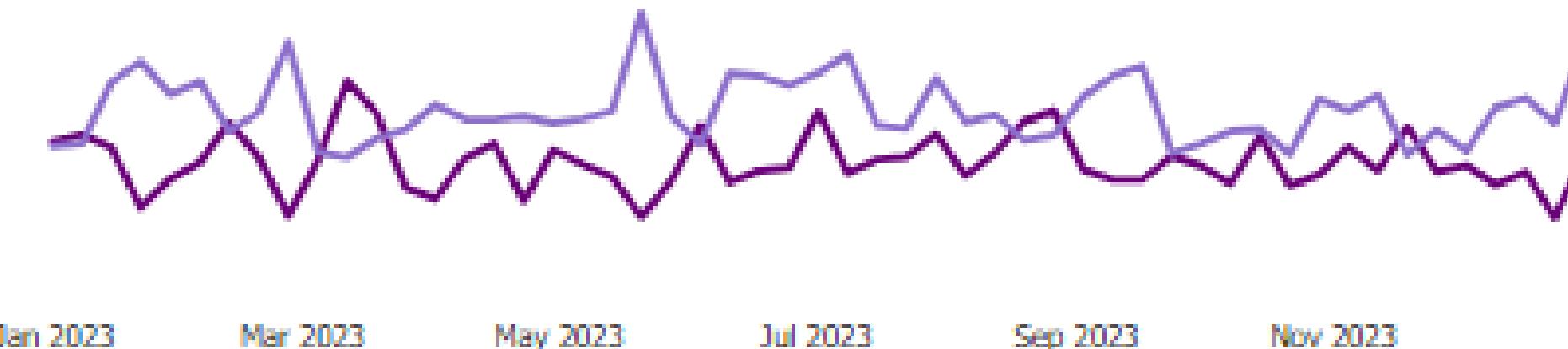
11M

13M

Unknown

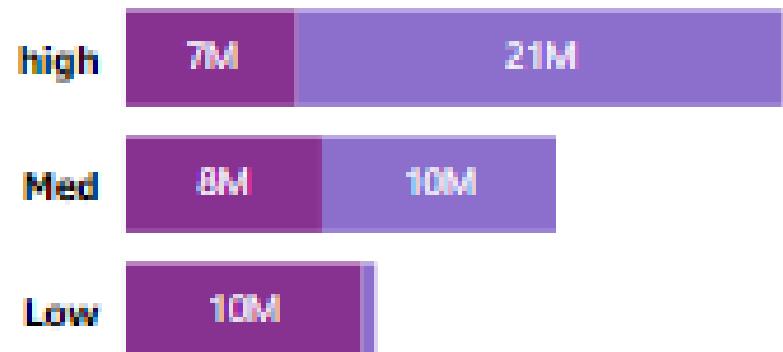
1M

Sum of Revenue by Year, Quarter, Month, Day and gender

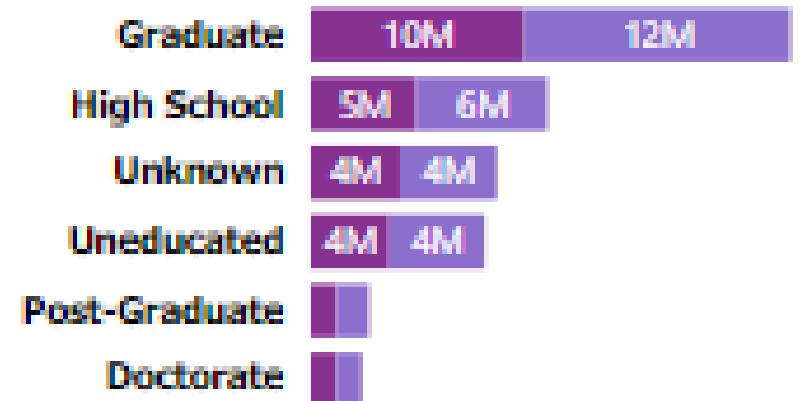


customer_job	Sum of Revenue	Sum of interest_earned	Sum of income
Blue-collar	7040606	9,67,751.42	73516911
Businessman	17697472	25,84,604.01	190350431
Govt	8335534	11,82,230.84	90834727
Retirees	4617448	6,41,692.22	49619308
Self-employed	8542826	11,41,510.40	77659931
White-collar	10283124	14,64,690.92	105618475
Total	56517011	79,82,479.81	587599783

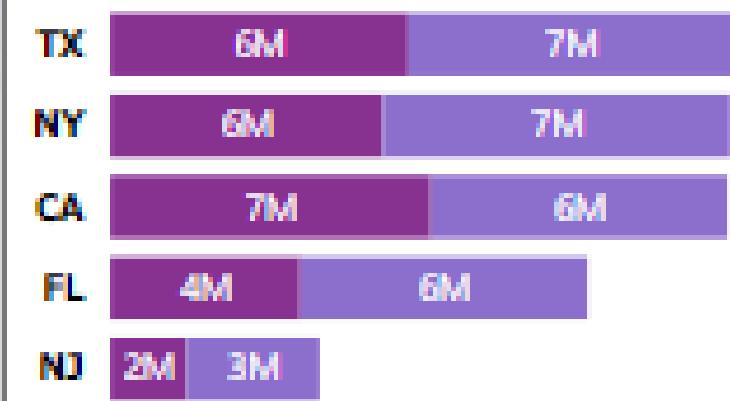
Revenue By Income Group



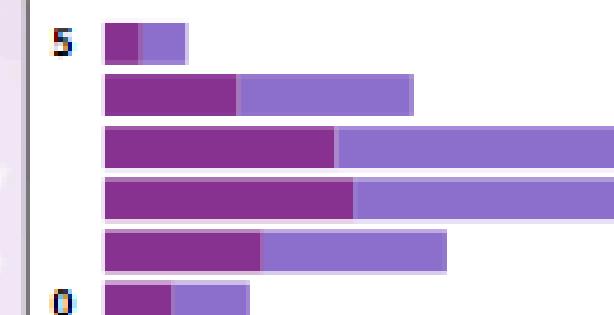
Revenue By Education



Revenue By State



Revenue By Dependent Member



PROJECT INSIGHTS

- 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 INSIGHTS

- Total Customer Income is 588M
- Total Transaction Count is 667K
- Most Male Graduates Contribute to the revenue by 12M
- Revenue by Expenditure Type From Bills is 14M
- TX Male Contribute by 12.74%, NY Males by 13.66%
Whereas CA Females contribute by 12.60%
- Females have more Delinquent rate than males that is 3.48%
- Customers with Job Title Self Employeed have the most delinquent rate of 1.66%





THANKYOU



DATA ENTHUSIAST | JASDEEP KAUR SAINI