**Project: -Credit Card Financial Risk Analysis Dashboard**

**Overview**

This Power BI dashboard provides real-time insights into credit card transactions and customer data. It helps monitor key performance metrics and trends, supporting decision-making processes.

**Features**

- Interactive Dashboard: Developed using Power BI to visualize transaction and customer data.

- Data Processing & Analysis: Streamlined processes to ensure accurate and efficient data handling.

- Actionable Insights: Provided stakeholders with insights to support decision-making processes.

**Data Sources**

- SQL database containing transaction and customer data.

**Key Metrics**

- Total Transactions

- Customer Demographics

- Spending Trends

- Credit Card Utilization

**DAX Queries**

```sql

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"

)

week\_num2 = WEEKNUM('public cc\_detail'[week\_start\_date])

Revenue = 'public cc\_detail'[annual\_fees] + 'public cc\_detail'[total\_trans\_amt] + 'public cc\_detail'[interest\_earned]

Current\_week\_Reveneue = CALCULATE(

SUM('public cc\_detail'[Revenue]),

FILTER(

ALL('public cc\_detail'),

'public cc\_detail'[week\_num2] = MAX('public cc\_detail'[week\_num2])

)

)

Previous\_week\_Reveneue = CALCULATE(

SUM('public cc\_detail'[Revenue]),

FILTER(

ALL('public cc\_detail'),

'public cc\_detail'[week\_num2] = MAX('public cc\_detail'[week\_num2])-1

)

)

```

**Project Insights**

**- Week on Week change:**

- Revenue increased by 28.8%

- Total Transaction Amount & Count increased by percentage acc to specified week.

- Customer count increased by percentage acc to specified week.

**- Overview Year to Date:**

- Overall revenue is 57M

- Total interest is 8M

- Total transaction amount is 46M

- Male customers contributing more in revenue: 31M, female: 26M

- Blue & Silver credit card contributing to 93% of overall transactions

- TX, NY & CA contributing to 68%

- Overall Activation rate is 57.5%

- Overall Delinquent rate is 6.06%