Power BI Analytics Dashboard Project:

Credit Card Weekly Status Report

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Project Objective

As part of this task, you are required to build two interactive Power BI dashboards from the provided datasets. The dashboards should provide actionable insights and be filtered by gender (Male/Female). The primary focus is to create meaningful visualizations based on key metrics related to Credit Card Customers and Credit Card Transactions.

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Data Set and Requirements

Data Provided:

- Customer Data: Includes customer demographics (gender, age, income) and credit card details (credit score, ownership status, etc.)
- Transaction Data: Contains transaction details such as date, amount, category, transaction type, and associated customer ID.

Expectations:

- Visualizations should be clean, easy to interpret, and well-organized.
- Use appropriate chart types for the data and KPIs.
- Dashboards should be interactive and allow users to filter by gender, age group, and income group.
- Ensure that all metrics are clearly labeled and the report is visually appealing.

Dashboard 1 – Credit Card Customer Report

Objective:

- *Create an interactive Power BI dashboard that visualizes key metrics related to Credit Card Customers. The data should be filtered by Male and Female.*

Filters:

- *Gender Filter: Provide an option to filter the entire dashboard by Male and Female*
- *Age Group Filter: Filter customers based on age ranges (e.g., 18-25, 26-35, etc.)*
- *Income Group Filter: Allow filtering by income levels (Low, Medium, High)*

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Dashboard 2 – Credit Card Transaction Report

Objective:

- *Create an interactive Power BI dashboard to analyze credit card transactions. Provide insights into spending patterns, transaction frequency, and other relevant metrics.*

Filters:

- *Gender Filter: Filter transactions by Male and Female*
- *Transaction Date Filter: Allow filtering by Week*
- *Spending Category Filter: Filter by different Spending Categories.*

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Additional Notes

- Focus on Power BI functionality such as slicers, drill-throughs, and dynamic filters to enhance the interactivity of your dashboards.
- DAX calculations are required for this task (Age Group, Income Group as ‘Low’, ‘Med’, ‘High’, Total Revenue, week num, cur_week_revenue, previous_week_revenue)
- If you encounter any issues with the dataset, make sure to highlight it in your submission document.

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Submission Guidelines

- Submit the Power BI file (.pbix) containing the two dashboards.
- Include a brief overview document explaining your approach, key insights, and any challenges faced during development.
- The final dashboard should be interactive, allowing for easy exploration of the data with filters for gender, age group, and income.

We wish you the best of luck with this project!

Feel free to reach out to your mentor for any queries via LinkedIn :
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