CREDIT CARD
WEEKLY STATUS REPORT

Import data to SQL Database

1.Prepapre csv file
2.Create tables in SQL
3.Import csv file into SQL
4. DAX queries:

i. AgeGroup = SWITCH(TRUE(), 'ccdb
cust_detail'[Customer_Age] < 30,"20-30", 'ccdb
cust_detail'[Customer_Age] >= 30 && 'ccdb
cust_detail'[Customer_Age] < 40,"30-40", 'ccdb
cust_detail'[Customer_Age] >= 40 && 'ccdb
cust_detail'[Customer_Age] < 50,"40-50", 'ccdb
cust_detail'[Customer_Age] >= 50 && 'ccdb
cust_detail'[Customer_Age] < 60,"50-60", 'ccdb
cust_detail'[Customer_Age] >= 60,"60+", "unknown")

ii. IncomeGroup = SWITCH(TRUE(), 'ccdb
cust_detail'[Income] < 35000,"Low", 'ccdb
cust_detail'[Income] >=35000 && 'ccdb
cust_detail'[Income] <70000,"Med", 'ccdb
cust_detail'[Income] >= 70000, "High", "unknown")

Project Insights – Week 52 (24th Dec)

WoW change:

- Revenue decreased by 12.8%
- Total Transaction Amt & Count increased by 1.62% & 1.62%
- Customer count increased by 7.2%

Overview YTD:

- Overall revenue is 55M
- Total interest is 8M
- Total transaction amount is 45M
- Male customers are contributing more in revenue 30M, female 25M
- Blue & Silver credit card are contributing to 91% of overall transactions
- TX, NY & CA is contributing to 66%
- Overall Activation rate is 57.5%
- Overall Delinquent rate is 6.07%

Credit card financial dashboard using Power BI:

- Developed an interactive dashboard using transaction and customer data from a SQL database, to provide real-time insights.
- Streamlined data processing & analysis to monitor key performance metrics and trends.
- Shared actionable insights with stakeholders based on dashboard findings to support decision-making processes.