

CREDIT CARD

WEEKLY STATUS REPORT



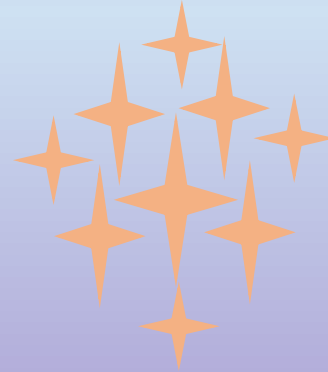
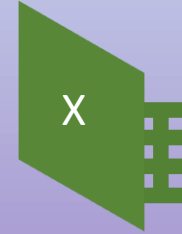
Content :-

1. Project objective
2. Data from SQL
3. Data processing & DAX
4. Dashboard & insights
5. Export & share project



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.



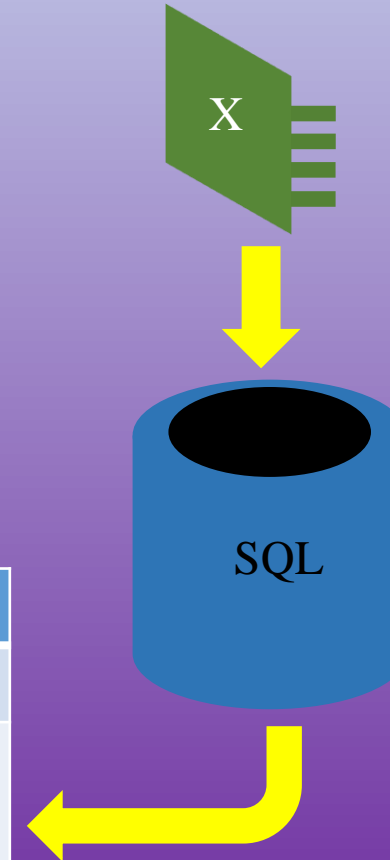
Download Data Git Hub

https://github.com/krutikabansod/Credit_Card_Financial_Dashboard

Import data to SQL database

1. Prepare csv file
2. Create tables in SQL
3. Import csv file into SQL

Data Output	<u>Messages</u>	Notifications
COPY 10108		
Query returned successfully in 82 msec.		



Note: Find all SQL queries & project data- github.com/krutikabansod/Credit_Card_Financial_Dashboard

DAX Queries

```
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", "High", "unknown"  
)
```



DAX Queries

```
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- Weeks 53

WoW change:

- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by xx% & xx%
- Customer count increased by xx%

Overview YTD:

- 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%



Add to resume

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.



KRUTIKA BANSOD

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GITHUB : <https://github.com/krutikabansod>

INSTAGRAM : www.instagram.com/krutika_bansod03?igsh=bTJoM2tqY2ph/

Keep Learning and Keep Growing