CREDIT CARD

WEEKLY
STATUS REPORT

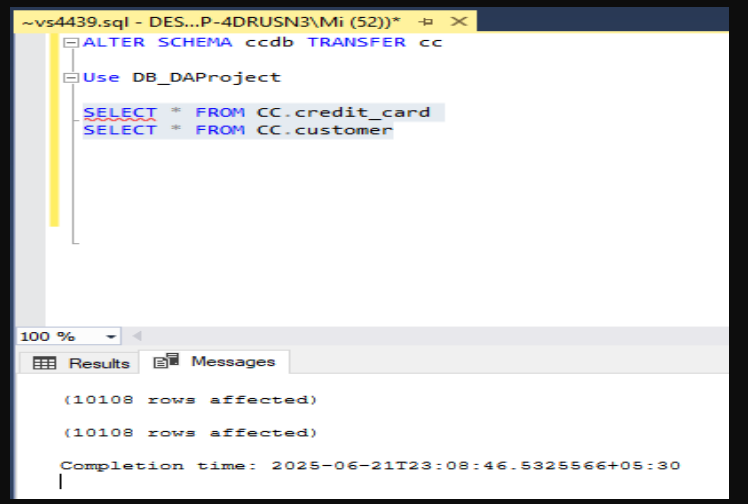
1. Project objective
2. Data from SQL
3. Data processing & DAX
4. Dashboard & insights

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 analyse credit card operations effectively.

Import data to SQL database

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



DAX Queries

```
Age_Group = SWITCH(
            TRUE(),
            'Customer_Detail'[Customer_Age] <= 30, "0-30",
            'Customer_Detail'[Customer_Age] > 30 && Customer_Detail[Customer_Age] <= 40, "31-40",
            'Customer_Detail'[Customer_Age] > 40 && Customer_Detail[Customer_Age] <= 50, "41-50",
            'Customer_Detail'[Customer_Age] > 50 && Customer_Detail[Customer_Age] <= 60, "51-60",
            'Customer_Detail'[Customer_Age] > 60, "60+",
            "Unkown"
)Income_Group = SWITCH(  TRUE(),
             'Customer_Detail'[Income] <= 35000, "Low",
             'Customer_Detail'[Income] > 35000 && Customer_Detail[Income] <= 70000, "Medium",
             'Customer_Detail'[Income] > 70000, "High",
             "Unkonw"
             )
```

DAX Queries

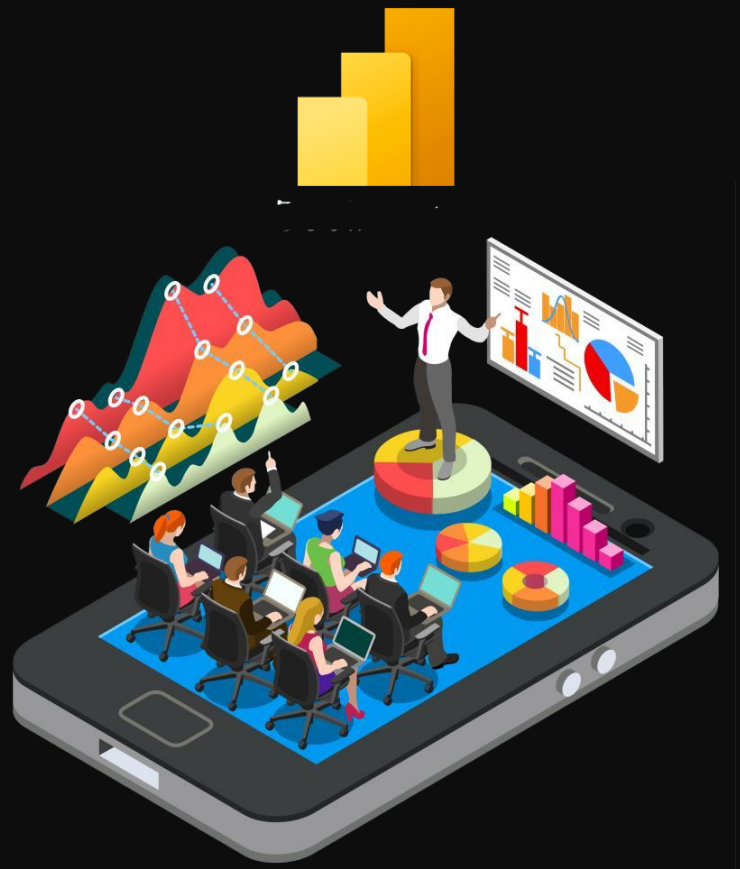
week_num = WEEKNUM('public cc_detail'[week_start_date])

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_num] = MAX('public cc_detail'[week_num])))

Previous_week_Reveneue = CALCULATE(
SUM('public cc_detail'[Revenue]),
FILTER(
ALL('public cc_detail'),
'public cc_detail'[week_num] = MAX('public cc_detail'[week_num])-1))

Project Insights- Week 53 (31st Dec)

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%