

CREDIT CARD

Weekly Report



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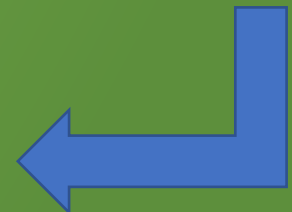
Objective

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.



Import data to SQL database

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



Data Output	Messages	Notifications
COPY 10108		
Query returned successfully in 82 msec.		

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",
'public cust_detail'[income] >= 70000, "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_Revenue = CALCULATE(  
SUM('public cc_detail'[Revenue]),  
FILTER(  
ALL('public cc_detail'),  
'public cc_detail'[week_num2] = MAX('public cc_detail'[week_num2])))
```

```
Previous_week_Revenue = CALCULATE(  
SUM('public cc_detail'[Revenue]),  
FILTER(  
ALL('public cc_detail'),  
'public cc_detail'[week_num2] = MAX('public cc_detail'[week_num2])-1))
```



Project Insight-Week 52 (24th Dec.)

WoW changes

- Revenue decreased by -12.8%
- Customer count increased by 11K

Overview Year To Date

- Overall revenue is 111M
- Total transaction amount is 89M
- Male customers is contributing more in revenue 61M, female 50M
- Blue and silver credit card are contributing to 93.51% of overall transaction
- TX, NY and CA I s contributing to 36.21%
- Overall Delinquent rate is 6.06%

