

CREDIT CARD

WEEKLY STATUS REPORT



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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.



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, "40-50",
 - ▶ '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 Insights- Week 53 (31st Dec)

► **WoW change:**

- Revenue increased by 28.8%,
- Total transaction amt & count increased by 24.4% & 18.5%
- Customer count increased by 32.3%

► **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%

