

## Credit Card Financial Weekly Dashboard Report

### Objective:

This dashboard gives real-time insights into key credit card metrics, helping stakeholders make informed decisions. It is designed to provide real-time insights into critical performance metrics and trends in credit card operations. This dashboard empowers stakeholders to monitor and analyse data effectively for informed decision-making.

**Data Source:** Uses SQL to fetch data automatically from the database, ensuring up-to-date information.

**Data Processing:** Utilizes DAX for calculating weekly metrics and trends, providing a complete view of credit card performance.

### Dashboard Features:

**Sankey Chart :** Preparing the data for Showing Flow of Data from Card Category to Card Type and utilise this data to build a Visual called Sankey Chart.

**Transaction Report:** Shows revenue and trends by income, marital status, dependents, education, and weekly updates.

**Customer Report:** Analyses revenue by gender, job role, education, spending type, acquisition cost, quarterly revenue, and total transactions.

**Interactive Visualization:** User-friendly with interactive buttons and dynamic graphs for deeper data exploration.

This project uses advanced analytics and intuitive design to help stakeholders make confident, data-driven decisions. I would like to Thanks Mr. Rishabh for the Guidance and tips which help me a lot in creating this project