# 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 analyze credit card operations effectively,
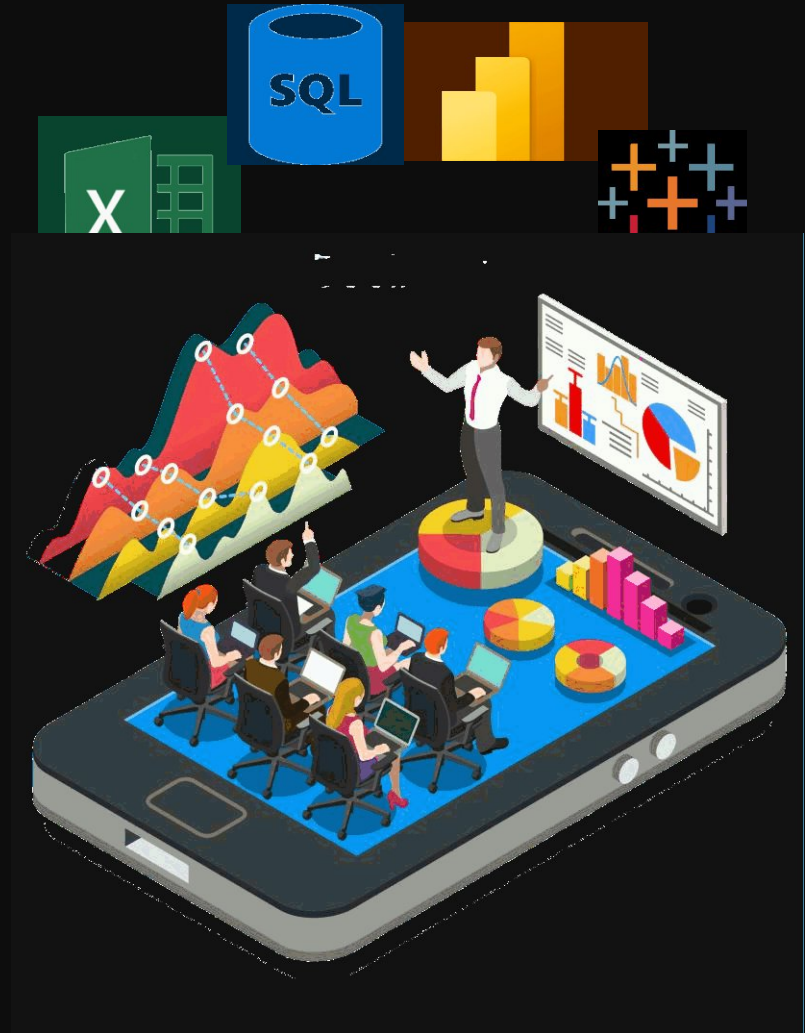
DAX Queries customer

```
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 credit card

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))
Activation_Rate (%) =
DIVIDE(sum(credit_card[Activation_30_Days]),COUNTROWS(credit_card),0)*100

Project Insights- Week 52 (24st Dec)

WoW change:

- Revenue decrease by -12.8%,
- Total Transaction Amt & Count 68%
- Customer count increased by 91% **Overview YTD:**
- Overall revenue is 55M
- Total interest is 8M
- Total transaction amount is 45M
- Male customers are contributing more in revenue 30M, female 25M
- Blue card 83.6%, Silver credit 10.9% both cards are contributing to 94.5% of overall transactions
- Overall Activation rate is 57.5%
- Overall Delinquent rate is 0.06%
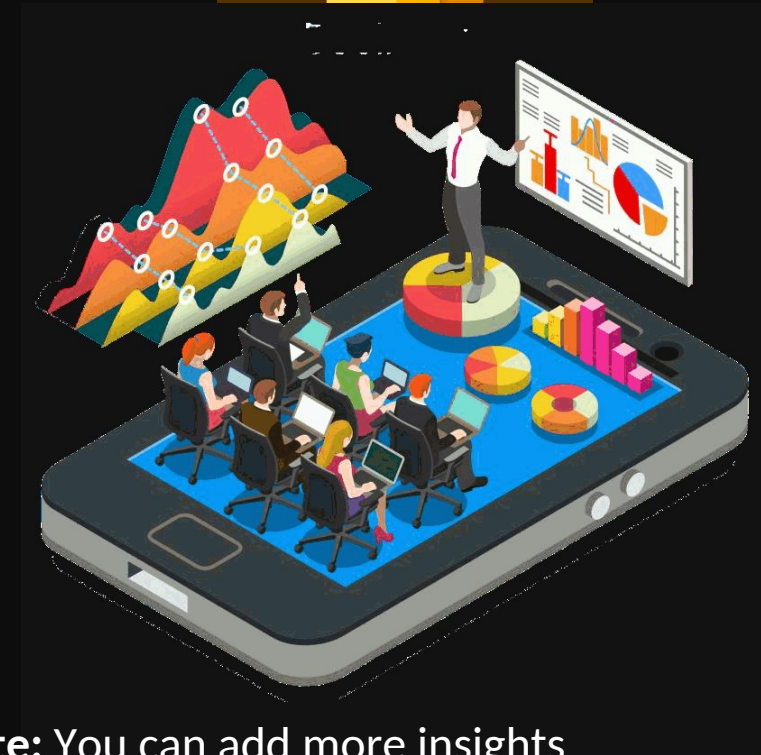
Note: You can add more insights

detail

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.

GitHub : https://github.com/mohsin-saifi/CREDIT-CARD-FINANCIAL-WEEKLY-REPORT

LinkedIn : linkedin.com/in/moshin-saifi-ms00