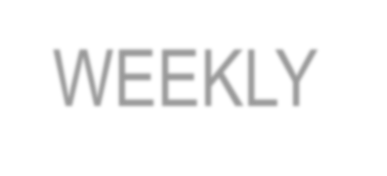
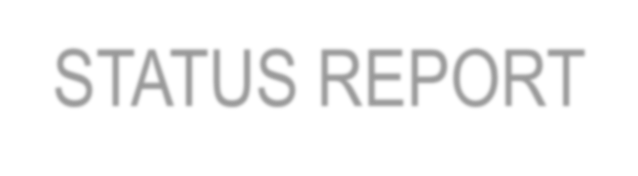


**CREDIT CARD**



WEEKLY



STATUS REPORT

# Content

## 1. Project objective

## 2. Data from SQL

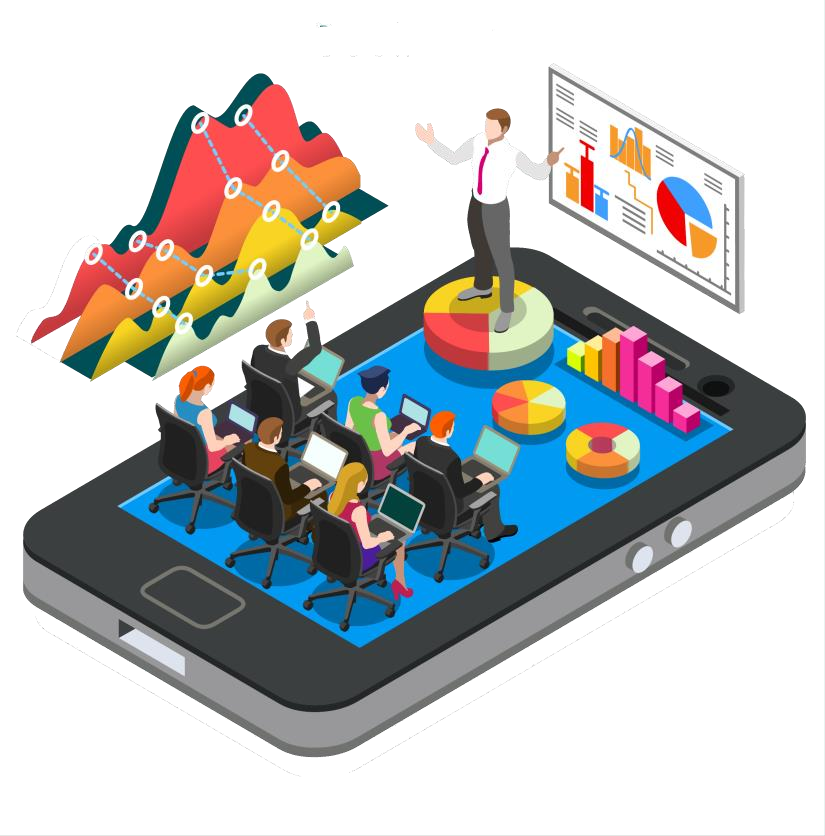
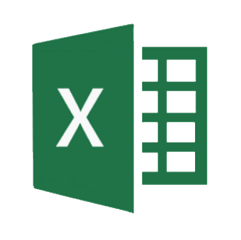
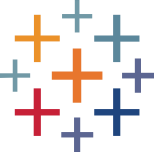
## 3. Data processing & DAX

## 4. Dashboard & insights

## 5. Export & share project

# 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(

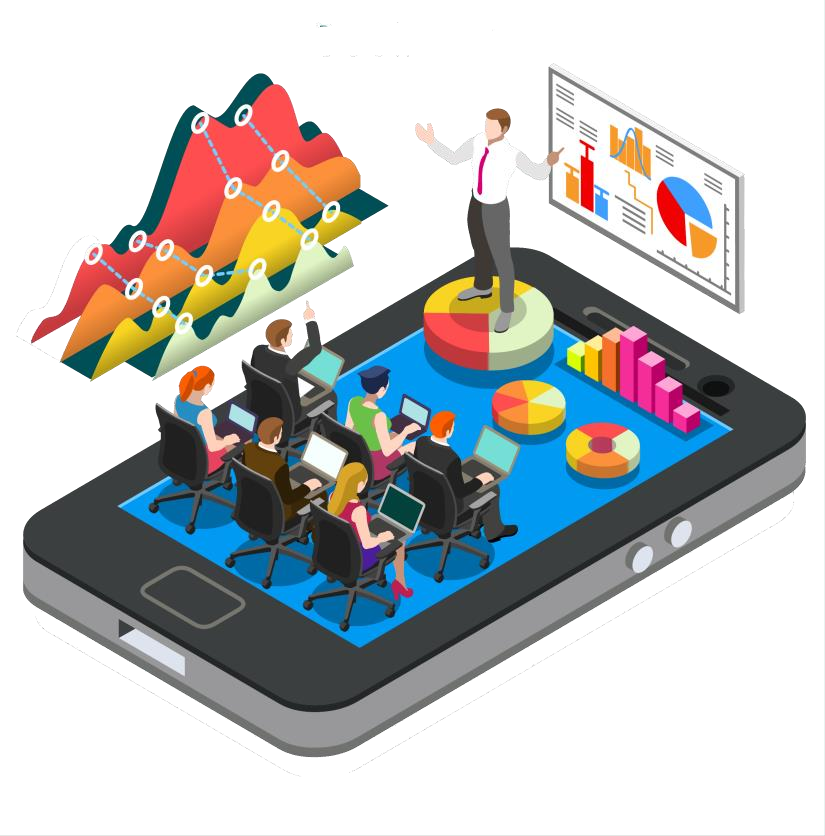
ALL('public cc\_detail'),

'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



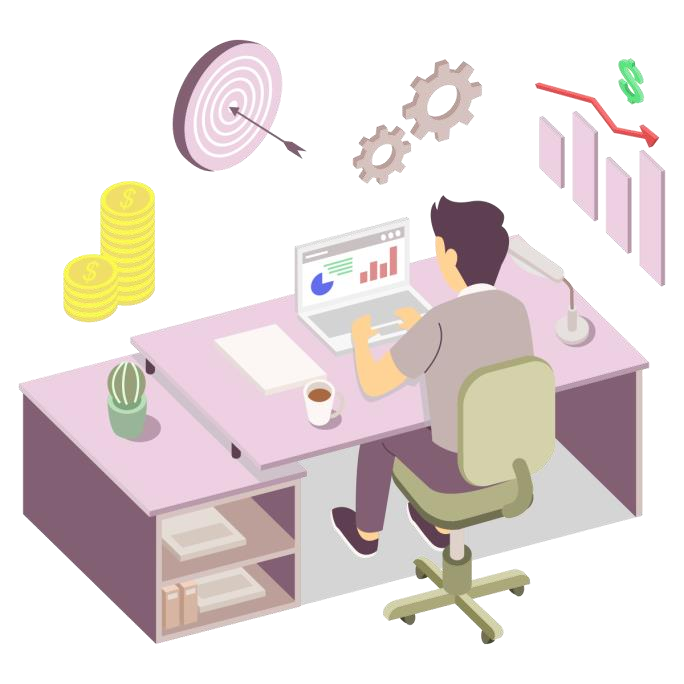
**Note:**

You can add more insights

* 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%

# 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.