CREDIT CARD

WEEKLY

STATUS REPORT

1. Project objective 


2. DAX 
3. Insights

Project Objective

Develop an interactive dashboard using transaction and customer data from a SQL database and provide insights based on dashboard findings.

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_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))

Insights

Change :

- Revenue increased by 28.8%,

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%