

CRED

CREDIT CARD

WEEKLY STATUS DASHBOARD

CARD TYPE



1234 5678 9012 3456

1234

CARDHOLDER NAME

VALID THRU 06/30

PROJECT OBJECTIVE

Conduct a comprehensive analysis of credit card transactions on a week-by-week basis to derive insights into spending patterns, trends, and anomalies, with the aim of optimizing marketing strategies, improving customer targeting, detecting fraud, enhancing overall financial decision-making processes, and providing actionable recommendations for various stakeholders in the financial ecosystem.



DAX Queries

Age group = SWITCH (

```
TRUE(),  
CUSTOMER[Customer_Age] < 30, "20-30",  
CUSTOMER[Customer_Age] >= 30 && CUSTOMER[Customer_Age] < 40, "30-40",  
CUSTOMER[Customer_Age] >= 40 && CUSTOMER[Customer_Age] < 50, "40-50",  
CUSTOMER[Customer_Age] >= 50 && CUSTOMER[Customer_Age] < 60, "50-60",  
CUSTOMER[Customer_Age] >= 60, "60+",  
"Unknown"  
)
```

Income GRP = SWITCH(

```
TRUE(),  
CUSTOMER[Income] < 35000 , "Low Income",  
CUSTOMER[Income] >= 35000 && CUSTOMER[Income] < 70000, "Mid Income",  
CUSTOMER[Income] >= 70000 , "High Income",  
"Unknown")
```



DAX Queries

weekno. = WEEKNUM
(CREDIT_CARD[Week_Start_Date])

Revenue = 'CREDIT_CARD'[Annual_Fees] +
'CREDIT_CARD'[Total_Trans_Amt] +
'CREDIT_CARD'[Interest_Earned]

current_week_revenue = CALCULATE(
SUM('CREDIT_CARD'[Revenue]),
FILTER(
ALL('CREDIT_CARD'),
'CREDIT_CARD'[weekno.] = MAX('CREDIT_CARD'[weekno.])))

prv_week_revenue = CALCULATE(
SUM('CREDIT_CARD'[Revenue]),
FILTER(
ALL('CREDIT_CARD'),
'CREDIT_CARD'[weekno.] = MAX('CREDIT_CARD'[weekno.])-1))

DIFF_CUR_PRV_REVENUE = DIVIDE(
([current_week_revenue]-[prv_week_revenue]),[prv_week_revenue])

Project Insights- week 52 (24th Dec)

WoW change:

- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by xx% & xx%
- Customer count increased by xx%

Overview YTD:

- Overall revenue is 55M
- Total interest is 7.84M
- Total transaction amount is 45M
- Male customers are contributing more in revenue 30M, female 25M
- Blue & Silver credit card are contributing to 93% of overall transactions
- TX, NY & CA is contributing to 67%
- Overall Activation rate is 56.5%
- Overall Delinquent rate is 6%



Outcome:

By analyzing credit card transactions on a week-by-week basis, the project aims to provide valuable insights for financial institutions, and customers. These insights can be used to optimize marketing strategies, improve customer targeting, detect fraud, and enhance overall financial decision-making processes. Additionally, the project can contribute to the development of predictive models for forecasting future spending trends and identifying opportunities for business growth.

This project offers a comprehensive analysis of credit card transactions, leveraging techniques from data preprocessing and analysis to predictive modeling and anomaly detection, with the ultimate goal of deriving actionable insights for various stakeholders in the financial ecosystem.

