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.

Importing Data to MySQL

- There are two .csv datasets- i) Credit card transactional data and ii) Customer data using the credit cards for 52 weeks (creditcard.csv & customer.csv)

- Another two datasets are updated later that contain same data for the 53rd week.

- Both the datasets creditcard.csv & customer.csv are imported into MySQL Workbench using SQL queries

Connecting Database to Power BI

- After importing from SQL database, the data is prepared and new measures are added using DAX functions in Power Query Editor.

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))

Project Insights 53rd Week (31st Dec)

- Week on week (WoW) revenue increased by 28.8%
- WoW Total Transaction Amount increased from 44.52 million to 45.53 million
- WoW Total Transaction Count increased from 656k to 667k
- Overall Revenue is 56.52 ~57 million
- Total interest is 8 million
- Male customers are contributing more in revenue (31 million) than female (26 million)
- Blue & Silver credit card are contributing to 93% of overall transactions
- Customers from the Age Group of 40-50 are contributing highest revenue
- Overall Activation rate is 57.5%