

CREDIT CARD WEEKLY STATUS REPORT

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

```
AgeGroup = 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")
```

```
IncomeGroup = SWITCH(
    TRUE(),
    customer[Income]<35000, "Low",
    customer[Income] >=35000 && customer[Income] <70000 , "Mid",
    customer[Income] >= 70000 , "High",
    "unknown")
```

DAX Queries

```
Revenue = credit_card[Annual_Fees] + credit_card[Total_Trans_Amt] + credit_card[Interest_Earned]
```

```
week_num2 = WEEKNUM(credit_card[Week_Start_Date] )
```

```
Current_week_revenue = CALCULATE(  
    SUM(credit_card[Revenue]),  
    FILTER(  
        ALL(credit_card),  
        credit_card[week_num2] = MAX(credit_card[week_num2]))))
```

```
Previous_week_revenue = CALCULATE(  
    SUM(credit_card[Revenue]),  
    FILTER(  
        ALL(credit_card),  
        credit_card[week_num2] = MAX(credit_card[week_num2])-1))
```

Project Insights

- WoW Changes –
 - Revenue Decreased by 12.8 Percent
- Overview YTD –
 - Overall Revenue is 55 M
 - Total interest is 44.5 M
 - Total Transaction amount is 7.8 M
 - Customer Satisfaction score is 3.19
 - Male customers are contributing more in revenue as compared to female
 - Blue & Silver credit card are contributing to 93% of overall transactions
 - Customers of age group 40 – 50 years contribute maximum in revenue.

Project Insights

- Quarterly Changes –
 - Total transaction count is increasing till third quarter then in fourth quarter it decreases drastically up to 161.6 k
 - Revenue is minimum in last quarter i.e. 13.3 M