CREDIT CARD

WEEKLY
STATUS REPORT

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Project Objective

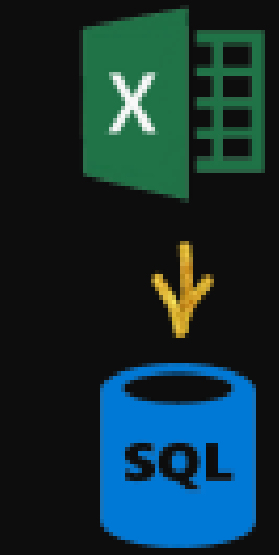
To develop a comprehensive credit card weekly dashboard that provides real-time insights into key performance metrics and trends, enabling stakeholders to monitor and analyze credit card operations effectively.

port data to SQL database

Prepare csv file

Create tables in SQL

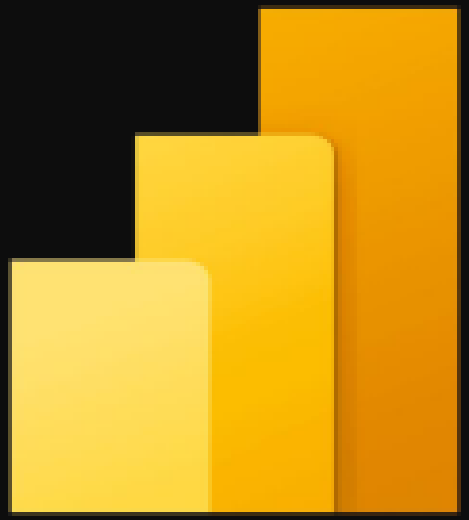
import csv file into SQL



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 Week 52(24th Dec)

- **WoW change :**
- Revenue increased by 12.8%.
- Total Transaction Amt & Count increased by 55M & 656K
- Customer Count increased by 7%.

- **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 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%.