

CREDIT CARD

WEEKLY STATUS REPORT

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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(),
    '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_Revenue = CALCULATE(  
    SUM('public cc_detail'[Revenue]),  
    FILTER(  
        ALL('public cc_detail'),  
        'public cc_detail'[week_num2] = MAX('public cc_detail'[week_num2])))
```

```
Previous_week_Revenue = CALCULATE(  
    SUM('public cc_detail'[Revenue]),  
    FILTER(  
        ALL('public cc_detail'),  
        'public cc_detail'[week_num2] = MAX('public cc_detail'[week_num2])-1))
```



DASHBOARDS

Credit Card Transaction Report

Revenue

57M

Total Interest

8M

Amount

46M

Count

667K

card_category	Sum of Revenue	Sum of total_trans_amt	Sum of interest_earned
Silver	5659109	4647596	821923
Platinum	1135608	953314	161629
Gold	2533682	2091362	384755
Blue	47188612	37840749	6614173
Total	56517011	45533021	7982480

Q4

Q3

Q2

Q1

Week_Start_Date

All

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F

M

Gold

Silver

Blue

Platinum

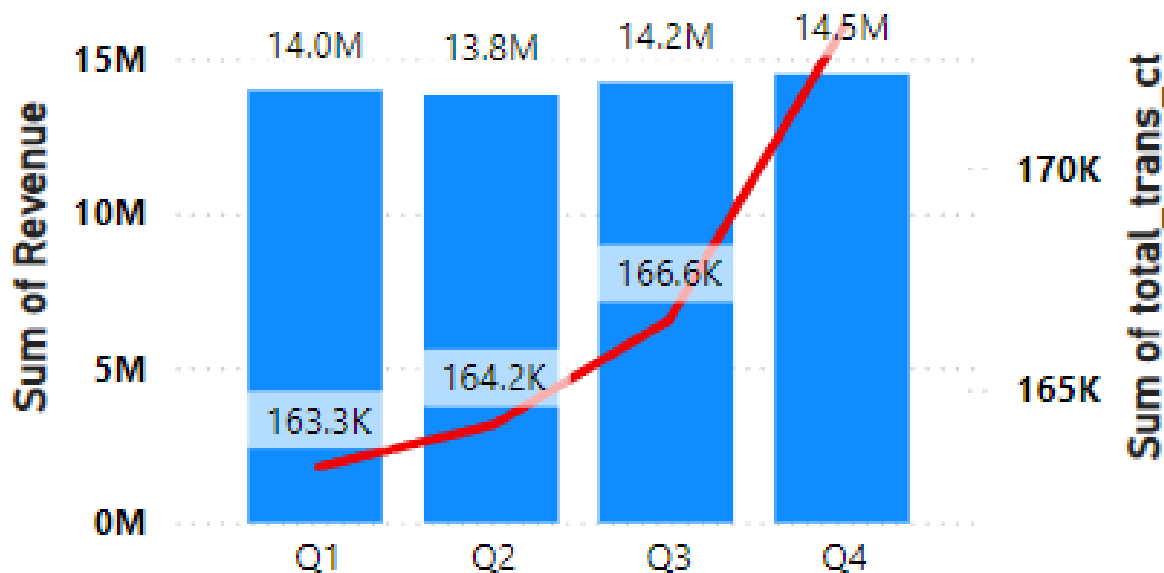
Low

Med

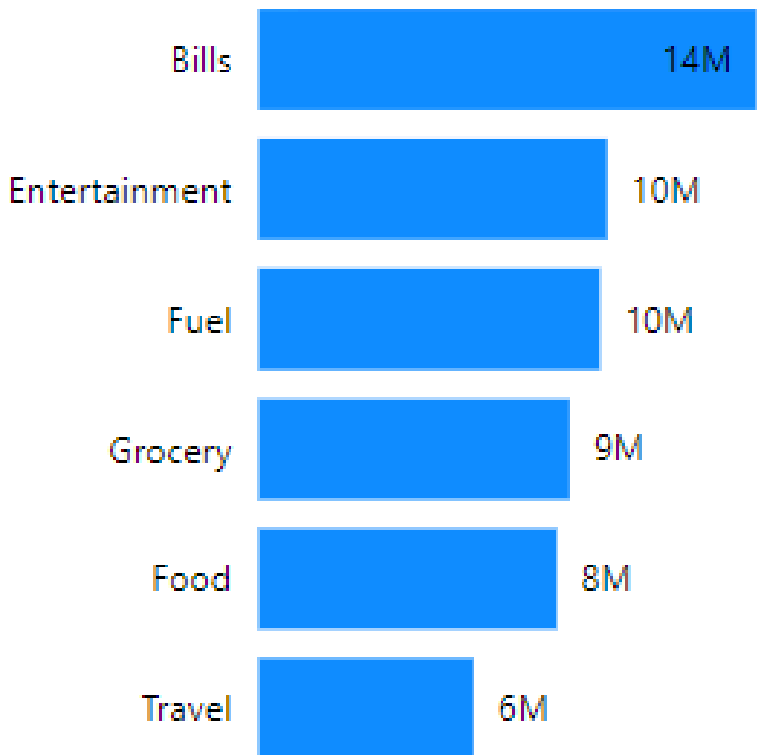
High

QTR Revenue and Total Transaction Count

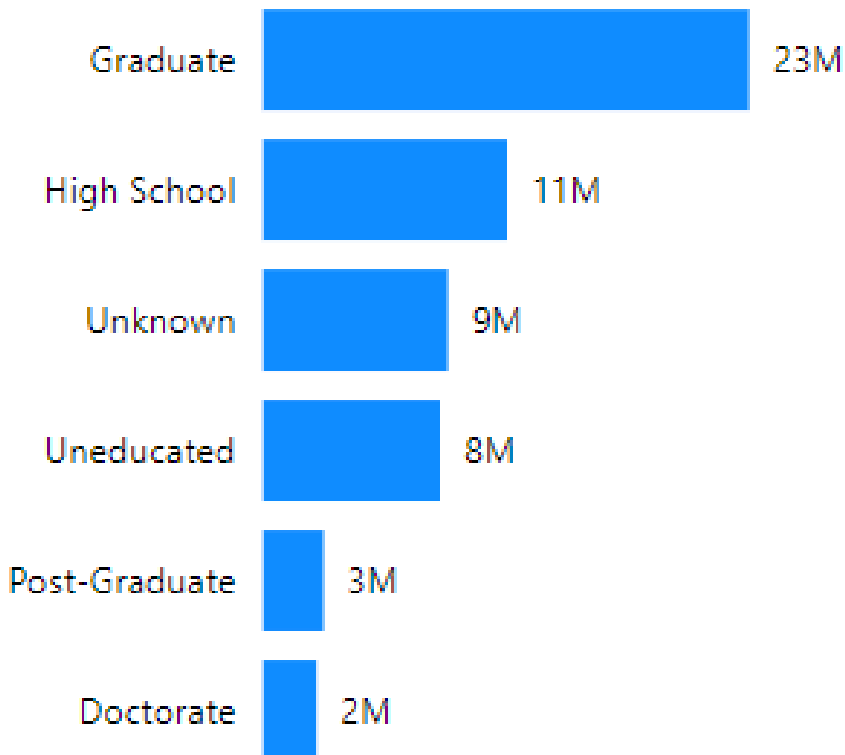
Sum of Revenue Sum of total_trans_ct



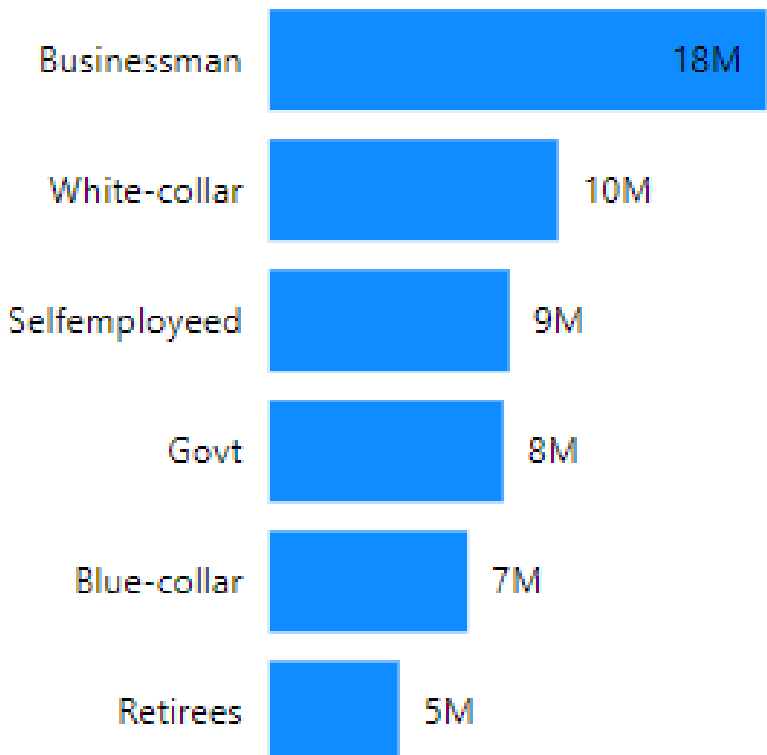
Revenue by Expenditure Type



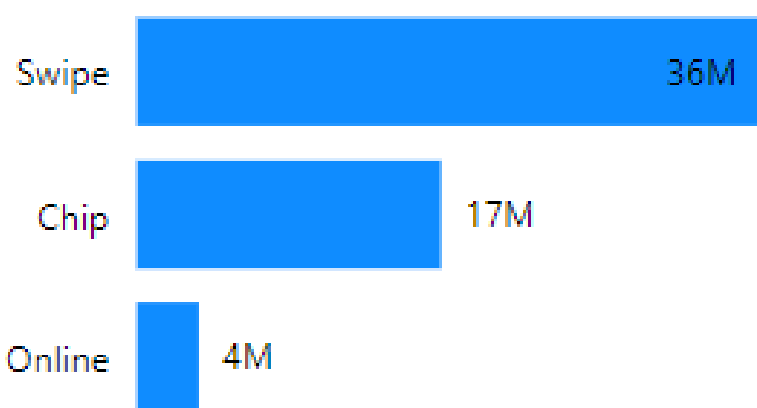
Revenue by Education Level



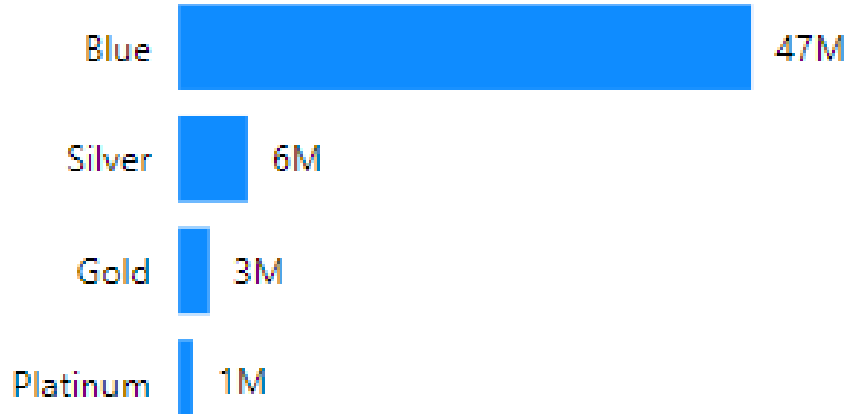
Revenue by Customer Job



Revenue by Use Chip



Revenue by Card Category



Credit Card Customer Report

Revenue

57M

Total Interest

8M

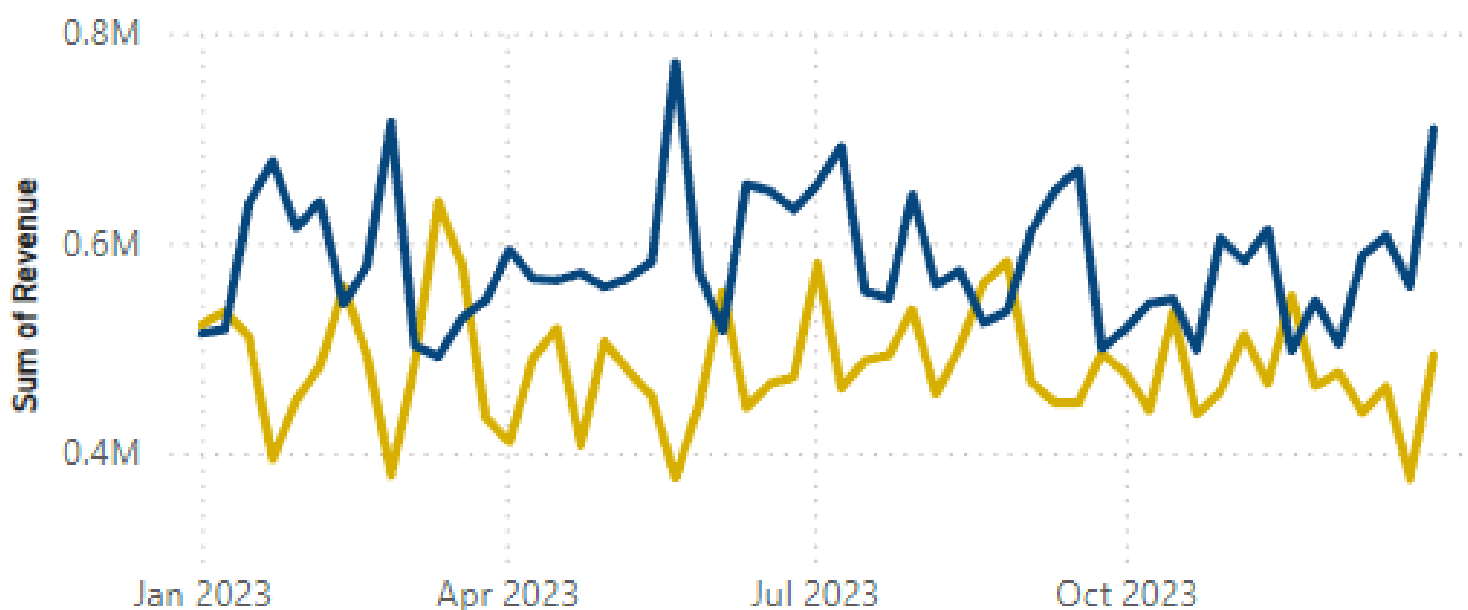
Income

588M

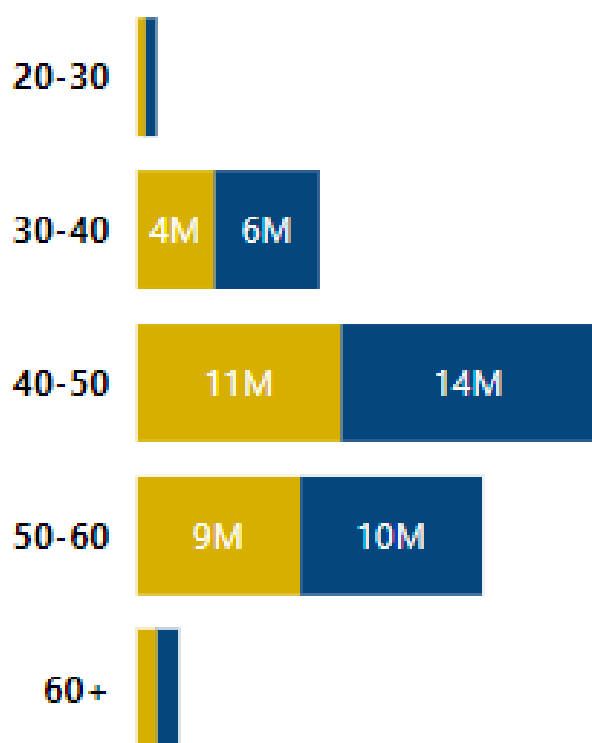
CSS

3.19

Revenue by Week



Revenue by Age Group



M

31M

F

26M

Week_Start_Date

All

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Gold

Silver

Blue

Platinum

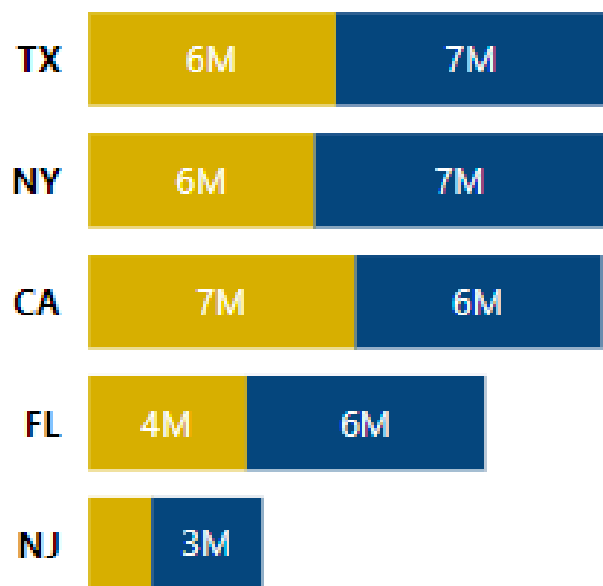
Swipe

Online

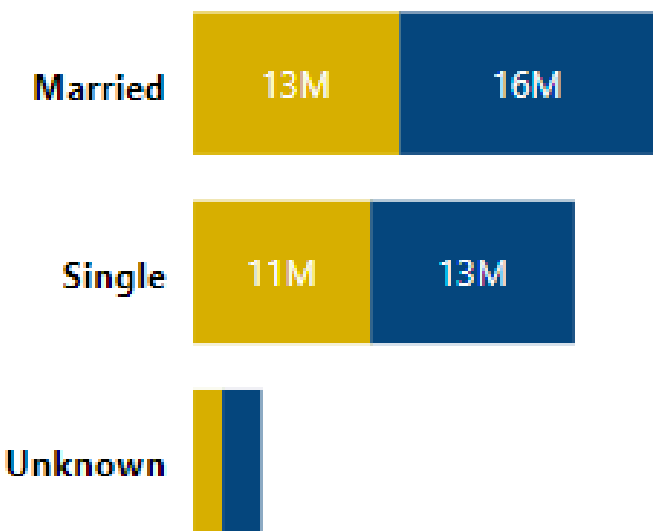
Chip

customer_job	Sum of Revenue	Sum of income	Sum of interest_earned
Blue-collar	7040606	73516911	967751
Businessman	17697472	190350431	2584604
Govt	8335534	90834727	1182231
Retirees	4617448	49619308	641692
Selfemployed	8542826	77659931	1141510
White-collar	10283124	105618475	1464691
Total	56517011	587599783	7982480

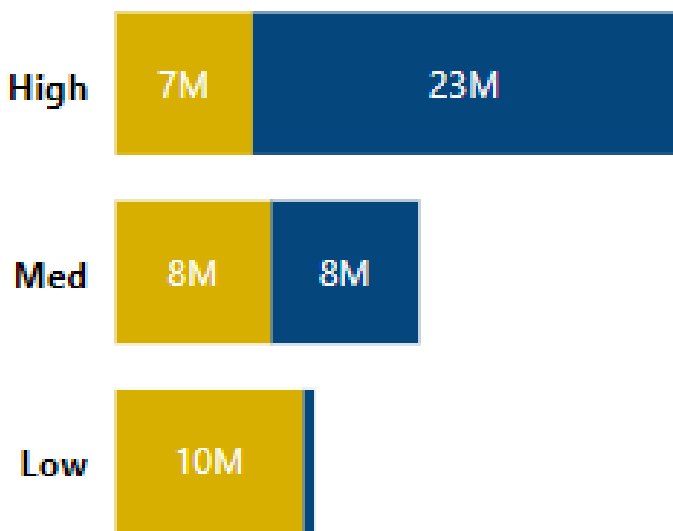
Top 5 States



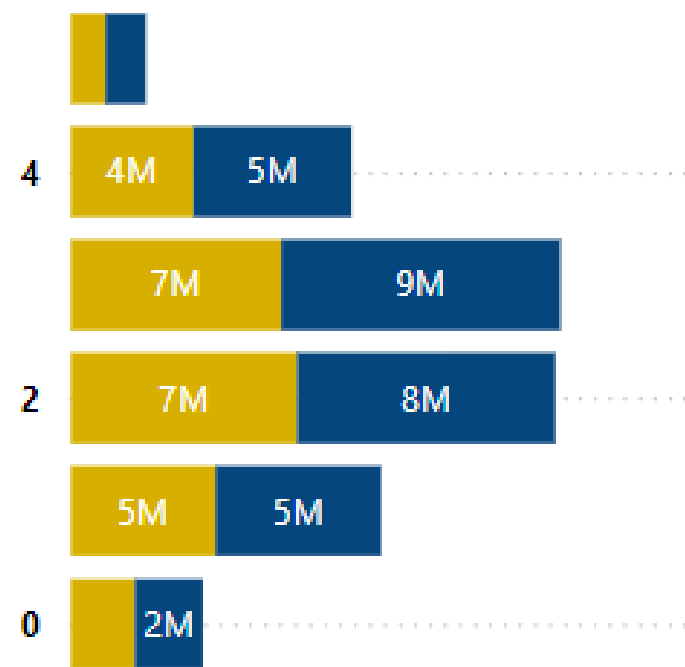
Revenue by Marital Status



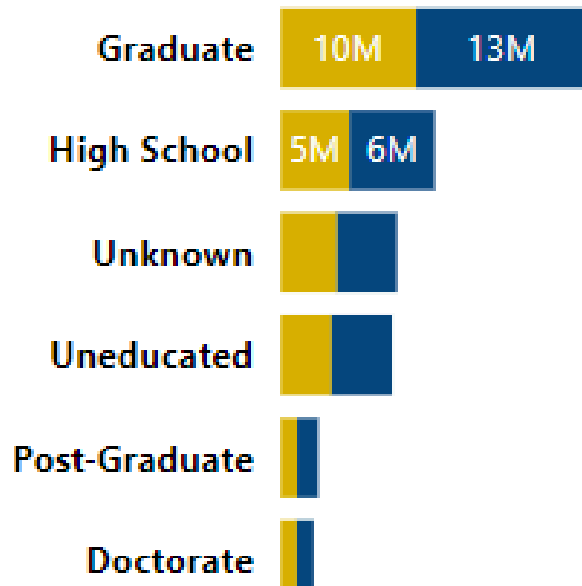
Revenue by Income Group



Revenue by Dependent



Revenue by Education



Project Insights- Week 53 (31st Dec)

- 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%**

THANK YOU

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