

OBJECTIVE

The objective is to create a comprehensive weekly dashboard for credit card operations. This dashboard will offer real-time insights into critical performance metrics and trends. Its purpose is to empower stakeholders with the ability to efficiently monitor and analyse credit card operations.

PROJECT INSIGHTS

Revenue increased
by 28.8%,

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**