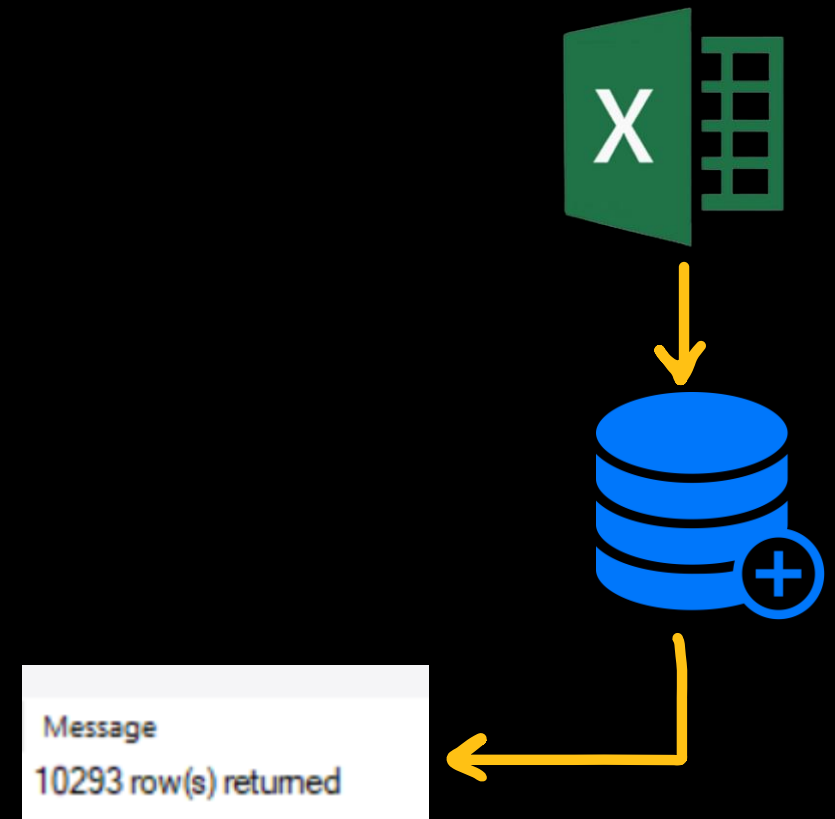# CREDIT CARD

WEEKLY
STATUS REPORT

Project Objective

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

Import data to SQL database

1. Prepare csv file
2. Create tables in SQL
3. Import csv file into SQL

Message
10293 row(s) returned

DAX Queries

AgeGroup = SWITCH(
   TRUE(),
   'ccdb cust_detail'[Customer_Age] <30, "20-30",
   'ccdb cust_detail'[Customer_Age] >= 30 && 'ccdb cust_detail'[Customer_Age] < 40, "30-40",
   'ccdb cust_detail'[Customer_Age] >= 40 && 'ccdb cust_detail'[Customer_Age] < 50 ,"40-50",
   'ccdb cust_detail'[Customer_Age] >= 50 && 'ccdb cust_detail'[Customer_Age] < 60 ,"50-60",
   'ccdb cust_detail'[Customer_Age] >= 60, "60+",
   "unknown"
)

IncomeGroup = SWITCH(
   TRUE(),
   'ccdb cust_detail'[Income] < 35000, "Low",
   'ccdb cust_detail'[Income] >= 35000 && 'ccdb cust_detail'[Income] < 70000, "Med",
   'ccdb cust_detail'[Income] >= 70000, "High",
   "unknown"
)

DAX Queries

week_num2 = WEEKNUM('ccdb cc_detail'[Week_Start_Date])

Revenue = 'ccdb cc_detail'[Annual_Fees] + 'ccdb cc_detail'[Total_Trans_Amt] + 'ccdb cc_detail'[Interest_Earned]

Current_week_Revenue = CALCULATE(
    SUM('ccdb cc_detail'[Revenue]),
    FILTER(
            ALL('ccdb cc_detail'),
            'ccdb cc_detail'[week_num2] = MAX('ccdb cc_detail'[week_num2])
)
)

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

Project Insights- Week 53 (31st Dec)

WoW change:

- Revenue increased by 28.8%,
- Total Transaction Amt & count increased by 35.04% & 3.39%
- Customer Count increased by 12.8%

Overview YTD:

- Overall revenue is 56.5M
- Total interest is 8M
- Total transaction amount is 46M
- Male customers are contributing more to the revenue 30.9M, females 25.6M
- Blue and silver credit card are contributing about 93% of overall transactions
- TX, NY & CA is contributing to 69%
- Overall Activation rate is 57.46%
- Overall Delinquent rate is 6.06%

Thank You