

Project Objectives

To develop a comprehensive 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))`

Project Insights - Week 52 (31st Dec)

Week over Week change:

- Revenue decreased by -12.8% .
- Total Transaction Amt & Count increased

Overview Year to Date:

- Overall revenue is 55M .
- Total interest is 8M .
- Total Transaction Amt 45M.
- Total Transaction Count 656K.
- Male customer are contributing more in revenue 30M,25F.
- Silver & blue credit card are contributing more.
- TX,NY,CA states are contributing more.
- Overall Activation rate is 57.47%.
- Overall Delinquent rate is 6.07% . (Delinquent rate means how many customers do we have who Could not return credit card money.)