

Credit Card Weekly Dashboard Report

Weekly financial dashboard providing real-time insights into customer behaviour and key performance trends.



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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 boosting efficiency and operations management.

Data From SQL

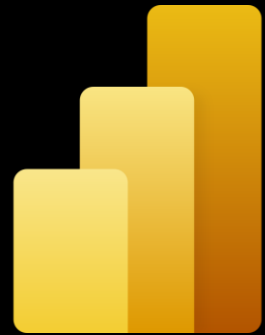
1. Prepare csv file.
2. Create tables in SQL
3. import csv file into SQL



Data Output	Messages	Notifications
COPY 10108		
Query returned successfully in 82 msec.		

Data Processing and DAX

- Applied a range of formulas and filters to segregate and organize data to derive meaningful insights.



Project Insights – Week 53 (31st Dec)

Week-on-week change:

- Revenue increased by 28.8%.
- Total transaction amount and count increased by 35.03% and 3.39%
- Customer income increased by 18.23%.

Overview Year to Date:

- Overall revenue is 57M.
- Total interest is 8M
- Total transaction amount is 46M.
- Total transaction count is 667.2K
- Male customers are contributing more in revenue 31M, Female 26M.
- Blue and Silver Credit cards are contributing to 93% of overall transactions.
- TX (Texas), NY (New York), & CA (California) are contributing to 68%
- Overall Activation in the first 30 days is 57.5%.
- Overall Delinquent rate is 6.06%



THANK YOU