

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.

Project Insights

Overview of the Year-

- Overall revenue is **57M**
- Total interest is **8M**
- Total transaction amount is **46M**
- Male customers are contributing more in revenue, Male **31M**, female **26M**
- Blue & Silver credit card are contributing to **93%** of overall transactions
- Overall Activation rate is **57.5%**
- Overall Delinquent rate is **6.06%**

53rd week-

- Revenue increased by 28.8%
- Total Transaction Amount & Count increased
- Customer count increased