

Weekly Credit Card Transaction Dashboard

Project Overview

Created an interactive credit card dashboard to provide stakeholders with real-time metrics and trends, enabling data-driven decisions and operational improvements.

Process Highlights

- Data Acquisition**
 - Consolidated credit card transaction data for comprehensive analysis.
 - Data Refinement**
 - Ensured high-quality data through meticulous cleaning and validation using Excel & MySQL.
 - Model Development**
 - Established a reliable data model to link various datasets and optimize analysis.
 - Power Query Automation**
 - Utilized Power Query in Power BI to transform raw data into insightful reports.
 - Advanced DAX Functions**
 - Applied DAX to drive meaningful calculations and uncover hidden patterns.
 - Custom Metrics**
 - Designed specific measures and calculations to identify emerging trends.
 - Visual Storytelling**
 - Crafted compelling visuals to simplify complex data insights.
 - User-Driven Exploration**
 - Integrated slicers and filters to enable dynamic data interaction.
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Key Findings

- Total revenue stands at \$57M
- \$8M generated in interest
- \$46M in transaction volume
- Male customers contribute \$31M, compared to \$26M from females

- Blue and silver cards dominate, making up 93% of transactions
 - TX, NY, and CA contribute to 68% of the total volume
 - Activation rate: 57.5%
 - Delinquency rate: 6.06%
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Recommendation

Business owners and self-employed customers show higher delinquency rates. Further exploration is needed to address this trend.