

Credit Card Financial Reports

Overview

This project is an interactive Power BI dashboard built to analyze credit card financial data. It provides a comprehensive view of both transaction-level metrics and customer-level insights.

Key Highlights

- Transaction Analysis – Revenue (55.3M), Transaction Volume (656K), Interest Earned (7.8M), Revenue breakdown by Card Category (Blue, Silver, Gold, Platinum).
- Spending Insights – Revenue by Expense Type (Bills, Entertainment, Fuel, Grocery, Food, Travel), Revenue by State and Education Level, Trends by Week & Quarter.
- Customer Demographics – Revenue by Income Group, Age Group, Marital Status, Dependent Count.
- Customer Segmentation – Analysis by Job Types, Income vs Revenue comparison, Credit card usage by Card Type.

Purpose

The dashboard helps in understanding: - Which customer groups generate the most revenue. - How different card categories contribute to business growth. - Spending trends by demographics and income levels. - Key areas (like jobs, states, or expense types) where the bank can optimize marketing and product offerings.

Features

- Interactive Power BI visuals with drill-down capabilities.
- Comprehensive revenue, transaction, and interest tracking.
- Segmentation by demographics, income, and card category.
- Time-series analysis of spending patterns and revenue trends.