CREDIT CARD Insights Weekly Dashboard



Content in this tutorial video

- 1. Project objective
- 2. Data from SQL
- 3. Dataprocessing &DAX Dashboard & insights
- 4. Export&share project



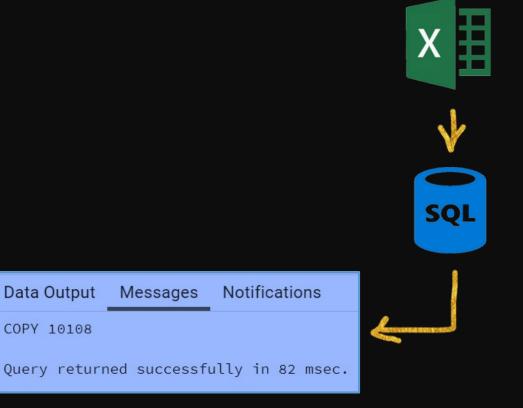
Project Objective

- Build an interactive Power BI dashboard
- Provide weekly insights into credit card usage
- Track customer behavior, revenue, transactions, and risk factors.
- Enable quick decision-making for stakeholders



Import data to SQL database

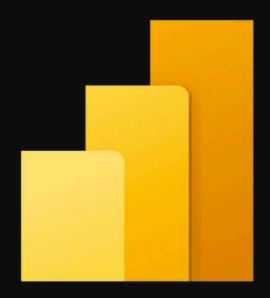
- 1. Prepare csv file
- 2. Create tables in SQL
- 3. import csv file into SQL



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_Reveneue = CALCULATE(
SUM('public cc_detail'[Revenue]),
  FILTER(
    ALL('public cc detail'),
    'public cc_detail'[week_num2] = MAX('public cc_detail'[week_num2])))
Previous_week_Reveneue = 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 53 (31st Dec)

WoW change:

- Revenueincreased by 28.8%,
- TotalTransaction Amt&Count increased by 35.04% & 3.39%
- Customercount increased by 12.8%

Overview YTD:

- Overallrevenue is 57M
- Total interest is 8M
- Total transaction amount is 46M
- Male customers are contributing more in revenue 31M, female 26M
- Blue & Silver credit card are contributing to 93% of overall
- transactions
- TX, NY & CA is contributing to 68%
- Overall Activation rate is 57.5%
 Overall Delinquent rate is 6.06%

