



POWER-BI PROJECT



PROJECT OVERVIEW

To create an all-inclusive weekly credit card dashboard that delivers real-time insights into crucial performance metrics and trends, allowing stakeholders to efficiently monitor and analyze credit card operations.

STEPS TAKEN:-

- **Imported data to MYSQL database.**
 - Created a Database
 - Ceated Tables in that database
 - Imported CSV file into those tables

- **Using DAX Queries**

USED DAX Queries Like Switch and
WEEKNUM

- **CHART CREATION**

INSIGHTS GENERATED:-

WEEK ON WEEK CHANGES:-

1.	Revenue Increased by 28.80%.
2.	Transaction Amount increased by 35.04%
3.	Transaction Cost increased by 3.39%

OVERVIEW:-

- 1. Total Revenue is 57 Million.**
- 2. Total Transaction Amount is 45.5 Million**
- 3. Total interest earned 8 Million**
- 4. Avg. Customer Satisfaction Score is 3.19**
- 5. Contribution of Male customer is 31 Million which is significantly higher than female customer at 26 Million.**
- 6. Blue & Silver credit card are contributing to 93.16% of overall transaction.**
- 7. Top 3 states contributing to revenue are TX, NY & CA ,contributing to 68%.**
- 8. SWIPE is the preffered way of usage as it contributes to 63% of total usage.**
- 9. Overall Activation rate is 57.5%.**
- 10. Overall Delinquent rate is 6.06%.**