

# CREDIT CARD

## WEEKLY STATUS REPORT

By Saksham Singh

---

# CONTENT

---

1. Project objective
2. Data from SQL
3. Data processing & DAX
4. Dashboard & insights

# 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.

# IMPORT DATA TO SQL DATABASE

---

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

```
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"
)
```

---

```
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"
)
```

# 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))

---

# DAX QUERIES

# PROJECT INSIGHTS- WEEK 53 (31ST DEC)

## WoW change:

- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by 35.0% & 3.4%
- Customer count increased by 12.8%

## Overview YTD:

- Overall revenue 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%

# THANK YOU

-Saksham Singh

[Linkedin](#) // [GitHub Link](#)

---