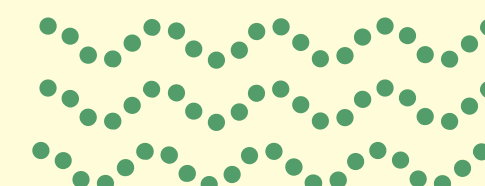


Credit Card

Weekly Status Report



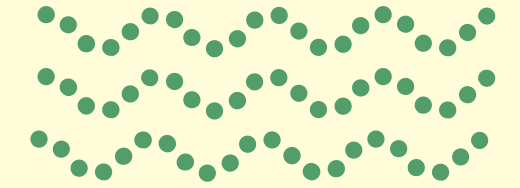


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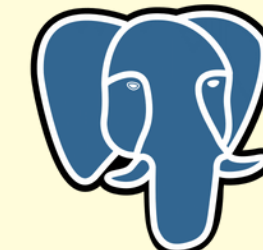
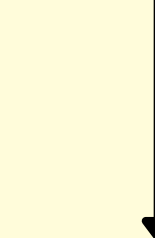
Project Objective

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 From SQL

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



PostgreSQL



Messages

Query returned successfully in 69 msec.

DAX Queries



```
1 AgeGroup = Switch(TRUE(),
2   'public cust_detail'[customer_age] < 30, "20-30",
3   'public cust_detail'[customer_age] >= 30 && 'public cust_detail'[customer_age] < 40, "30-40",
4   'public cust_detail'[customer_age] >= 40 && 'public cust_detail'[customer_age] < 50, "40-50",
5   'public cust_detail'[customer_age] >= 40 && 'public cust_detail'[customer_age] < 60, "50-60",
6   'public cust_detail'[customer_age] >= 60, "60+",
7   "Unknown"
8 )
```

```
1 IncomeGroup = SWITCH(TRUE(),
2   'public cust_detail'[income] < 35000, "Low",
3   'public cust_detail'[income] >= 35000 && 'public cust_detail'[income] < 70000, "Med",
4   'public cust_detail'[income] >= 70000, "High",
5   "Unknown")
```

DAX Queries



```
1 week_num2 = WEEKNUM('public cc_detail'[week_start_date])
```

```
1 Revenue = 'public cc_detail'[annual_fees] + 'public cc_detail'[interest_earned] + 'public cc_detail'[total_trans_amt]
```

```
1 current_week_revenue = CALCULATE(  
2     SUM('public cc_detail'[Revenue]),  
3     FILTER(  
4         ALL('public cc_detail'),  
5         'public cc_detail'[week_num2] = MAX('public cc_detail'[week_num2])))
```

```
1 previous_week_revenue = CALCULATE(  
2     SUM('public cc_detail'[Revenue]),  
3     FILTER(  
4         ALL('public cc_detail'),  
5         'public cc_detail'[week_num2] = MAX('public cc_detail'[week_num2])-1 ))
```

Dashboard

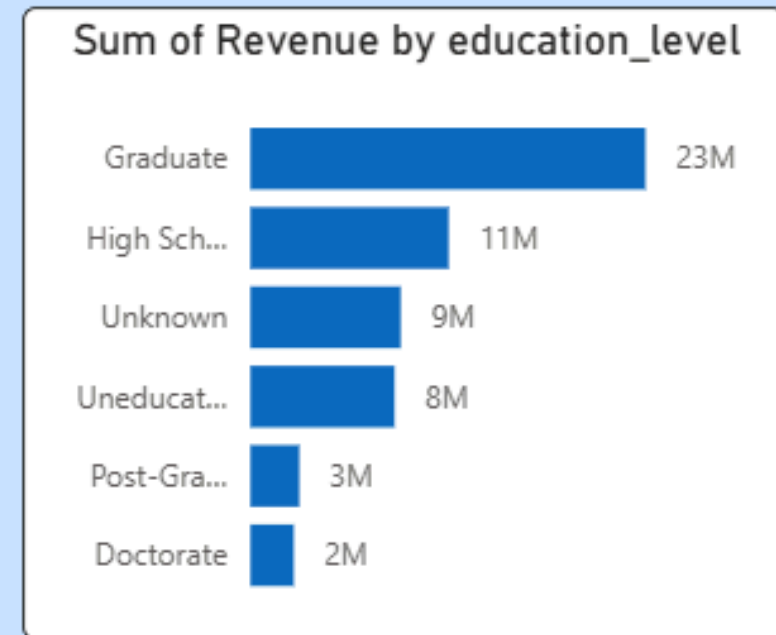
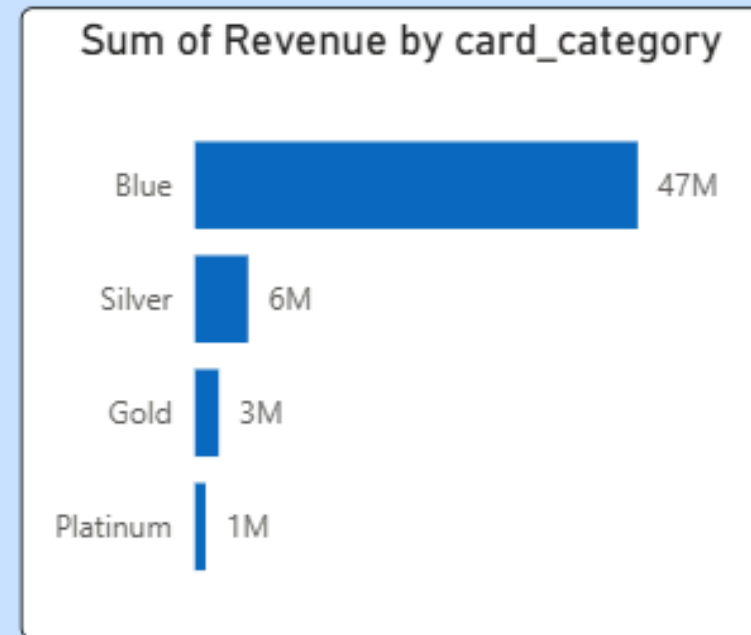
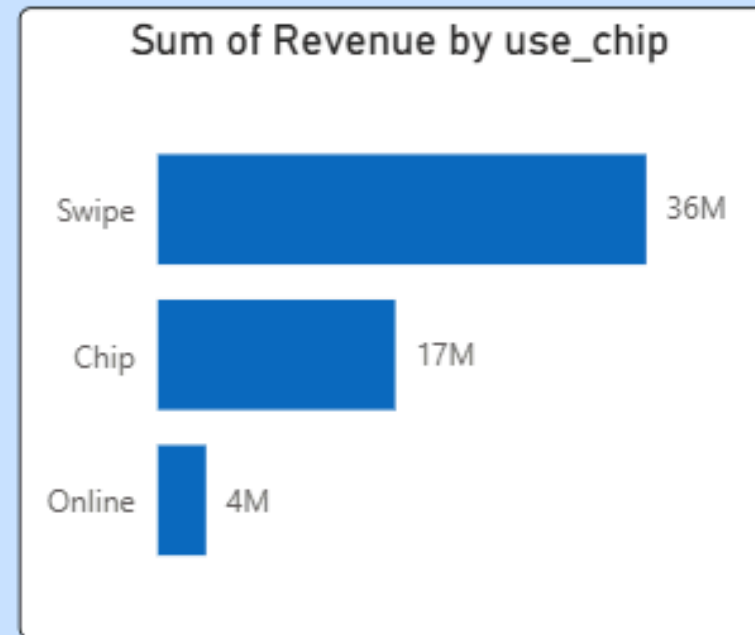
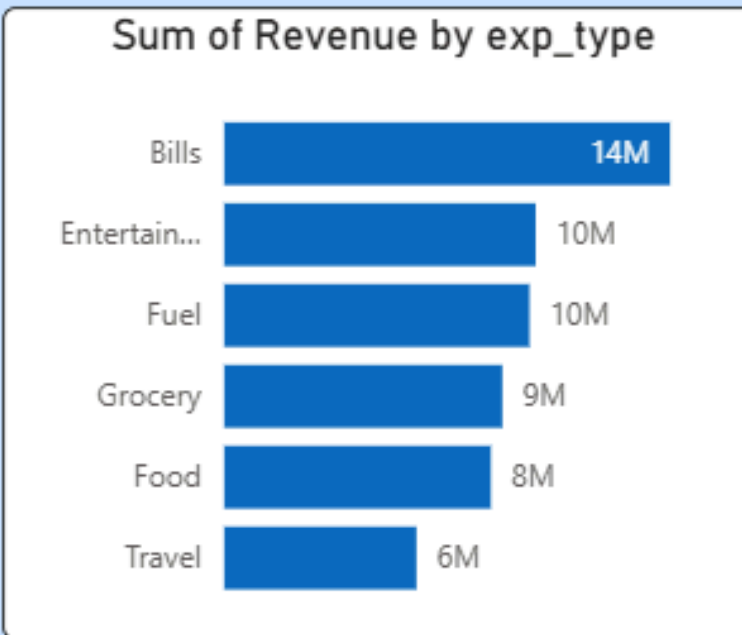
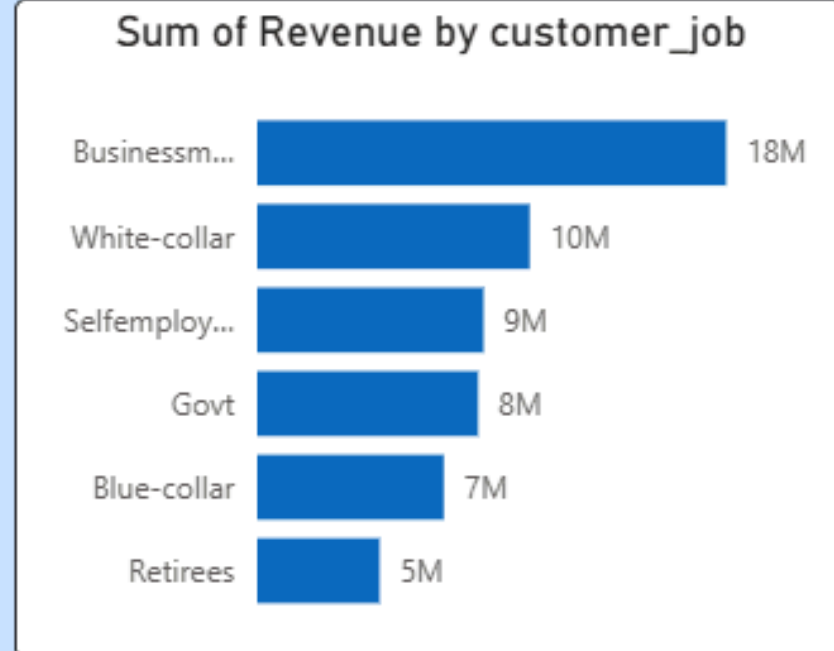
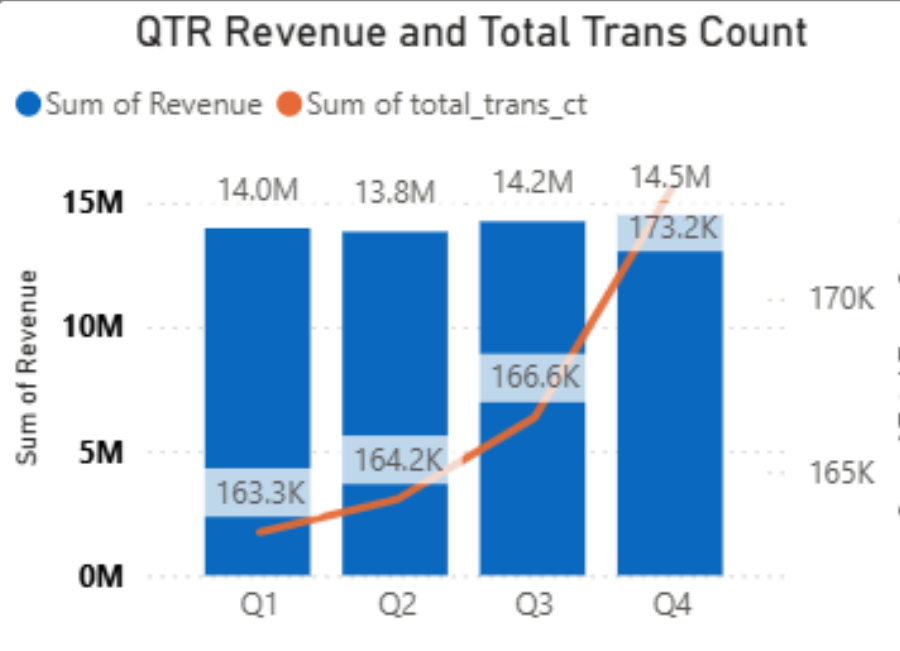
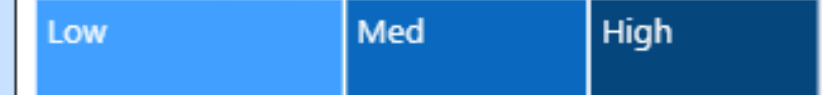


Credit Card Transaction Report

The data below presents the company's credit card transaction report, providing insights into credit card usage and the revenue generated.

Revenue	Total Interest	Trans Amount	Trans Count
56.52M	7.98M	46M	667.2K

card_category	Sum of Revenue	Sum of interest_earned	Sum of total_trans_amt
Blue	47,188,611.62	6,614,172.62	37840749
Gold	2,533,682.16	384,755.16	2091362
Platinum	1,135,608.05	161,629.05	953314
Silver	5,659,108.98	821,922.98	4647596
Total	56,517,010.81	7,982,479.81	45533021



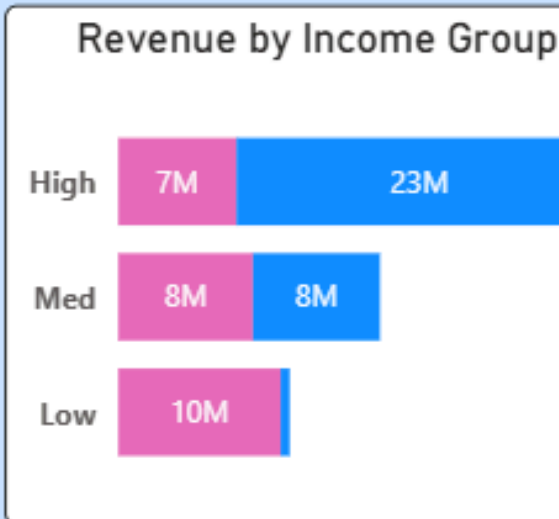
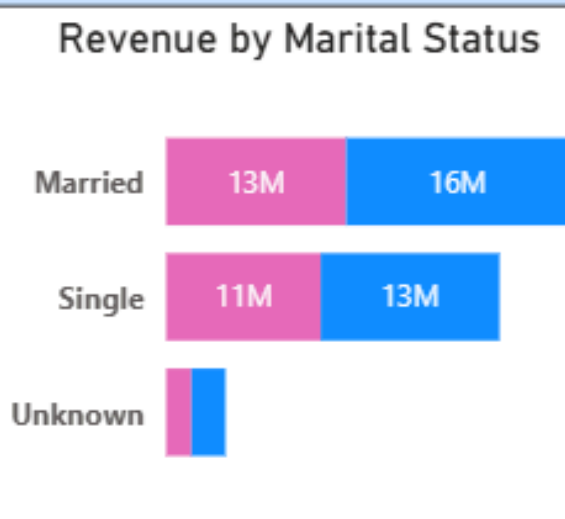
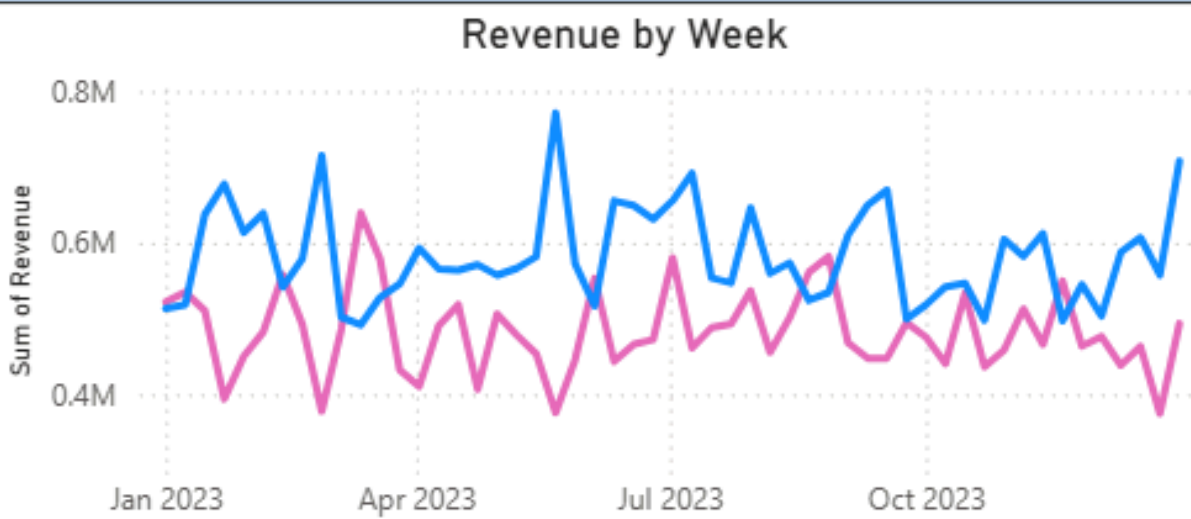
Dashboard



Credit Card Customer Report

The data below presents the company's credit card report, offering insights into user behavior and highlighting the revenue generated through card usage.

Revenue	Total Interest	Total Income	Customer Satisfaction
56.52M	7.98M	588M	3.2



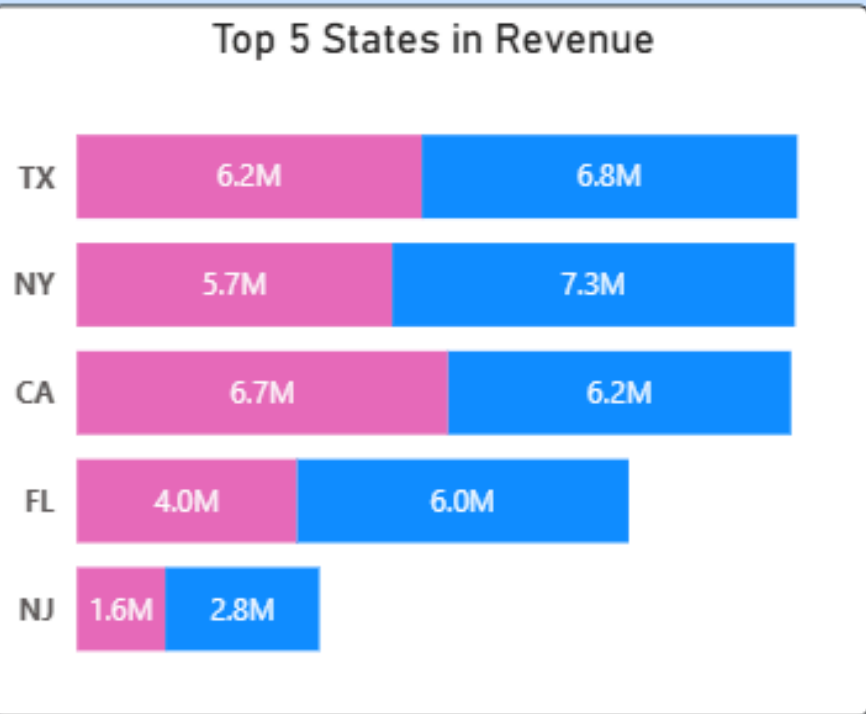
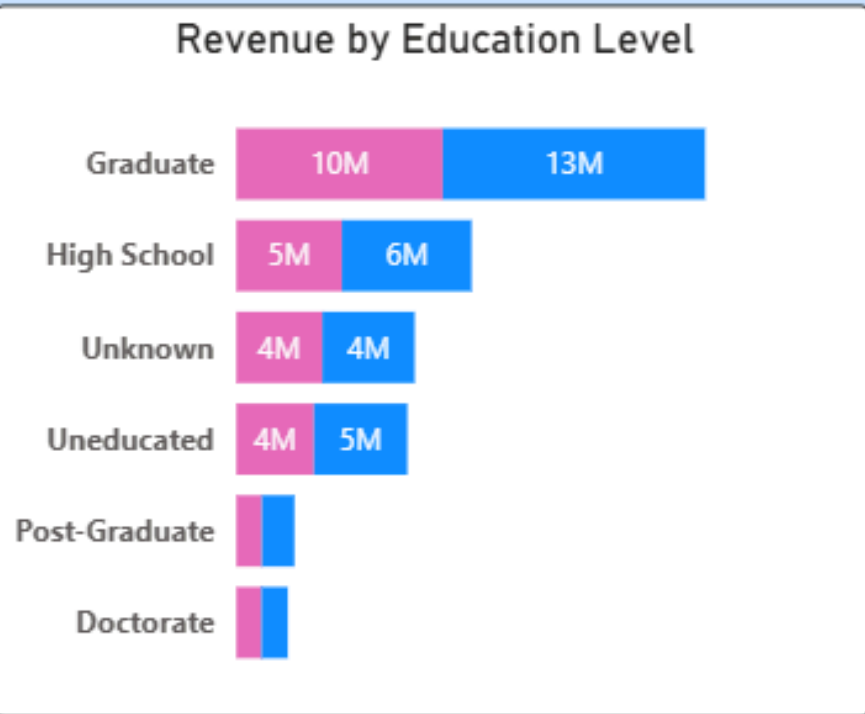
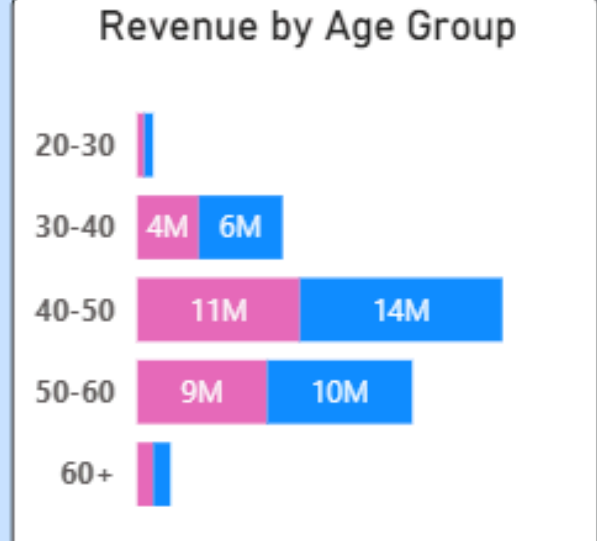
Q4	Q3	Q2	Q1
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Gold	Silver	Blue	Platinum
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Week Start Date
All

M	F
30.93M	25.59M

customer_job	Sum of income	Sum of Revenue	Sum of interest_earned
Blue-collar	73516911	7,040,606.42	967,751.42
Businessman	190350431	17,697,472.01	2,584,604.01
Govt	90834727	8,335,533.84	1,182,230.84
Retirees	49619308	4,617,448.22	641,692.22
Selfemployeed	77659931	8,542,826.40	1,141,510.40
White-collar	105618475	10,283,123.92	1,464,690.92
Total	587599783	56,517,010.81	7,982,479.81





Project Insights

Week On Week Changes:

- Revenue increased by 28.8%

Overview YTD:

- Overall revenue is 57M
- Total interest is 8M
- Total transaction amount is 46M



Project Insights

- 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 So Much

