

CREDIT CARD REPORT

OBJECTIVE OF PROJECT

to develop comprehensive and dynamic credit card weekly dashboard that provide real time insight into key performance metrics and trends , enabling stakeholders to monitor and analyse credit card operations effectively

STEPS WHICH HAVE BEEN FOLLOWED

- [1] create table in postgresql database
- [2] load data into table by using import
- [3] connecting postgresql server with powerbi and load data in it
- [4] creating new column and measures using DAX queries
- [5] preparing dashboard
- [6] sharing insights

Key insights of credit card transactions

[1] total revenue generated through clients is 11 million in which 6 million is generated by male customers and 5 million by female customers.

(**note** that revenue is calculated by addition of annual fee of credit card and interest earned through credit card.)

[2] business has earned total of 8 million interest in which 7 million is generated by only blue card holder customers.

[3] most of the clients has preferred use of card by swipe.

[4] revenue generated in all four quarters of the years 2023 is almost same which is around 2.75 million but in Q4 customers has done slightly more transaction than other quarters

credit card transaction report



week_start_date

All

11M

Sum of revenue

8M

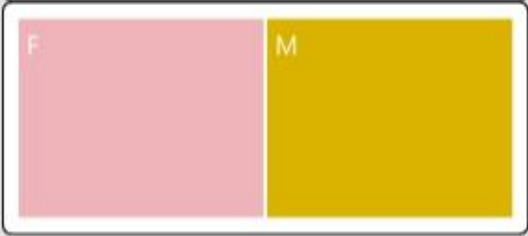
Sum of interest_earned

46M

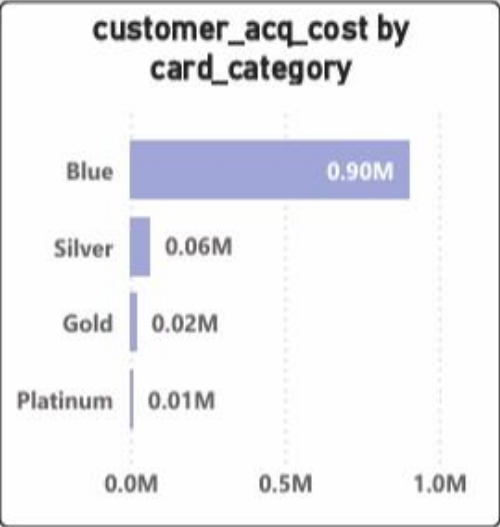
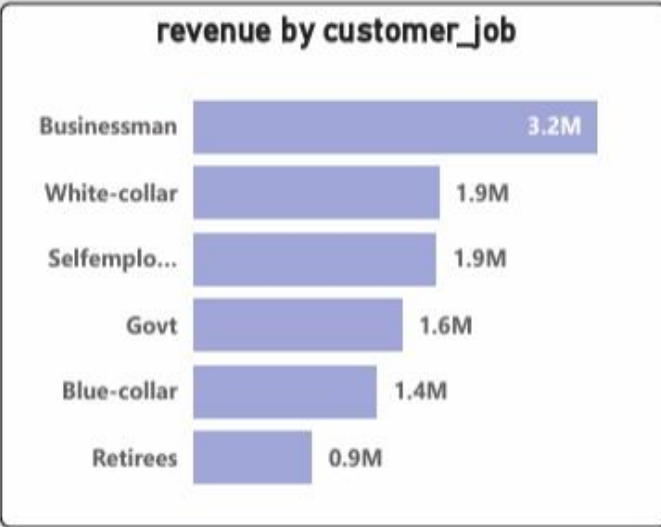
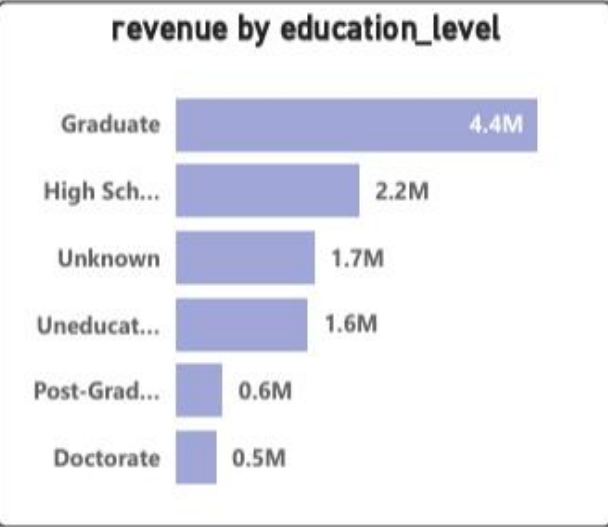
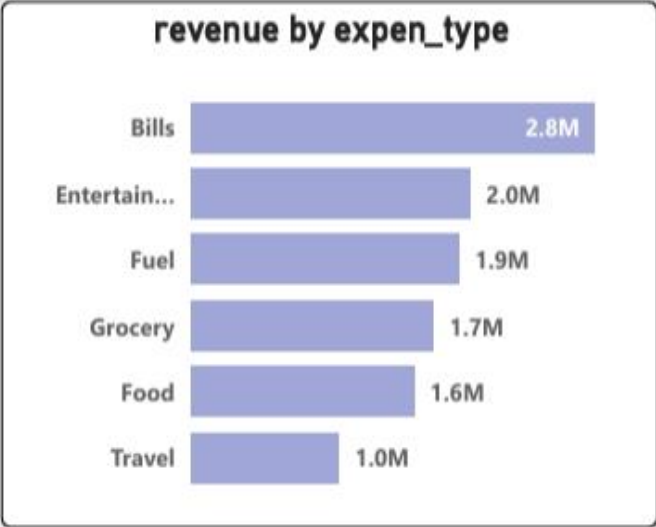
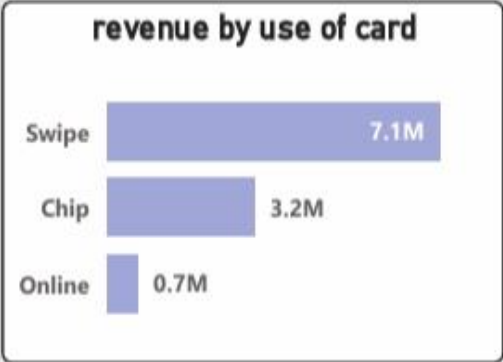
Sum of total_trans_amt

667K

Sum of total_trans...



card_category	Sum of revenue	Sum of total_trans_amt	Sum of interest_earned
Blue	9347863	37840749	66,14,172.62
Gold	442320	2091362	3,84,755.16
Platinum	182294	953314	1,61,629.05
Silver	1011513	4647596	8,21,922.98
Total	10983990	45533021	79,82,479.81



Customers details

[1] almost 60% customers are female and 40% are male.

[2] average age of the customers is 46, in which almost 45% customers are of age group 40-50 , 30% customers are of age group 50-60 and 18% customers are of age group 30-40 and remaining are of young age of 20-30.

[3] almost 40% customers income is low and 30% income is medium and also another 30% are of high income .

(note that income is categorized In below way

less than 35000 = low income

between 35000 to 70000=medium income

More than 70000=high income

[4] customer number wise top four states are California(CA),texas(TX) , new York(NY) and florida(FL).

[5]almost half of the customers are married.

credit card customer report

11M

Sum of revenue

8M

Sum of interest_earned

3

Average of cust_satisfacti...

46

average age of cus...

Gold

Blue

Silver

Platinum

week_start_date

All

Count of client_num by gender

F

5.99K

M

4.31K

