 S.N Bank

Power BI Project Details

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| Credit Card Transaction Analysis | | |
| **Index** | **Heading** | **Description** |
| 1 | Domain | Banking / Financial Credit Card |
| 2 | Overview | “S.N Bank” is a unit of S.N group of company. It offers a Credit Card for their customers  SN Bank has provided a dataset which is in **PostgreSQL** **database** that includes tables of CreditCard\_Detail and Customer\_Detail.  The purpose of analyzing this dataset is to gain insights and improve business operations  Based on the provided dataset Management of S.N Bank want to create a Credit Card Transaction Report and Credit Card Customer Report with Dashboard. This report analysis insights can help to improve business operations and identify the service improvement areas. |
| 3 | Objectives |  |
|  |  | * Identify trends and patterns in credit card transaction by different group of customers that can help to improve business operation and financial performance * Understand customer behavior and preferences based on their uses and expenditure type. * Can track the weekly report or performance in terms of revenue and transaction amount and other details. * Identify high-performing region or states. * Analyze and monitor revenue, interest and transaction detail in terms of different aspects. * Create reports and visualizations that can help management for decision making about service and marketing strategies and help to improve business operations |
| 4 | Project Summary | Explore S.N Bank credit card transactions and customers dataset available in **PostgreSQL** database and provide valuable insights which help to identify areas to improvement and also improve decision-making by analyzing trends and patterns in expenditure type, credit card transaction and their used by different group of customers. |