

S.N Bank Credit Card

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| KEY INSIGHTS | |
| # | **Visuals Key Insights** |
|  | * Overall revenue is 55.3M. * Total interest is 7.8M, Total transaction amount is 44.5M. * Male customer are contributing more in revenue compares to females. * Blue and Silver credit cards are contributing maximum percentage (%) of overall transactions. * Majority of businessman customers used our credit card and generated highest revenue. * By analyzing the educational level it is found that company earned maximum revenue from the Graduates. * If we talk about Age Group then the maximum revenue is generated from the customers of 40-50 age group. * Customers who have the income more than 70000 used more and the revenue from this income group is more than the other income group of customers. |

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| Solution Highlights | |
| 1 | **Datasource** |
|  | **PostgreSQL** |
| 2 | **Dataset & Power BI Connection** |
|  | Datasets is available in **PostgreSQL** database which includes “creditcard\_detail” table and “customer\_detail” table. “creditcard\_detail” table contain 10108 rows and 18 columns headers, “customer\_detail” table contain 10108 rows and 15 columns. The datasets of both the tables contain various important headers and information about both the tables.  These all files are connected and loaded in Power BI. |
| 2 | **Data Cleaning** |
|  | Data cleaning has been performed by using Power Query which involves transforming, filtering and manipulating data to prepare it for analysis. |
| 3 | **Data Modeling** |
|  | Created relationship between tables in Power BI using a common column, it improve the accuracy and reliability of data analysis and visualization in the model view of Power BI |
| 4 | **Visuals Used** |
|  | Cards |
|  | Line & Stacked column chart |
|  | Stacked bar chart |
|  | Pie Chart |
|  | Donut Chart |
|  | Line Chart |
|  | Treemap |
|  | Slicer |
|  | Table |
|  | Text box |
| 5 | **DAX Functions** |
|  | **New Columns added in “customer\_detail**” :  Age Group = SWITCH(      TRUE(), 'public customer\_detail'[customer\_age] < 30, "20-30",      'public customer\_detail'[customer\_age] >= 30 && 'public customer\_detail'[customer\_age] < 40, "30-40",      'public customer\_detail'[customer\_age] >= 40 && 'public customer\_detail'[customer\_age] < 50, "40-50",      'public customer\_detail'[customer\_age] >= 50 && 'public customer\_detail'[customer\_age] < 60, "50-60",      'public customer\_detail'[customer\_age] >= 60, "60+",      "Unknown"  )  IncomeGroup = SWITCH(      TRUE(),      'public customer\_detail'[income] < 35000, "Low",      'public customer\_detail'[income] >= 35000 && 'public customer\_detail'[income] < 70000, "Med",      'public customer\_detail'[income] >= 70000, "High",      "Unknown"  ) |
|  | **New Columns added in “creditcard\_detail”** :  Revenue =  'public cc\_detail'[annual\_fees] + 'public cc\_detail'[total\_trans\_amt] + 'public cc\_detail'[interest\_earned]  **New “*Measures***”:  Current\_week\_Revenue = CALCULATE(      SUM('public creditcard\_detail'[Revenue]),      FILTER(ALL('public creditcard\_detail'),      'public creditcard\_detail'[week\_num2] = MAX('public creditcard\_detail'[week\_num2])))  Previous\_week\_Revenue = CALCULATE(      SUM('public creditcard\_detail'[Revenue]),      FILTER(ALL('public creditcard\_detail'),      'public creditcard\_detail'[week\_num2] = MAX('public creditcard\_detail'[week\_num2])-1))  week\_over\_week\_revenue = DIVIDE(([Current\_week\_Revenue] - [Previous\_week\_Revenue]), [Previous\_week\_Revenue]) |
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