CREDIT CARD

WEEKLY
TRANSACTION DASHBOARD

DAX QUERIES

1. Previous_week_Revenue = CALCULATE(
   SUM('ccdb cc_detail'[Revenue]),
   FILTER(ALL('ccdb cc_detail'),
   'ccdb cc_detail'[week]=MAX('ccdb   cc_detail'[week])-1))

2. current_week_revenue = CALCULATE(
   SUM('ccdb cc_detail'[Revenue]),
   FILTER(ALL('ccdb cc_detail'),
   'ccdb cc_detail'[week]=MAX('ccdb cc_detail'[week])))

3. revenue = 'ccdb cc_detail'[Annual_Fees] +
   'ccdb cc_detail'[Interest_Earned] + 'ccdb cc_detail'[Total_Trans_Amt]

DAX QUERIES

4. WoW_Revenue = DIVIDE(
   ('ccdb cc_detail'[current_week_revenue] -
   'ccdb cc_detail'[Previous_week_Revenue]),
   'ccdb cc_detail'[Previous_week_Revenue])

5. week = WEEKNUM('ccdb cc_detail'[Week_Start_Date])

6. Age Group = SWITCH(
   TRUE(),'ccdb cust_detail'[Customer_Age] < 30 ,"20-30",
   'ccdb cust_detail'[Customer_Age] >= 30 &&
   'ccdb cust_detail'[Customer_Age]<40,"30-40",
   'ccdb cust_detail'[Customer_Age] >= 40 &&
   'ccdb cust_detail'[Customer_Age]<50,"40-50",
   'ccdb cust_detail'[Customer_Age] >= 50 &&
   'ccdb cust_detail'[Customer_Age]<60,"50-60",
   'ccdb cust_detail'[Customer_Age] >= 60 ,"60+", "unknown")

DAX QUERIES

7. Income Group = SWITCH(TRUE(),

   'ccdb cust_detail'[Income] < 35000 , "low",

   'ccdb cust_detail'[Income] >=35000 &&

   'ccdb cust_detail'[Income] < 70000 , "Middle",

   'ccdb cust_detail'[Income]>= 70000 , "High",

   "Not defined")

PROJECT INSIGHTS- WEEK 52

WEEK Over WEEK CHANGE :

- Revenue decreased by 12.8% ▼

- Total Transaction Amount decreased by 13.48% ▼

- Total Transaction count decreased by 11% ▼

- Customer Satisfaction score dropped by 16.5% ▼

- Customer Accquisition Cost dropped by 16.89% . ▲

PROJECT INSIGHTS- OVERALL

Overview :

- Overall Yearly Total Revenue is 55.3 M

- Overall Total Interest earned is 7.8 M

- Total Transaction Amount is 44.5 M

- Total Transaction Count is 656 K

- Total Revenue generated by male customers is 30.2 M and Female customers is 25.1 M

- Blue Card is Contributing to Highest Revenue i.e 46 M

- Customers prefer swipe mode for transactions over online . Swipe mode contributed to 35 M revenue

- Age Group spending the most is between 40-50 and they contributed 25 M in revenue which is approx 49% of total revenue.

- Top 5 States with respect to Revenue are : Texas , New York , Canada , Florida , New Jersey.