

CREDIT CARD

**WEEKLY STATUS
REPORT**

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.

DAX Queries

```
AgeGroup = 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")
```

```
Income_Group = SWITCH(  
    TRUE(),  
    'ccdb cust_detail'[Income]<35000,"Low",  
    'ccdb cust_detail'[Income]>=35000 && 'ccdb cust_detail'[Income]<70000,"Med",  
    'ccdb cust_detail'[Income]>=70000,"High",  
    "unkwon")
```

DAX Queries

```
Week_Num2 = WEEKNUM('ccdb cc_detail'[Week_Start_Date])
```

```
Revenue = 'ccdb cc_detail'[Annual_Fees]+'ccdb cc_detail'[Total_Trans_Amt]+'ccdb cc_detail'[Interest_Earned]
```

```
Current_week_Revenue = CALCULATE(  
    SUM('ccdb cc_detail'[Revenue]),  
    FILTER(  
        ALL('ccdb cc_detail'),  
        'ccdb cc_detail'[Week_Num2] = MAX('ccdb cc_detail'[Week_Num2])))
```

```
Previous_week_Revenue = CALCULATE(  
    SUM('ccdb cc_detail'[Revenue]),  
    FILTER(  
        ALL('ccdb cc_detail'),  
        'ccdb cc_detail'[Week_Num2] = MAX('ccdb cc_detail'[Week_Num2])-1))
```

Project insights – Week 52(24th DEC)

WOW change:

- Revenue decreased by -12.8%
- Total Transaction Amt & Volume decreased by -13.48% & -11%

Overview YTD:

- Overall revenue is 55M
- Total interest is 7.8M
- Total transaction amount is 45M
- Male customers are contributing more in revenue 30M , female 25M
- Blue & Silver credit card are contributing to 94% of overall transactions
- TX,NY & CA is contributing to 70% of overall transactions
- Overall Activation rate is 57.4%
- Overall Delinquent rate is 6.07%