# 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.

IMPORT DATA TO SQL DATABASE

- 1. Prepare csv file

- 2. Create tables in SQL

- 3. import csv file into SQL

MySQL
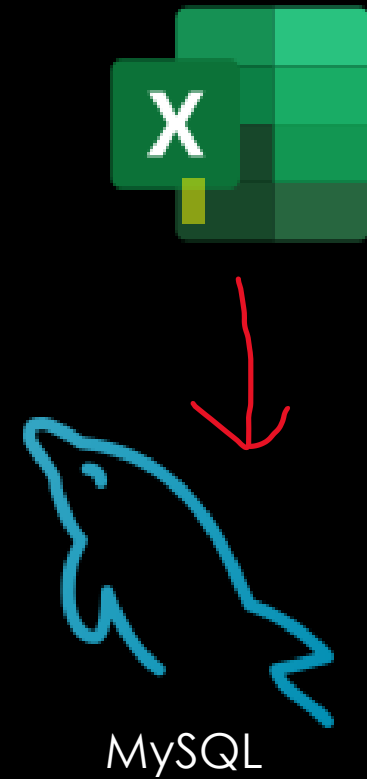
DAX QUERIES

- 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")

DAX QUERIES

```
IncomeGroup = 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",
    "Unknown"
    )
```

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

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

DAX QUERIES

- Current_week_Reveneue = CALCULATE(
- SUM('public cc_detail'[Revenue]),
- FILTER(
- ALL('public cc_detail'),
- 'public cc_detail'[week_num2] = MAX('public cc_detail'[week_num2]))))

- Previous_week_Reveneue = CALCULATE(
- SUM('public cc_detail'[Revenue]),
- FILTER(
- ALL('public cc_detail'),
- 'public cc_detail'[week_num2] = MAX('public cc_detail'[week_num2])-1))

PROJECT INSIGHTS- WEEK 53 (31ST DEC)

- WoW change:
- • Revenue increased by 28.8%,
- • Total Transaction Amt & Count increased by 35% & 3.39%
- • Customer count increased by 12.8%
- Overview YTD:
- • Overall revenue is 57M
- • Total interest is 8M
- • Total transaction amount is 46M
- • Male customers are contributing more in revenue 31M, female 26M
- • Blue & Silver credit card are contributing to 93% of overall transactions
- • TX, NY & CA is contributing to 68%
- • Overall Activation rate is 57.5%
- • Overall Delinquent rate is 6.06%