

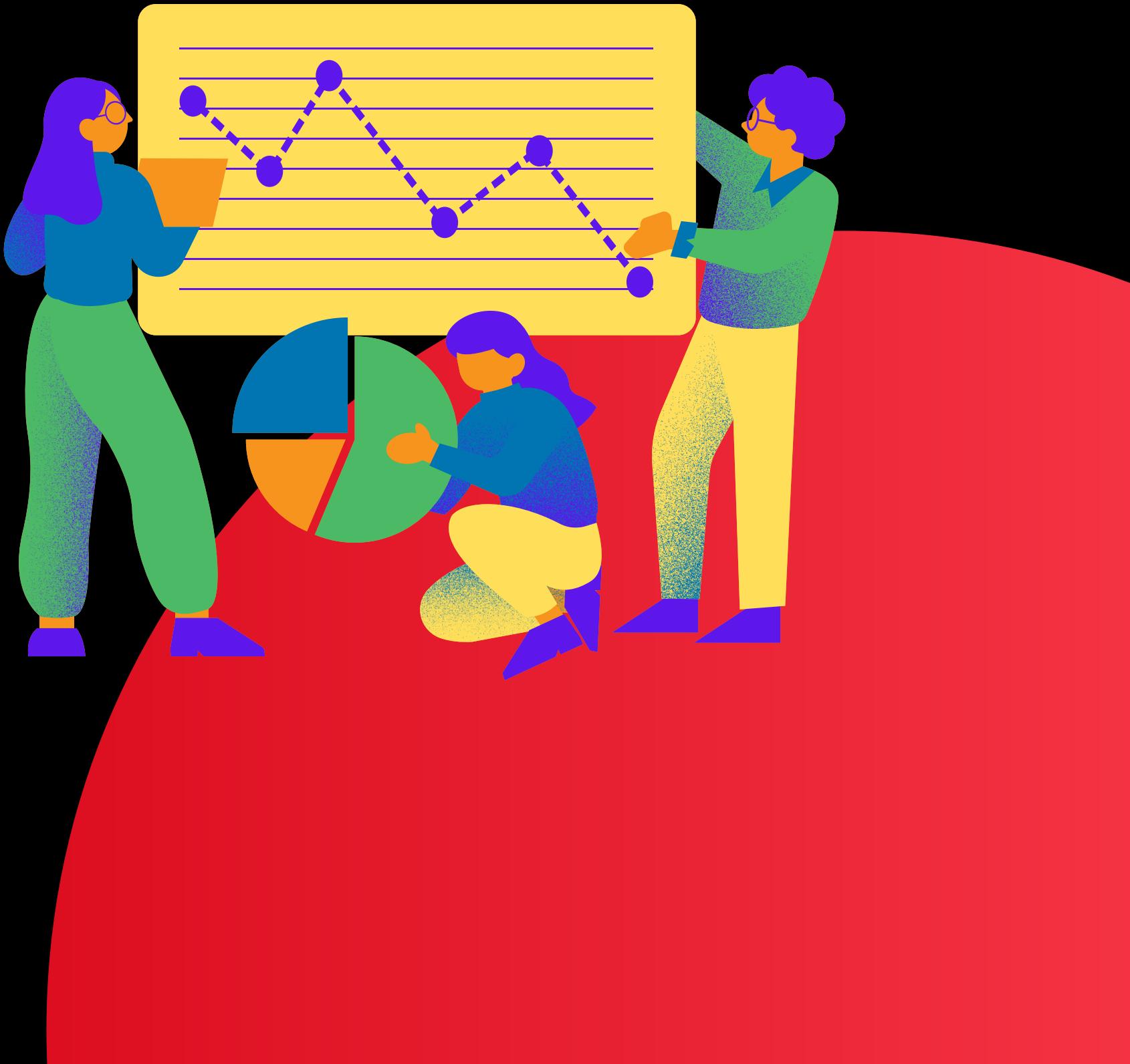
CREDIT CARD

WEEKLY STATUS REPORT

Shlesha Joshi

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.



TOOLS USED IN DATA ANALYSIS

Microsoft Excel: A spreadsheet program used for data manipulation, analysis, and visualization, often serving as a data source for Power BI.

Microsoft Power BI: A business analytics service that provides interactive visualizations and business intelligence capabilities with an interface simple enough for end users to create their own reports and dashboards.

SQL (Structured Query Language): A domain-specific language used in programming and designed for managing data held in a relational database management system, facilitating data extraction and preparation.



PROJECT INSIGHTS- WEEK 53

(31ST DEC)



WoW change:

- Revenue increased by 28.8%,

Making Data Understandable

- 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%

Shlesha Joshi

CREDIT CARD FINANCIAL DASHBOARD- TRANSACTION

Credit Card Transaction Report

Total Revenue
56.5M

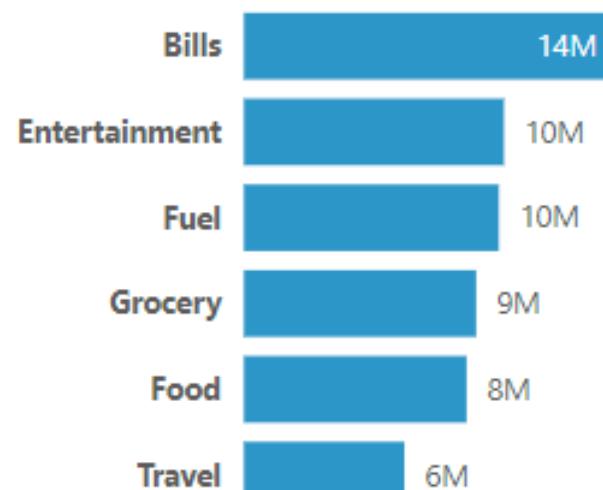
Transaction Amount
46M

Total Interest
8.0M

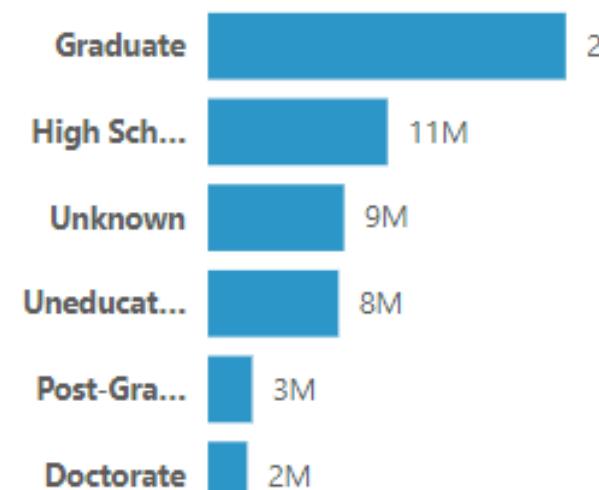
Transaction Count
667K

Card_Catagory	Sum of Revenue	Sum of Total_Trans_Amt	Sum of Interest_Earned
Blue	47188612	37840749	66,14,172.62
Gold	2533682	2091362	3,84,755.16
Platinum	1135608	953314	1,61,629.05
Silver	5659109	4647596	8,21,922.98
Total	56517011	45533021	79,82,479.81

Revenue by Exp Type



Revenue by Education Level



Q4

Q3

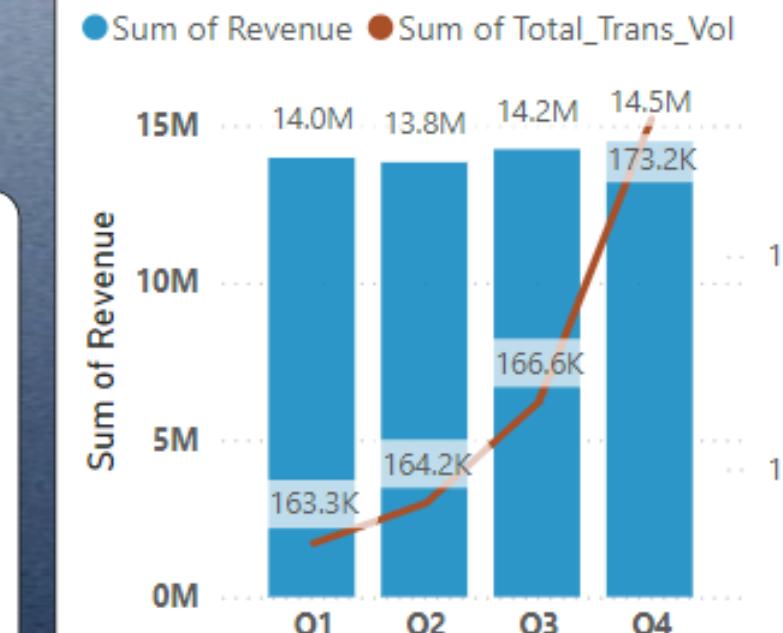
Q2

Q1

Week_Start_Date

All

OTR Revenue and Total Trans Count

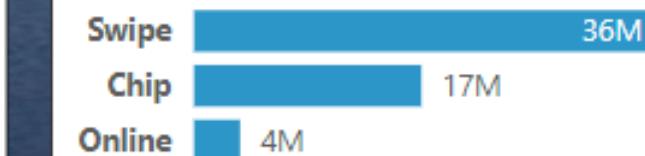


F M

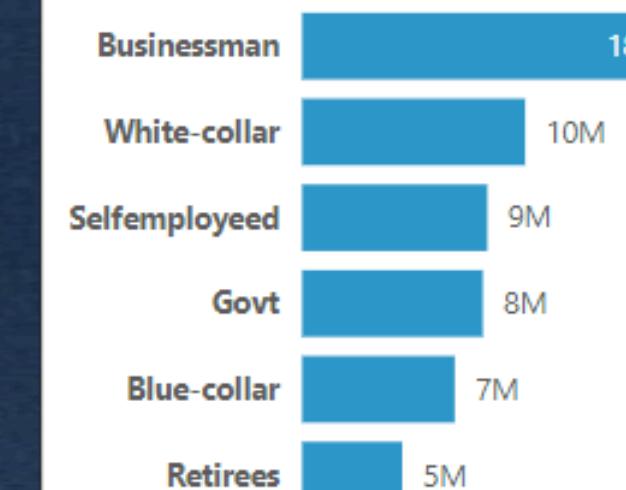
Gold Silver Blue Plat...

Low Med High

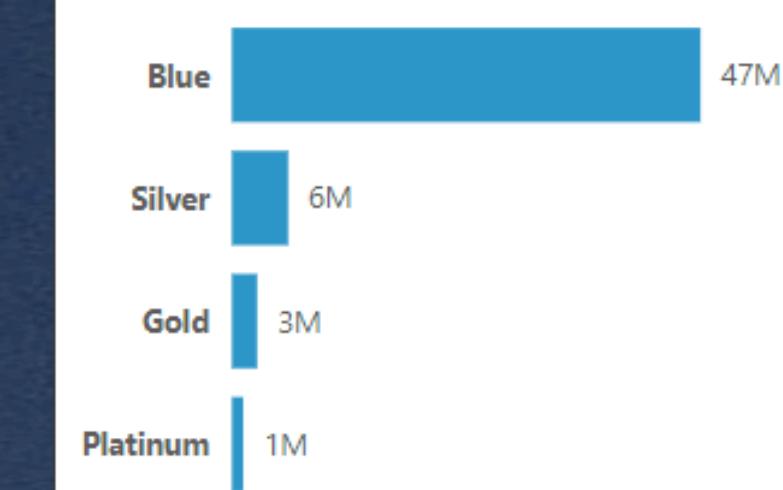
Revenue by Use Chip



Revenue by Customer Job



Revenue by Card Category



CREDIT CARD FINANCIAL DASHBOARD- CUSTOMER

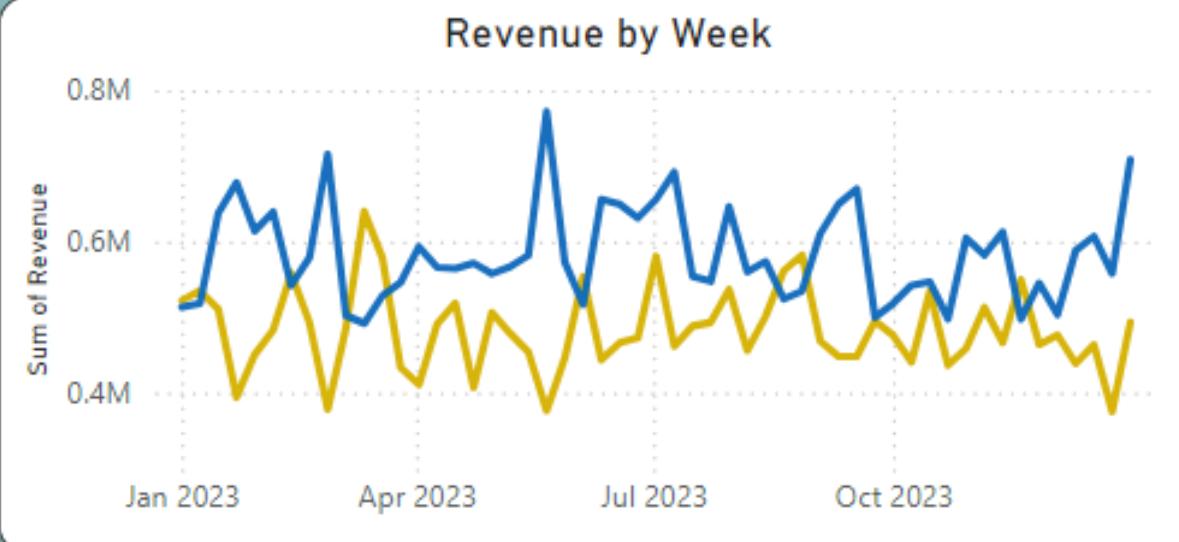
Credit Card Customer Report

Revenue
56.5M

Income
588M

Total Interest
8.0M

CSS
3.19



Q4

Q3

Q2

Q1

Week_Start_Date

All

Gold

Silver

Blue

Plati...

M

F

31M

26M

Swipe

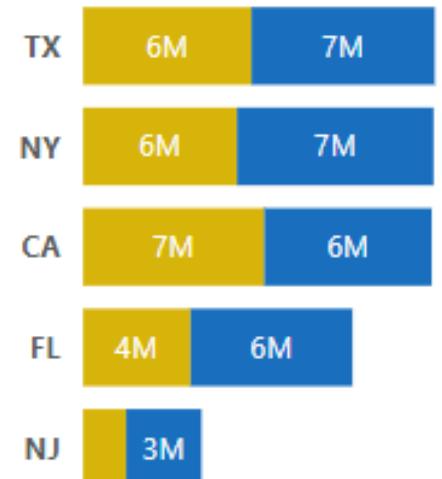
Chip

Revenue by Age Group



Customer_Job	Sum of Revenue	Sum of Income	Sum of Interest_Earned
Blue-collar	7040606	73516911	9,67,751.42
Businessman	17697472	190350431	25,84,604.01
Govt	8335534	90834727	11,82,230.84
Retirees	4617448	49619308	6,41,692.22
Selfemployed	8542826	77659931	11,41,510.40
White-collar	10283124	105618475	14,64,690.92
Total	56517011	587599783	79,82,479.81

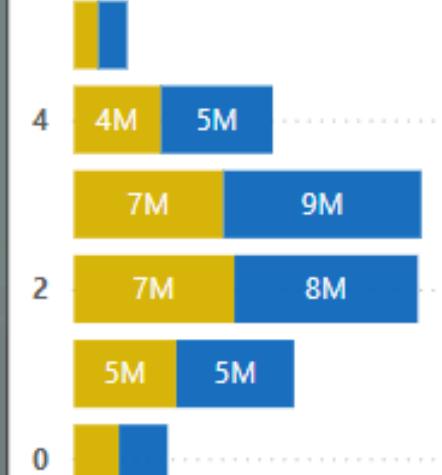
Revenue by Top 5 States



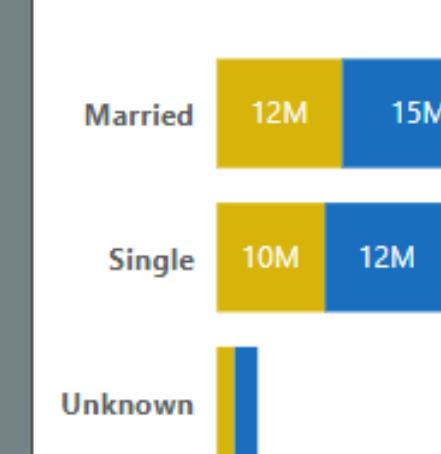
Revenue by Salary Group



Revenue by Dependent Count



Revenue by Marital Status



Revenue by Education Level

