



CREDIT CARD FINANCIAL REPORT

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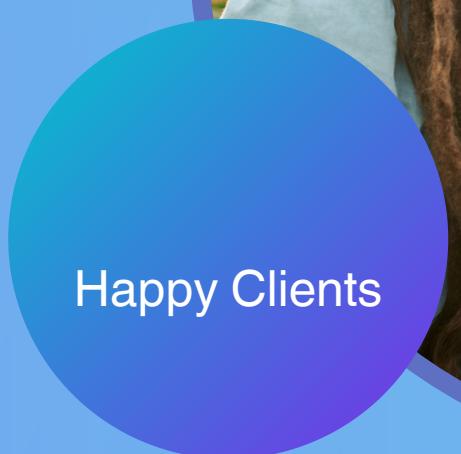
CREDIT CARD WEEKLY STATUS REPORT





CONTENT

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2. DATA FROM CSV FILE
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Happy Clients





PROJECT OBJECTIVES

To Develop comprehensive credit card weekly dashboard that provides real time insights into key performance metric and trends enable stake holders to monitors and credit card operation effectively





DATA

Prepare CSV file
Create Table in MySQL
Import CSV into SQL





DAX QUERIES

AGEGROUP

Agegroup = SWITCH(

TRUE(),

customer[Customer_Age]<30,"20-30",

customer[Customer_Age]>=30&& customer[Customer_Age]
<40,"30-40",

customer[Customer_Age]>=40&& customer[Customer_Age]
<50,"40-50",

customer[Customer_Age]>=50&& customer[Customer_Age]
<60,"50-60",

customer[Customer_Age]>=60,"60+",
"unknown"





DAX QUERIES

REVENUE

```
revenue =  
credit_card[Annual_Fees]+cre  
dit_card[Total_Trans_Amt]+cre  
dit_card[Interest_Earned]
```





DAX QUERIES

INCOMEGROUP

```
incomegroup = SWITCH(
```

```
    TRUE(),
```

```
        customer[Income]<35000,"low",
```

```
        customer[Income]>=35000&&'custo
```

```
        mer'[Income]<70000,"med",
```

```
        customer[Income]>=70000,"High",
```

```
        "unknown"
```

```
)
```



PROJECTS INSIGHTS

WOW CHANGES

Revenue increase by 28.8%

CUSTOMER TRANSACTION INCREASE
BY 40%



PROJECTS INSIGHTS

OVERALL

Overall revenue is 55M

- Total Interest is 8 M
- Total Transaction amount is 45M
- Total Transaction count is 656k
- The Highest revenue by card category is blue by 2.13k
- The Revenue by married man is higher than married women by 2M
- Overall Activation rates is 5.5%





THANK YOU

