

CREDIT CARD

WEEKLY STATUS

REPORT

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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

DAX Queries

```
AgeGroup = SWITCH(
    TRUE(),
    'public cust_detail'[customer_age] < 30, "20-30",
    'public cust_detail'[customer_age] >= 30 && 'public
    cust_detail'[customer_age] < 40, "30-40",
    'public cust_detail'[customer_age] >= 40 && 'public
    cust_detail'[customer_age] < 50, "40-50",
    'public cust_detail'[customer_age] >= 50 && 'public
    cust_detail'[customer_age] < 60, "50-60",
    'public cust_detail'[customer_age] >= 60, "60+",
    "unknown"
)

IncomeGroup = SWITCH(
    TRUE(),
```

```
'public cust_detail'[income] < 35000, "Low",  
'public cust_detail'[income] >= 35000 && 'public  
cust_detail'[income] <70000, "Med",  
'public cust_detail'[income] >= 70000, "High",  
"unknown"  
)
```

DAX Queries

```
week_num2 = WEEKNUM('public  
cc_detail'[week_start_date])
```

```
Revenue = 'public cc_detail'[annual_fees] + 'public  
cc_detail'[total_trans_amt] + 'public  
cc_detail'[interest_earned]
```

```
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 52 (31 st Dec)

WoW change:

- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by xx% & xx%
- Customer count increased by xx%

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%