CREDIT CARD

WEEKLY STATUS REPORT



Content in this tutorial video

- 1. Project objective Data
- 2. from SQL
- 3. Data processing &

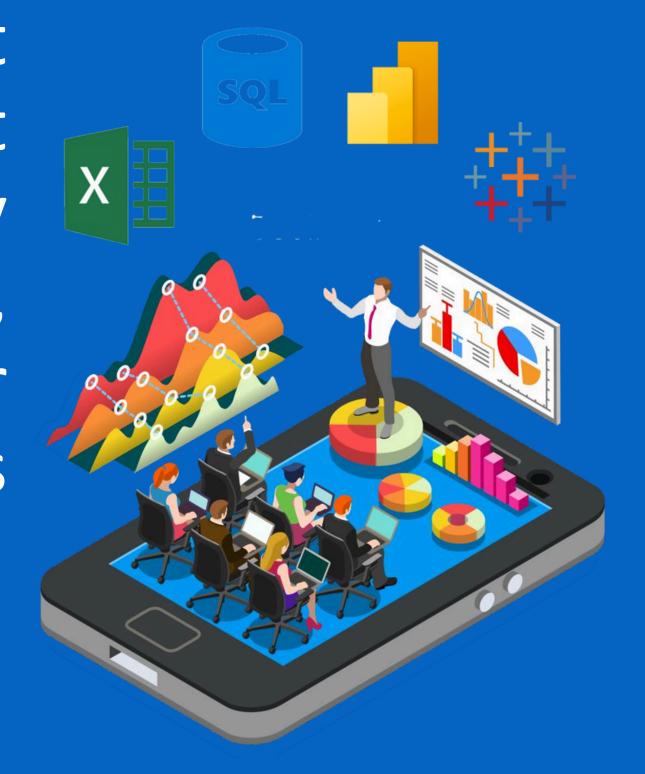
4. DAX



5. Dashboard & insights

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.



Download Datasets

https://www.kaggle.com/



Import data to SQL database

- 1. Prepare csv file
- 2 Create tables in SQL
- 3 Import csv file into SQL







NOTE: Find all SQL queries & project data-

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"
}
```



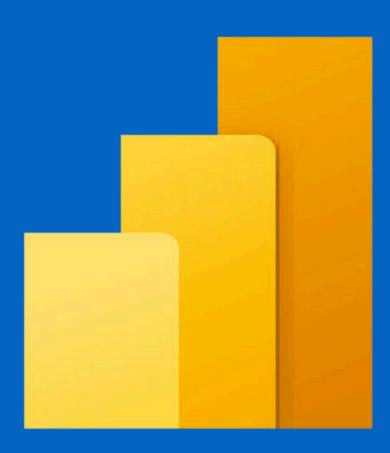
DAX Queries

```
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 53 (31st 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%



THANK YOU Shivam Thakral