

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



Data Output	Messages	Notifications
COPY 10108		
Query returned successfully in 82 msec.		

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

```
Previous_week_Revenue = 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
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