

# CREDIT CARD

## WEEKLY STATUS REPORT



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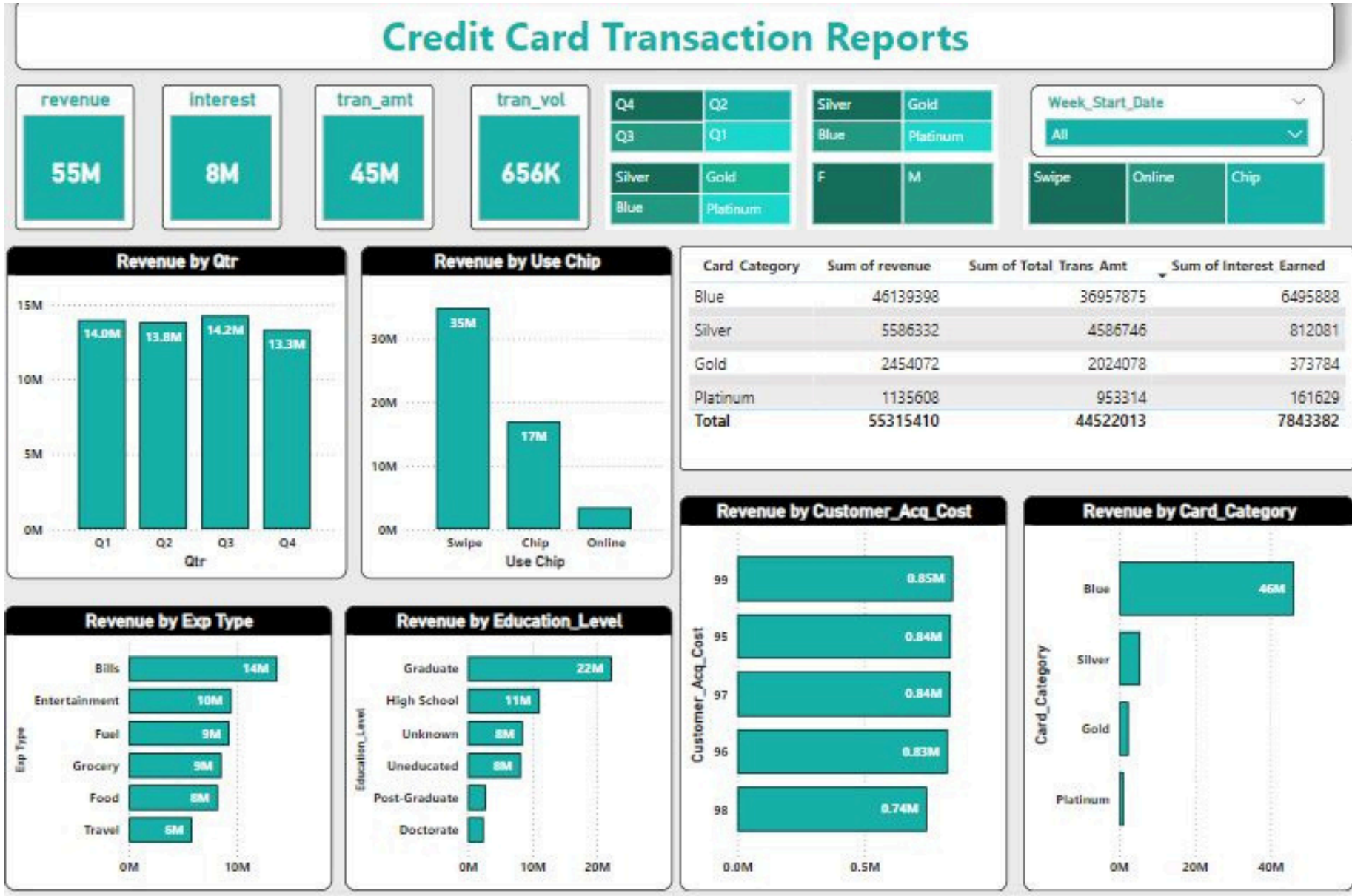
Final Dashboard & Key Metrics

# PROBLEM STATEMENT

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.



# CREDIT CARD TRANSACTION

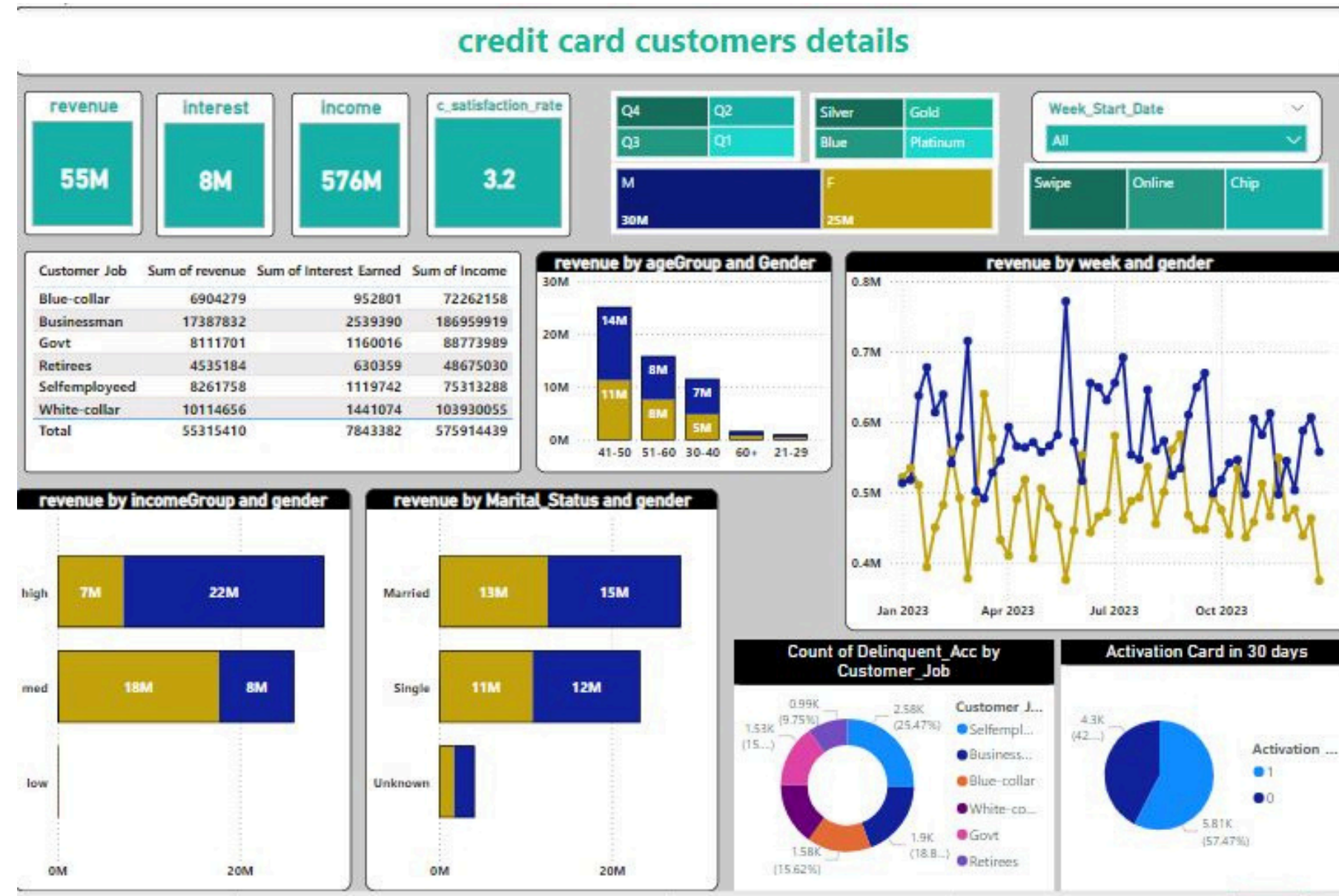


# KEY MATRICS

## Credit Card Transactions

- **Revenue by Quaters:** Q3 generated highest revenue **14.4M** while Q4 generated lowest revenue **13.3M**
- **Revenue by Use Chip** Swipe generated highest revenue **35M** while Online generated lowest revenue **3.4M**
- **Revenue by Expenses Type** : Bills generated highest revenue **14M** while Travel generated lowest revenue **6M**
- **Revenue by Educational Level:** Graduate generated highest revenue **22M** while Doctorate generated lowest revenue **2.4M**
- **Revenue by Card Category:** Blue card generated highest revenue **46M** while Platinum generated lowest revenue **1M**

# CREDIT CARD CUSTOMERS



# KEY MATRICS

## Credit Card Customers

- **Revenue by Age Group** : 41-50 age group generated highest revenue **25M** while 21-29 age group generated lowest revenue **5.7M**
- **Revenue by Income Group**: high income group generated highest revenue **29M** while low income group generated lowest revenue **0M**
- **Revenue by Martial Status**: married peoples generated highest revenue **28M** while single peoples generated revenue **23M**
- **Card Activation in 30 days**: 57% customers has activate card while 43% not activate card by monthly
- **Week by Week Revenue by Gender**: Clear peaks observed in transaction revenue between February to June 2023.



# DASHBOARD /

## 360 DEGREE OVERVIEW





# KEY INSIGHTS

## Key Metrics

- Revenue: \$55M
- Interest Earned: \$8M
- Income: \$576M
- Average Customer Satisfaction Score (CSS): 3.2
- Total Transaction Amount: \$45M
- Total Transaction Volume: 656K

## Weekly Revenue Trends

- Previous Week Revenue: 1.07M
- Current Week Revenue: 933K
- Week-over-Week Change: -12.81%

## Revenue Trends

- Clear peaks observed in transaction revenue between February to June 2023.

## Customer Insights

- **Account Activation in 30 Days:**
  - Activated: 57% (5.7K)
  - Not Activated: 43% (4.3K)
- **Revenue by Marital Status and Gender:**
  - Married: \$27M (Male: \$15M, Female: \$13M)
  - Single: \$23M (Male: \$12M , Female: \$11M)
  - Unknown: \$4M (Male: \$2M, Female: \$2M)

## Segment Analysis

- **Revenue by Educational Level:**
  - Graduate: \$22M
  - High School: \$11M
  - Post-Graduate : \$2.8M
  - Unknown: \$8M
- **Revenue by Card Category:**
  - Blue: \$46M
  - Silver: \$6M
  - Gold: \$2M
  - Platinum: \$1M

# THANK YOU

