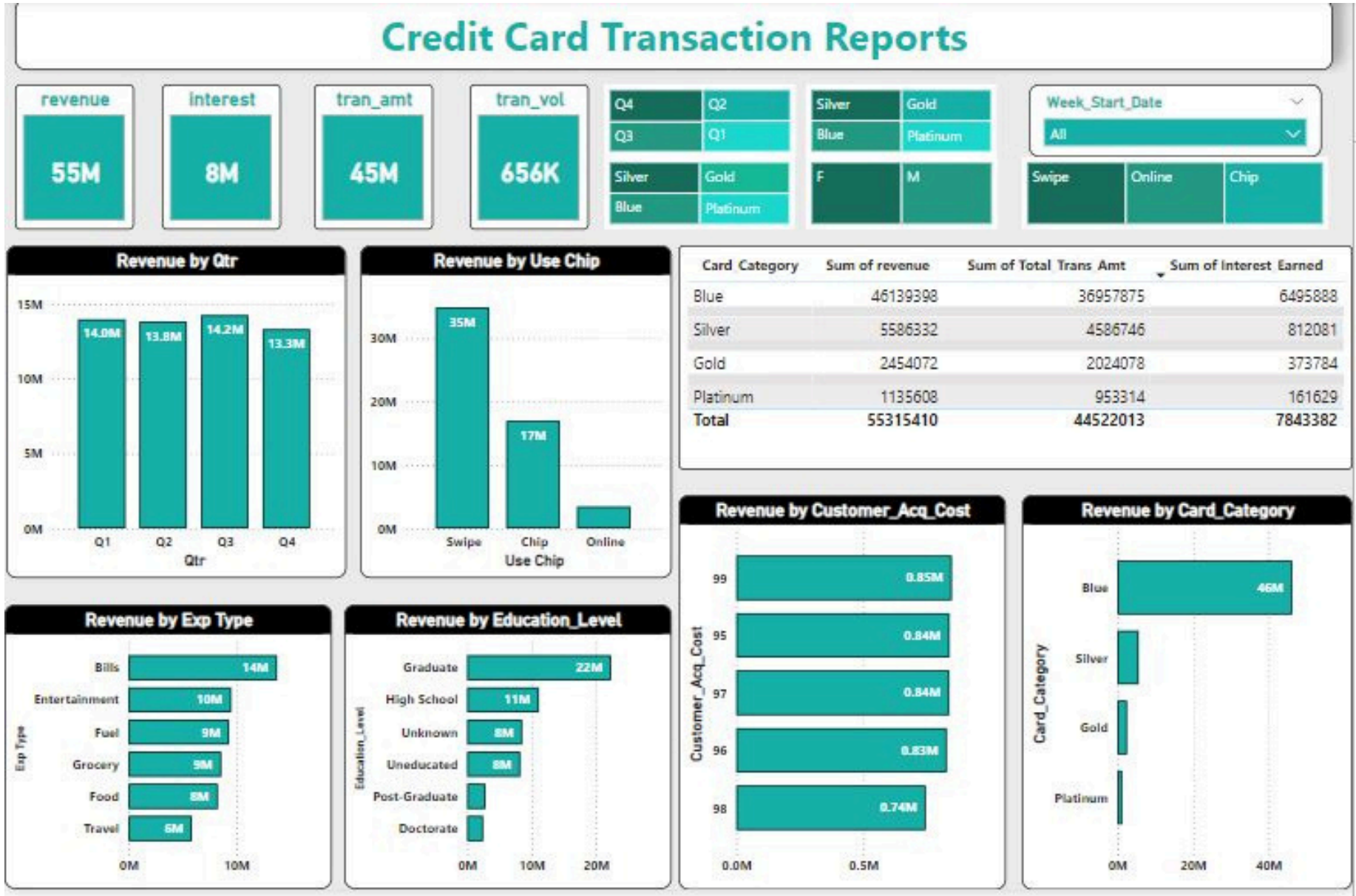# CREDIT CARD

WEEKLY STATUS REPORT

CONTENT

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
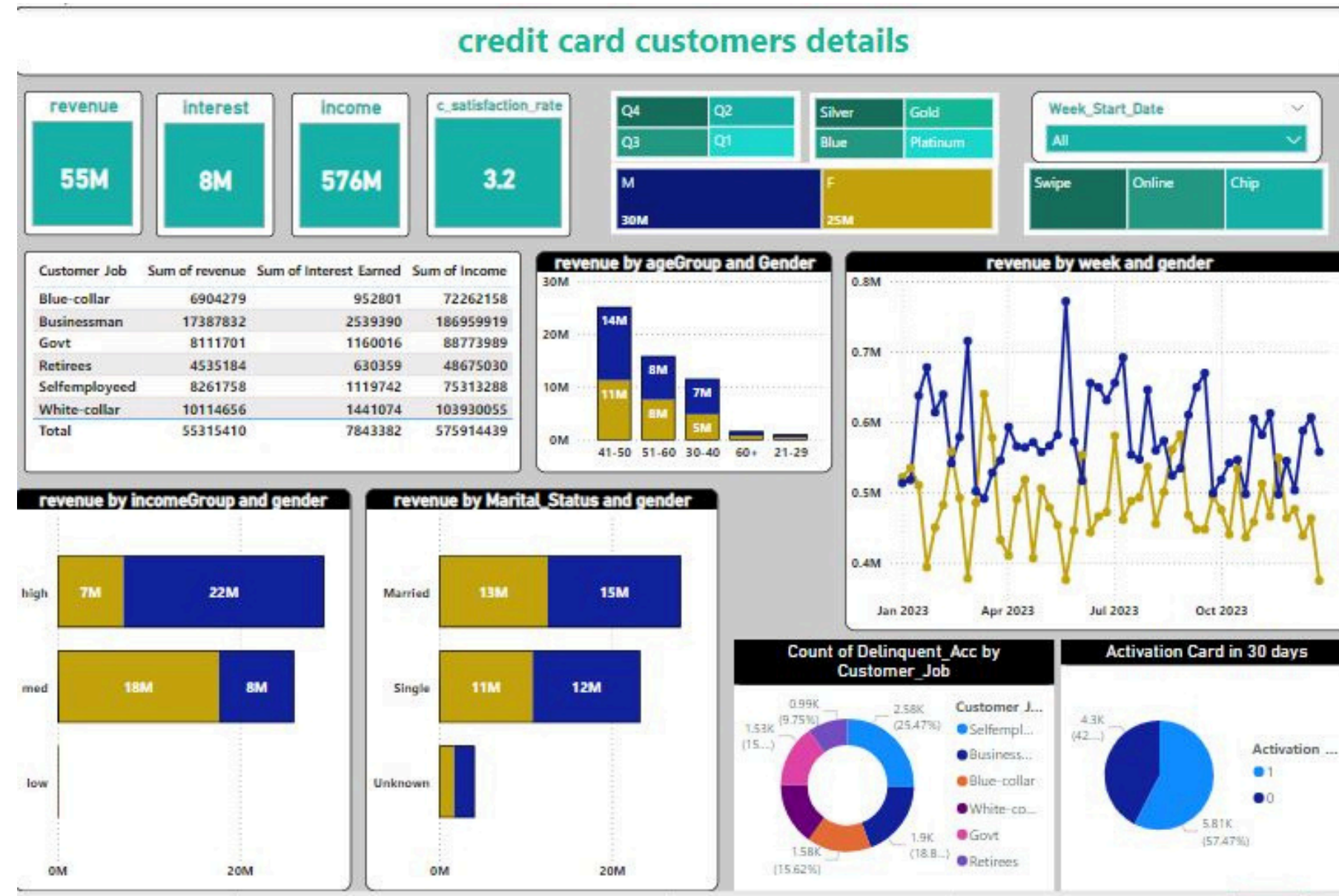
KEY MATRICS

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