CREDIT CARD

WEEKLY STATUS REPORT

Project Objective

To develop a comprehensive credit-card report weekly dashboard that provides real time insights into key performance 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
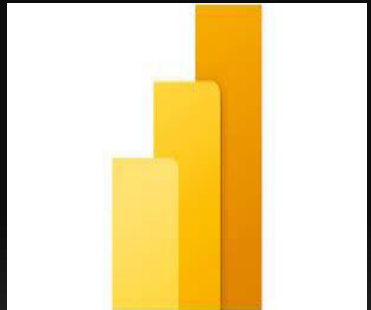3. Import csv file into SQL

Data Output Messages Notifications

COPY 10108

Query returned successfully in 139 msec.

DAX Queries

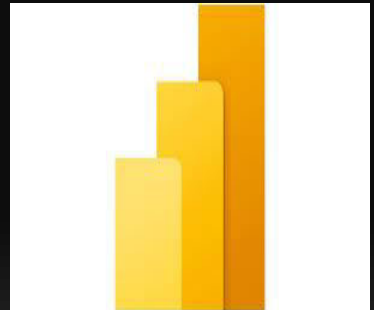Age group = switch(

  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 && 'public
cust_detail'[customer_age]<80, "70-80",

  "unknown"
)

DAX Queries

Incomegroup = switch(

   true(),

    'public cust_detail'[income]< 40000, "low",

    'public cust_detail'[income]>=40000 && 'public cust_detail'[income]<80000, "Medium",
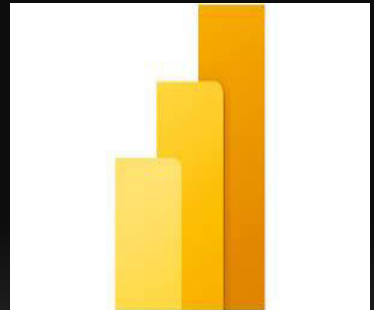
    'public cust_detail'[income]>=80000,"High",

    "unknown"

DAX Queries

week_number = WEEKNUM('public cc_detail'[week_start_date])

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

current week_revenue = calculate(sum('public cc_detail'[Revenue]),
 FILTER('public cc_detail','public cc_detail'[week_number]=max('public cc_detail'[week_number])))

previous_week_revenue = CALCULATE(sum('public cc_detail'[Revenue]),
FILTER(all('public cc_detail'),'public cc_detail'[week_number]=max('public cc_detail'[week_number])-1))

Project Insights – Week 53

WOW Change:
- Revenue increased by 28%
- Total transaction amount is increased by 0.35% and transaction count is increased by 0.03%
- Customer count is increased by 0.28%

Overview :
- Overall revenue is 57M
- Total interest is 8M
- Total transaction amount is 46M
- Male Customer counts are contributing more in revenue 31M, female 26M
- Blue and silver credit cards are contributing 93% overall transactions
- TX, NY, CA is contributing 68% of revenue
- Overall card activation rate is 57.5%
- Overall delinquent rate is 6.06%