

CREDIT CARD

WEEKLY REPORT 



PROJECT OBJECTIVE

To develop a comprehensive **Credit Card Weekly Dashboard** that provides **Real-Time** insights into key performance metric and trends, enabling stakeholders to monitor and **Analyze** credit card operations effectively.



Download Data

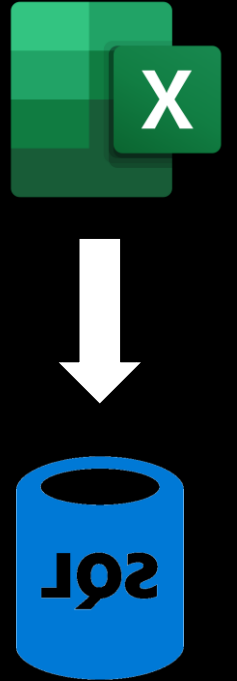
GitHub:

https://github.com/suru2907/Credit_Card_Financial_Dashboard



Import Data to SQL Database

1. Prepare **.csv** File
2. Create tables in SQL
3. Import **.csv** File in SQL



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, "60+", "unknown" )
```

```
Income Group = SWITCH(  
TRUE(), 'public cust_detail'[income] < 35000, "Low", 'public  
cust_detail'[income] >= 35000 && 'public cust_detail'[income] = 70000,  
"High", "unknown"  
)
```



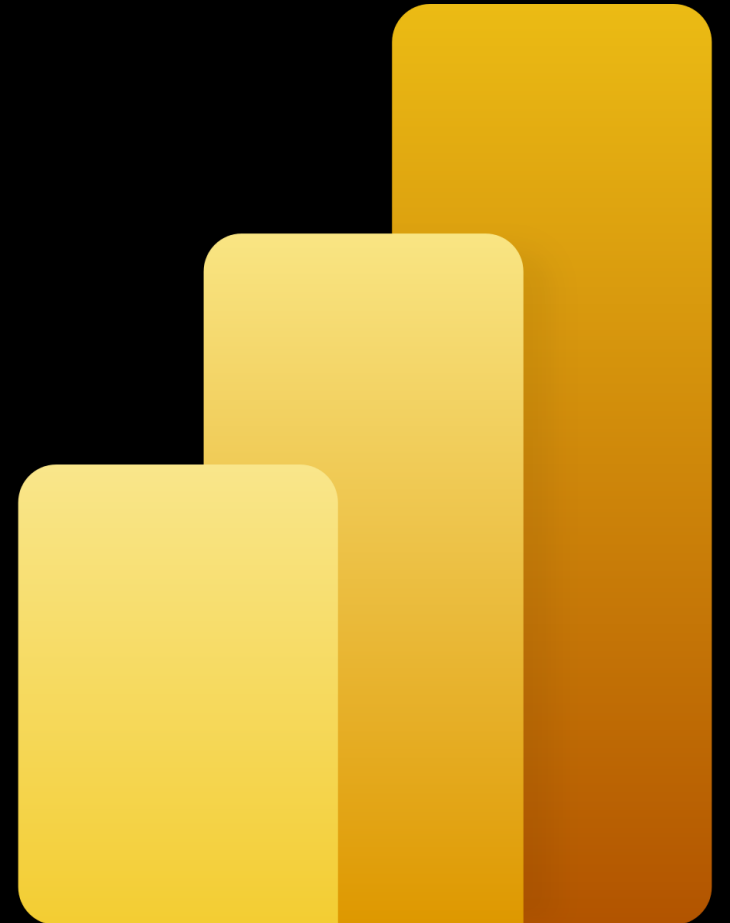
DAX Queries

```
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 35% & 12.8%
- Customer count increased by 12.8%

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 **68.4%**
- Overall Activation rate is **57.46%**
- Overall Delinquent rate is **6.06%**

