Procedure

✅ Import data to SQL database:

1. Prepare CSV file
2. Create tables in SQL
3. Import CSV file into SQL

✅ DAX Queries :

- New_Qtr = "Q" & SUBSTITUTE(cc_detail[Qtr], "$", "")
- Revenue = cc_detail[Annual_Fees] + cc_detail[Total_Trans_Amt] + cc_detail[Interest_Earned]
- week_num2 = WEEKNUM(cc_detail[Week_Start_Date])
- wow_revenue = DIVIDE
  ([Current_week_Revenue]-[Previous_week_Revenue]), [Previous_week_Revenue])

- AgeGroup = SWITCH(
  TRUE(),
  cust_detail[Customer_Age] < 30, "20-30",
  cust_detail[customer_age] >= 30 && cust_detail[Customer_Age] < 40, "30-40",
  cust_detail[customer_age] >= 40 && cust_detail[Customer_Age] < 50, "40-50",
  cust_detail[Customer_Age] >= 50 && cust_detail[Customer_Age] < 60, "50-60",
  cust_detail[Customer_Age] >= 60, "60+",
  "Unknown")

- IncomeGroup = SWITCH(
  TRUE(),
  cust_detail[Income] < 35000, "Low",
  cust_detail[Income] >= 35000 && cust_detail[Income] < 70000, "Medium",
  cust_detail[Income] >= 70000 , "High",
  "Unknown")

✅ 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%