Header
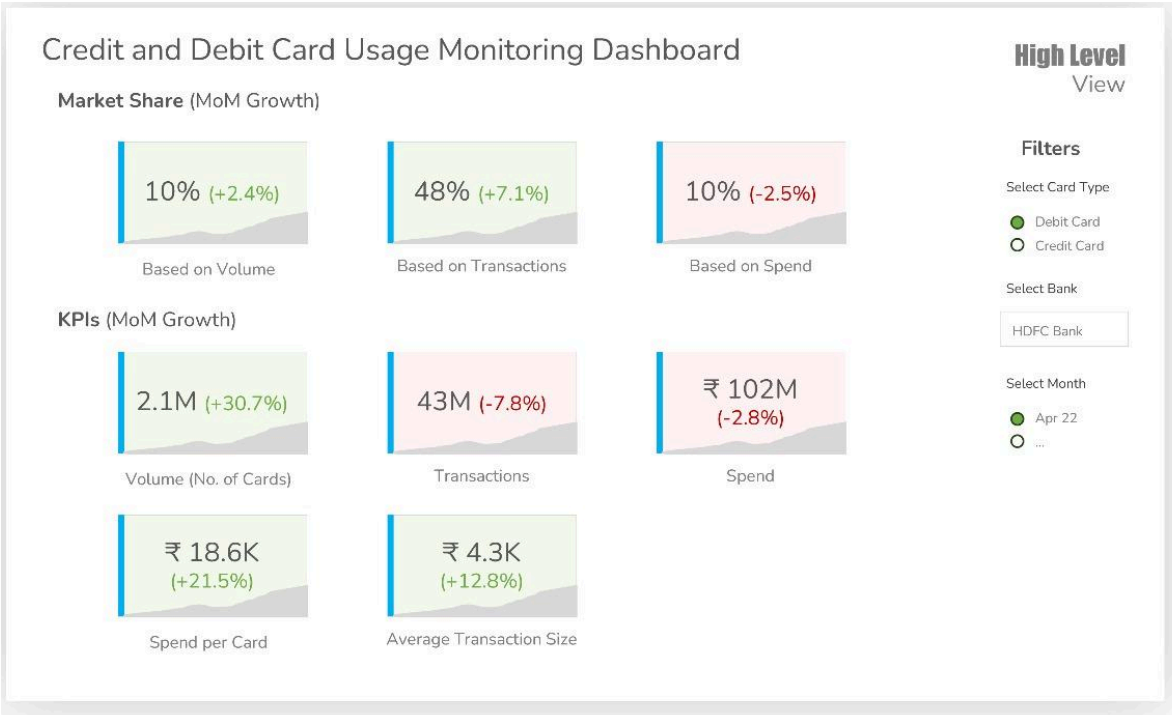
1. Title: "HDFC Bank Card Performance Dashboard"
2. Subtitle: "Analysing per card level performance and monthly trends"

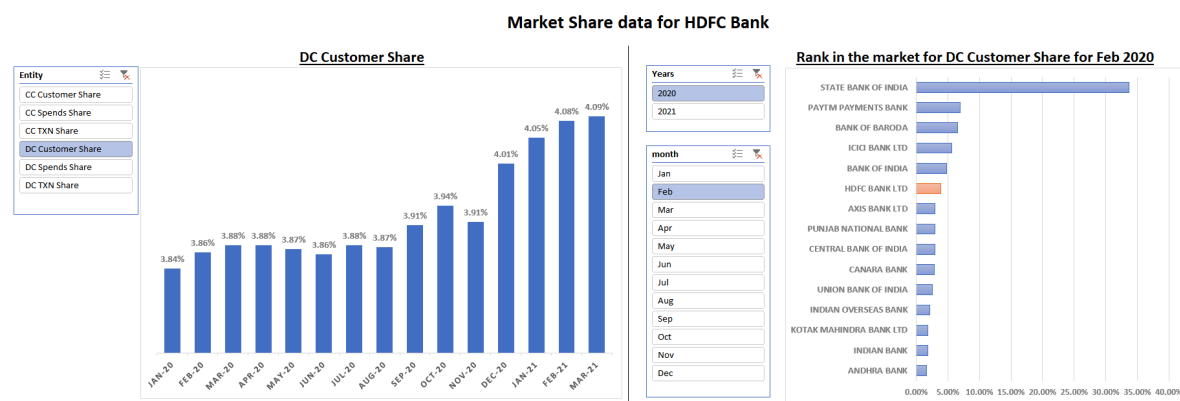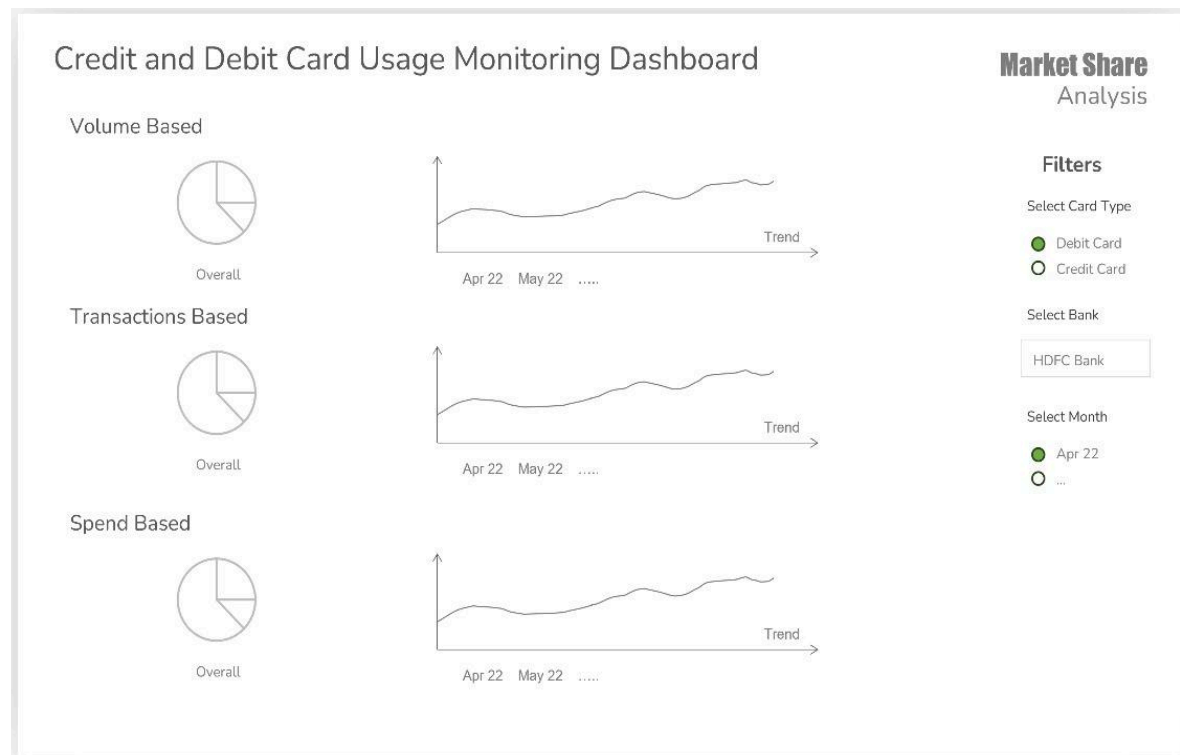# Data Filters

1. Card Type Slicer: Dropdown to select the type of card (Credit or Debit)
2. Year Slicer: Dropdown or slider to select the year
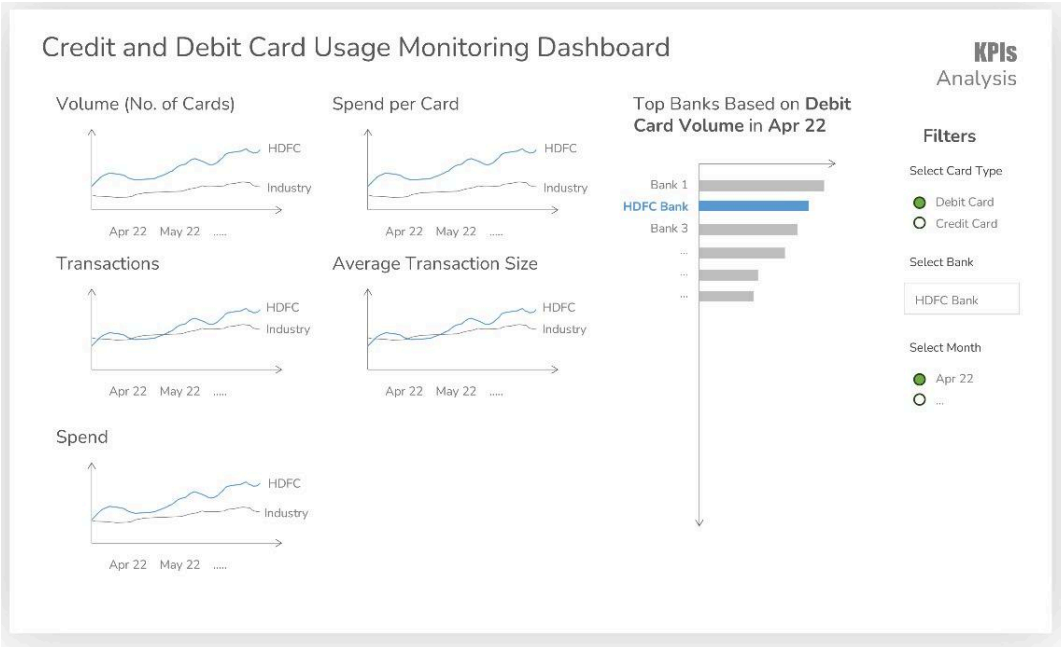3. Month Slicer: Dropdown or slider to select the month

KPI Cards

Dashboard Wireframe

Market Share data for HDFC Bank

- **Data Slicer:** The slicer on the left allows you to select different data points to view HDFC Bank's market share.
- **Horizontal Bar Chart:** This chart displays the market share for the selected data point over time, providing a visual representation of trends.
- **Year and Month Slicers:** Located on the right, these slicers enable you to filter the data by specific year and month for a more detailed analysis.
- **Vertical Bar Chart:** This chart highlights HDFC Bank's market share ranking with a red bar, showing its position relative to competitors for the chosen data point and time period.

Dashboard Wireframe

Credit and Debit Card Usage Monitoring Dashboard

KPIs
Analysis

Volume (No. of Cards)
HDFC
Industry
Apr 22   May 22   .....

Spend per Card
HDFC
Industry
Apr 22   May 22   .....

Top Banks Based on **Debit Card Volume** in Apr 22
Bank 1
HDFC Bank
Bank 3
...
...
...

Filters

Select Card Type
- ● Debit Card
- ○ Credit Card

Select Bank

HDFC Bank

Select Month
- ● Apr 22
- ○ ...

Transactions
HDFC
Industry
Apr 22   May 22   .....

Average Transaction Size
HDFC
Industry
Apr 22   May 22   .....

Spend
HDFC
Industry
Apr 22   May 22   .....

Per card based data

Card Type

| Credit |
| Debit |

DC Average Txn Size
— HDFC BANK LTD   — Other Banks

DC Average Spend per Card
— HDFC BANK LTD   — Other Banks

DC Average number of Txn per card
— HDFC BANK LTD   — Other Banks

Month on Month trend in number of active cards
— DC Base

Numbers shown and the design provided in the dahabords are representatives only.

Insights and Observations

Create a separate section at the button using text boxes put key insights, observations, and annotations:

1. Insight 1: Identify trends in HDFC's card performance
2. Insight 2: Highlight significant changes in market share
3. Insight 3: Note areas where HDFC lags behind industry benchmarks

Footer

Data Source: "Source: RBI Published Data"

Visualisation Tips

1. Consistency: Use consistent colours, fonts, and styles throughout the dashboard.
2. Clarity: Ensure all charts and graphs are clearly labelled and easy to understand.
3. Interactivity: Enable interactivity in slicers and charts to allow users to explore the data dynamically.
4. Responsiveness: Design the dashboard to be responsive and accessible on various devices and screen sizes.