

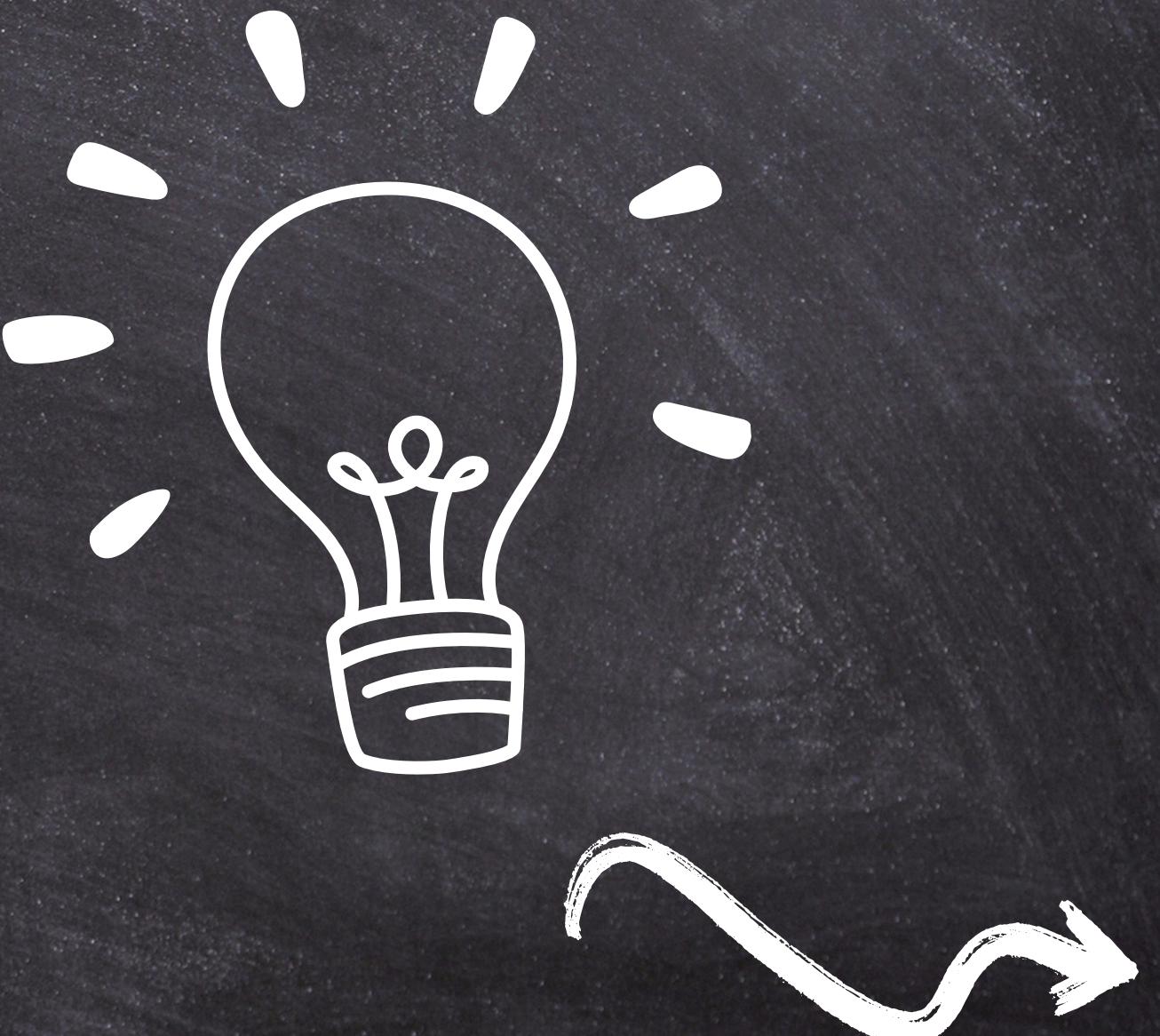
# Credit Card

## Weekly Status Report



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# PROJECT OBJECTIVE

{ 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.

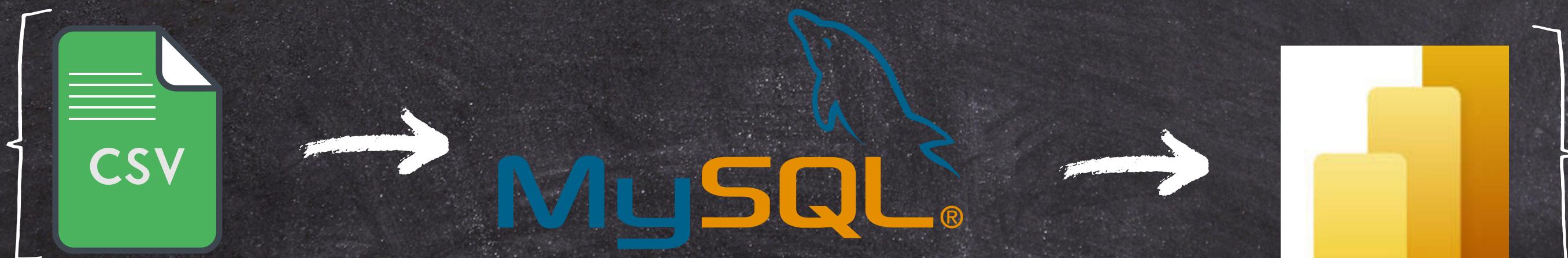


# CREATION

CSV DATA  
COLLECTION

SQL DATA  
MANAGEMENT

POWER BI  
DASHBOARD  
CREATION



# DAX QUERIES



```
AgeGroup = 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"  
)
```

```
IncomeGroup = SWITCH(  
    TRUE(),  
    'public cust_detail'[income] < 35000, "Low",  
    'public cust_detail'[income] >= 35000 && 'public cust_detail'[income] < 70000, "Med",  
    '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 xx% & xx%
- Customer count increased by xx%

## Overview YTD :

- Overall revenue is 57M
- Total transaction amount is 46M
- TX, NY & CA is contributing to 68%
- Overall Activation rate is 57.5%
- Overall Delinquent rate is 6.06%
- Blue & Silver credit card are contributing to 93% of overall transactions
- Male customers are contributing more in revenue 31M, female 26M
- Total interest is 8M



INTERACTIVE DASHBOARD  
CREATED!