



CREDIT CARD WEEKLY FINANCIAL REPORT

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Project Objective

The objective of this project is to analyze weekly credit card performance by consolidating transactional data from multiple sources. The processed data is transformed using SQL and Excel and visualized in Power BI to deliver clear financial insights. The dashboard supports effective monitoring of revenue trends, customer behavior, and risk indicators, enabling informed business decisions.

Financial Insights

Week on week change:

Revenue:

Max. wow growth rate: 28.8 % (Week 53)

Min. wow growth rate: -14.1 % (Week 32)

Avg: 1,066,359

Total Transaction Amount:

Max. wow growth rate: 35.0 % (Week 53)

Min. wow growth rate: -14.7 % (Week 32)

Avg: 859114

Interest Earn:

Max. wow growth rate: 19.9 % (Week 44)

Min. wow growth rate: -16.1 % (Week 13)

Avg: 150613

Transaction Volume:

Max. wow growth rate: 7.3 % (Week 11)

Min. wow growth rate: -11.0 % (Week 52)

Avg: 12,589 times

Customer Insights

- People from 40-60 age group are contributing 78 % of the revenue.
- Business & white-collar professionals are contributing around 50 % of the revenue.
- 46% of the customers are graduated.
- 51.3% of amount is transacted by swipe mode.

Overall performance

- Overall revenue is 57.6M.
- Total interest is 8M.
- Total transaction amount is 46M.
- Male customers are contributing more in revenue 31M, female 26M.
- Blue & Silver credit cards are contributing to 93% of overall transactions.
- TX, NY & CA states are contributing around 68.9% of the revenue.
- Overall Activation rate is 57.5%. (in 30 days)
- Overall Delinquent rate is 6.06%.

THANK YOU

