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<https://github.com/tusharbhardwajj>

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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.

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# Import data to SQL database

1. PREPARE CSV FILE
2. CREATE TABLES IN SQL
3. IMPORT CSV FILE INTO SQL

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# 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")
```

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# 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 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%

