Project Report on

Credit Card Financial Dashboard

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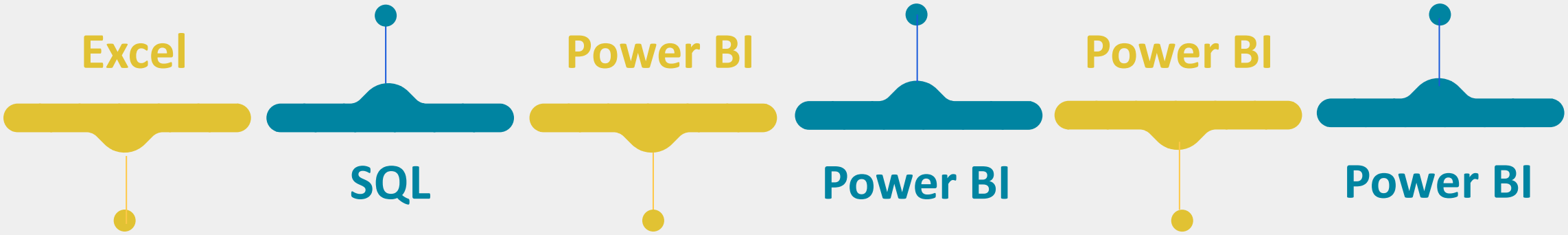
Project Objective

> 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.

Steps Undertaken

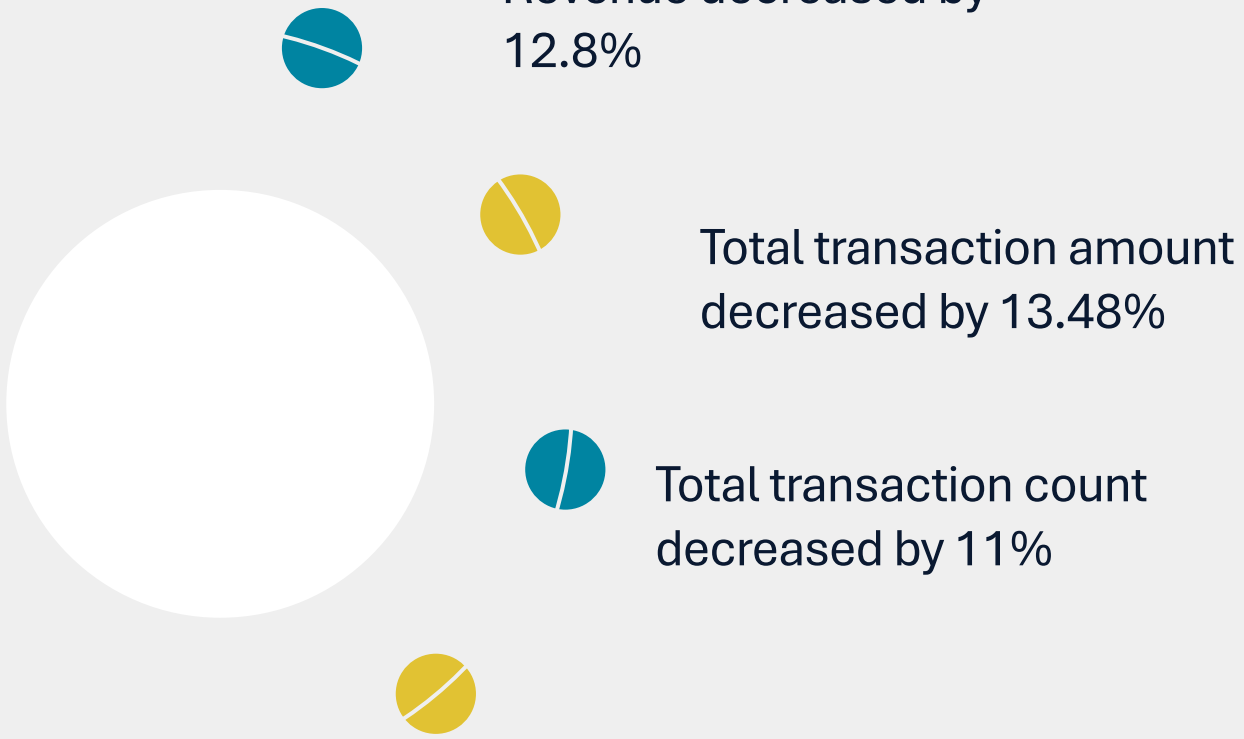


Downloading and preparing the CSV file

Importing data from SQL database and DAX Queries

Creating Credit Card Customer Dashboard

WOW change for 52nd week (24th December)



Revenue decreased by 12.8%

Total transaction amount decreased by 13.48%

Total transaction count decreased by 11%

Interest earned decreased by 9.25%

Insights

Insights

Overall revenue is 55.3 M

Total Interest is 7.8 M

Total transaction amount is 44.5 M

Highest revenue was in Quarter 3 of 14.2 M

Blue and Silver Credit Card contribute for 93 % of overall revenue

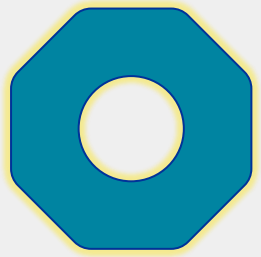
Male customers are contributing more in revenue 30 M, female 25 M

Insights

Age group 40 to 50 contribute highest 43 % of overall revenue

TX, NY, CA are top 3 states contributing 73% of overall revenue

Customer with education level Graduate contribute highest 40 % of overall revenue



Overall Activation Rate is 57.47%

By customer job Businessman contribute highest 30% of overall revenue

Overall Delinquent rate is 6.07%

Credit Card Financial Dashboard

Developed an interactive Credit Card Financial Dashboard using Power BI.

Using Excel and SQL imported the transaction and customer data to provide real time insights.

Streamlined data processing and analysis to monitor key performance metrics and trends.

The actionable insights from dashboard findings will support stakeholders in decision making.

Conclusion

Thank You