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 analysis of credit card operations effectively.

Import data to SQL database

1. Prepare csv file 2. Create tables in SQL 3. import csv file into SQL

Data Output   Messages   Notifications

COPY 10108

Query returned successfully in 82 msec.

DAX Queries

AgeGroup = SWITCH(
   TRUE(),
   'ccdb cust_detail'[customer_age] < 30, "20-30",
   'ccdb cust_detail'[customer_age] >= 30 && 'ccdb cust_detail'[customer_age] < 40, "30-40",
   'ccdb cust_detail'[customer_age] >= 40 && 'ccdb cust_detail'[customer_age] < 50, "40-50",
   'ccdb cust_detail'[customer_age] >= 50 && 'ccdb cust_detail'[customer_age] < 60, "50-60",   'ccdb
cust_detail'[customer_age] >= 60, "60+",
   "unknown"
)

IncomeGroup = SWITCH(
   TRUE(),
   'ccdb cust_detail'[income] < 35000, "Low",
   'ccdb cust_detail'[income] >= 35000 && 'ccdb cust_detail'[income] <70000,
"Med",
   'ccdb cust_detail'[income] >= 70000, "High",
   "unknown"
)

DAX Queries

week_num2 = WEEKNUM('ccdb cc_detail'[week_start_date])

Revenue = 'ccdb cc_detail'[annual_fees] + 'ccdb cc_detail'[total_trans_amt] + 'ccdb cc_detail'[interest_earned]

Current_week_Reveneue = CALCULATE(
   SUM('ccdb cc_detail'[Revenue]),
   FILTER(
     ALL('ccdb cc_detail'),
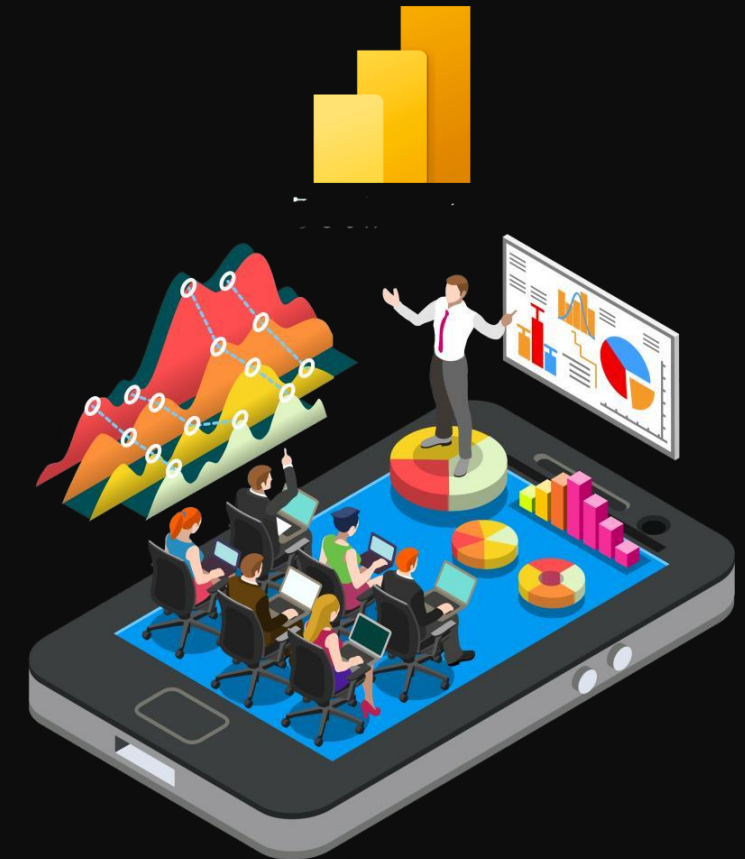   'ccdb cc_detail'[week_num2] = MAX('ccdb cc_detail'[week_num2])))

Previous_week_Reveneue = CALCULATE(
   SUM('ccdb cc_detail'[Revenue]),
   FILTER(
     ALL('ccdb cc_detail'),
     'ccdb cc_detail'[week_num2] = MAX('ccdb 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%

Add to resume

Credit card financial dashboard using Power BI:

- Developed an interactive dashboard using transaction and customer data from a SQL database, to provide real-time insights.

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

- Shared actionable insights with stakeholders based on dashboard findings to support decision-making processes.