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Optimizing Mitron Bank's Credit Card Strategy

Unveiling Customer Insights through Data Analysis

Presented by: Namrata Singh



Demographic Analysis

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Total Customers

4000

Gender

All

Age Group

All

Marital Status

All

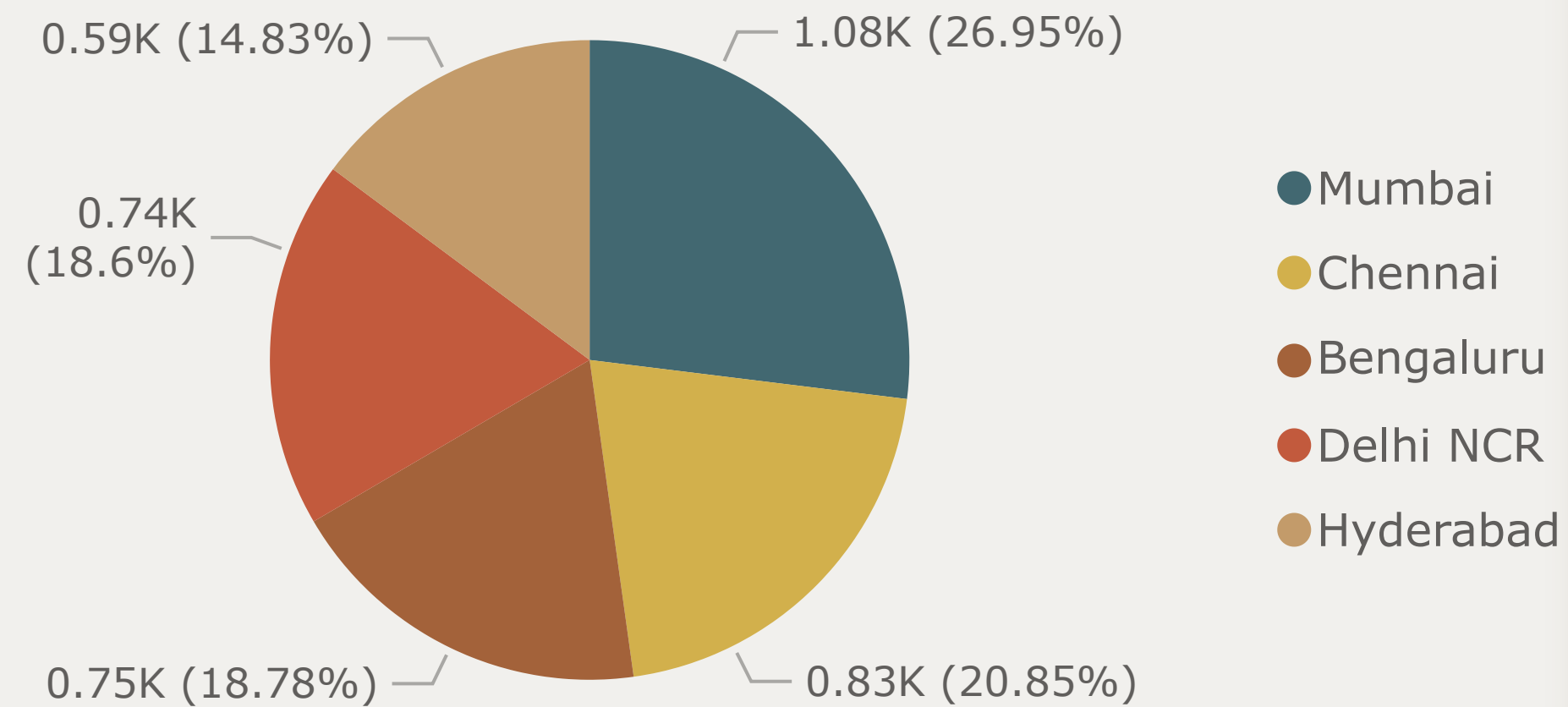
Occupation

All

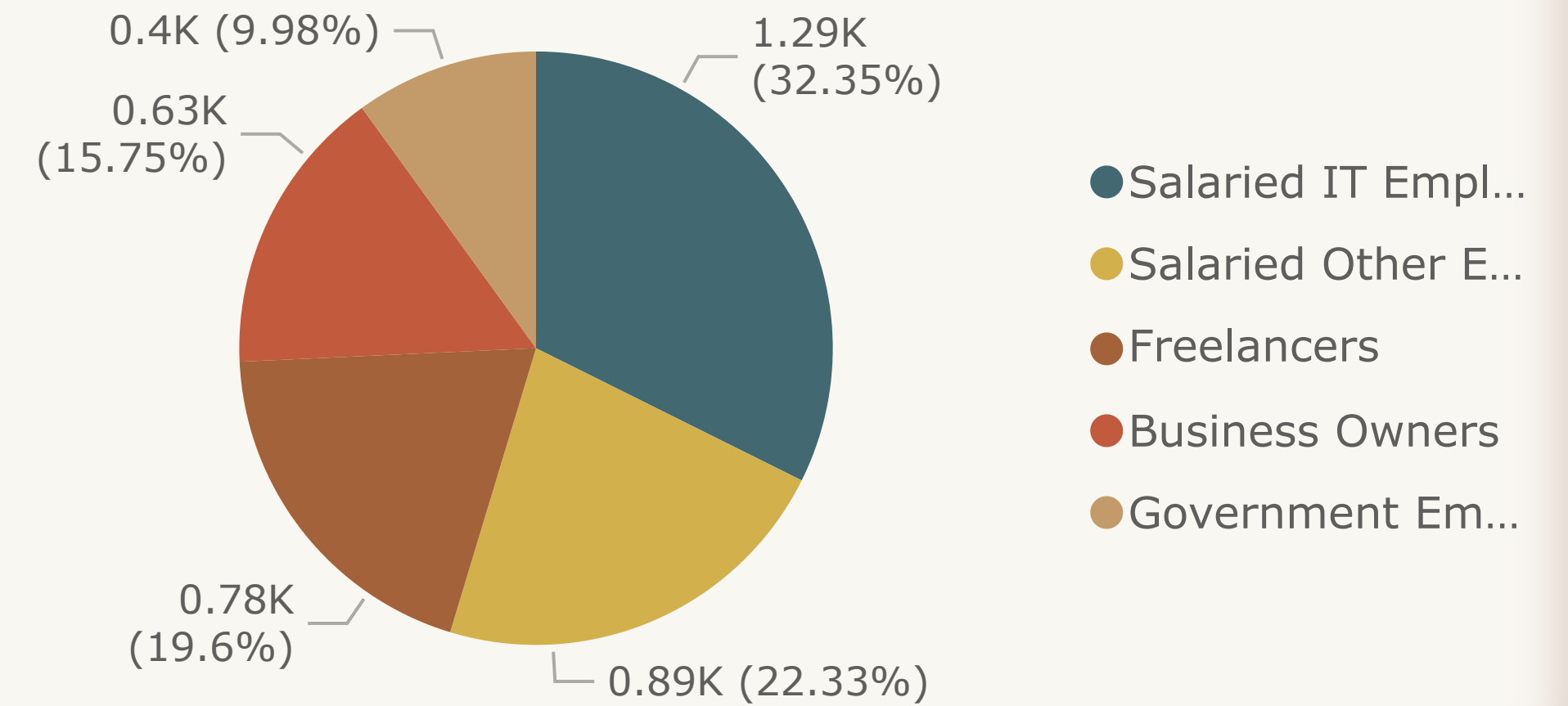
City

All

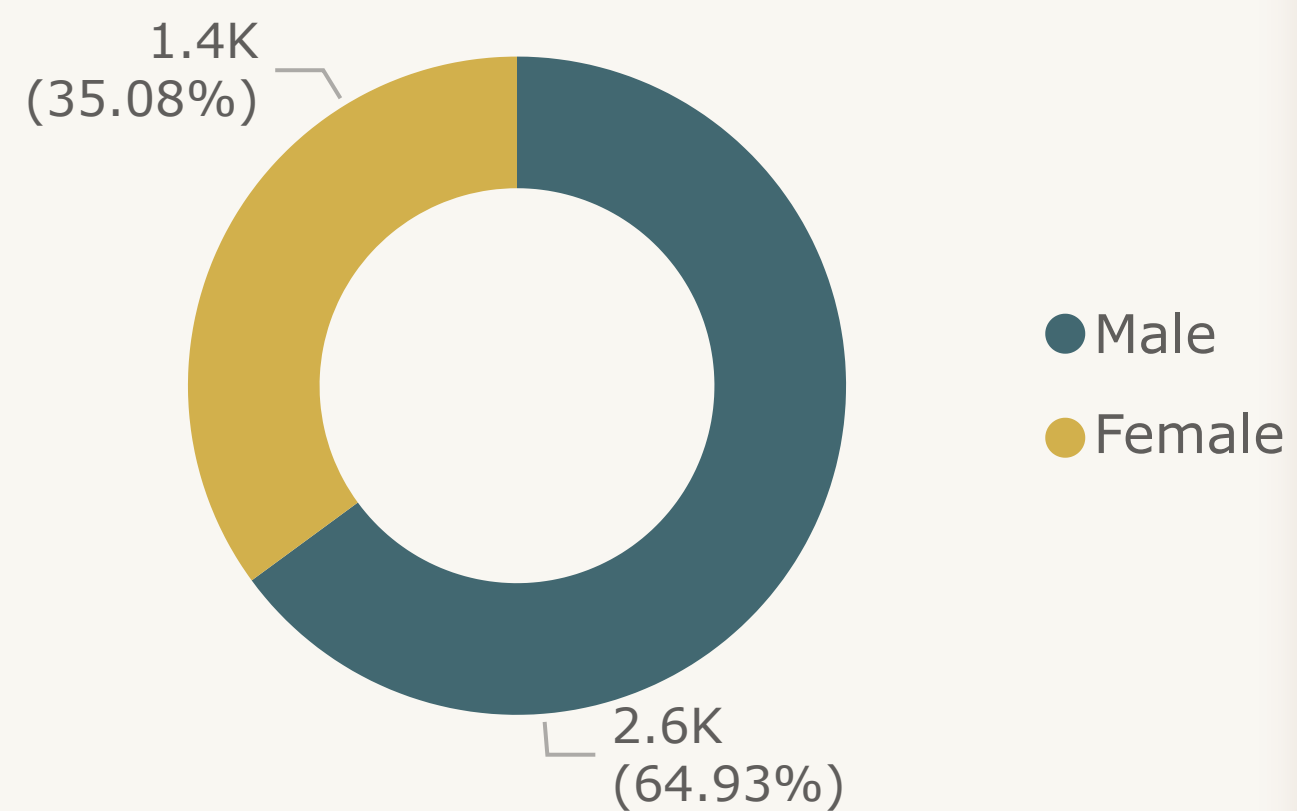
Customer distribution by City



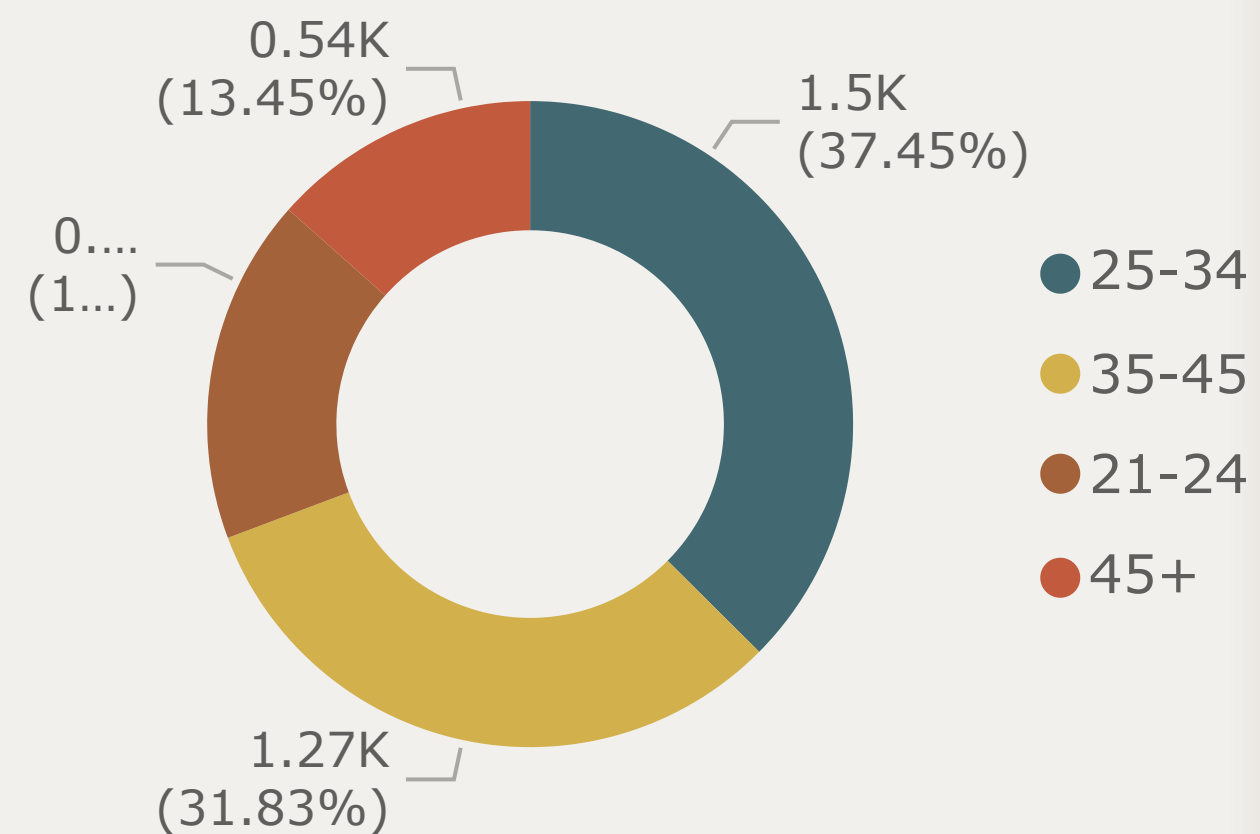
Customer distribution by Occupation



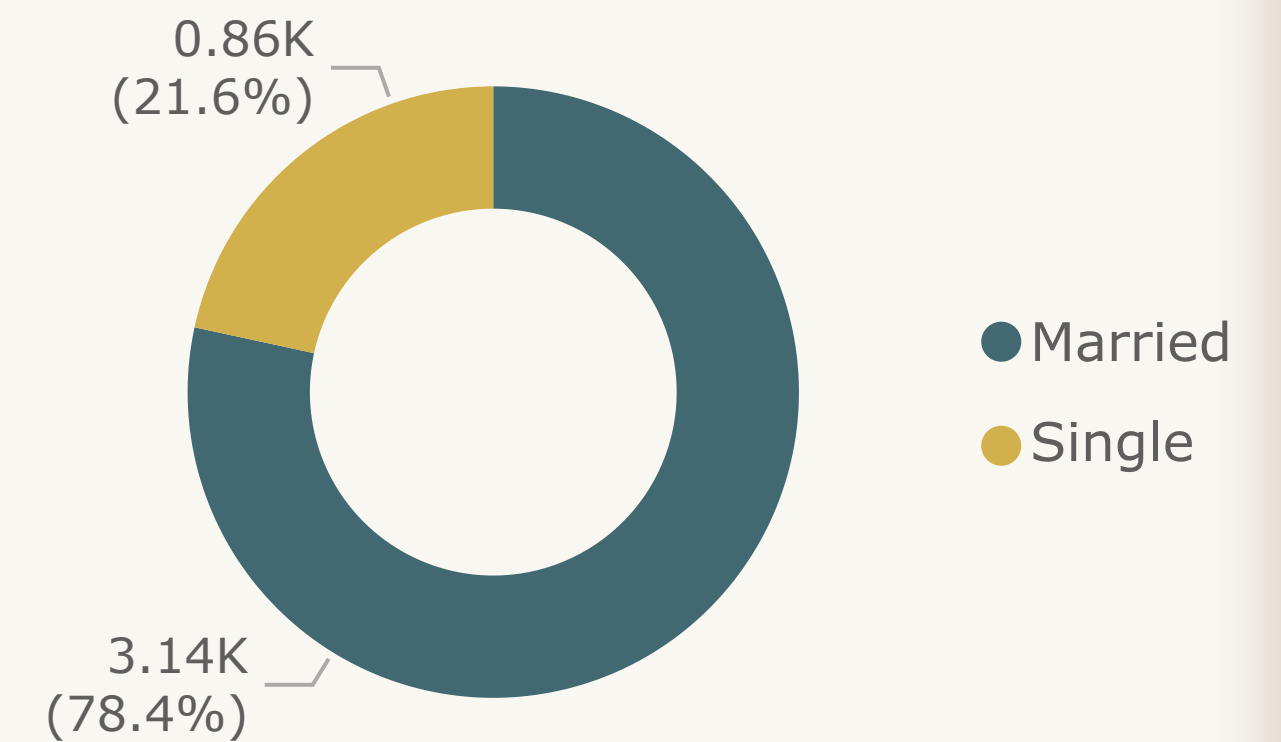
Customer distribution by Gender



Customers distribution by Age Group



Customer distribution by Marital Status





Income Utilization Analysis

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Avg Income Utilization %

1.03M

Total Avg Income

207M

Total Customers

4000

Gender

All

Age Group

All

Marital Status

All

Occupation

All

City

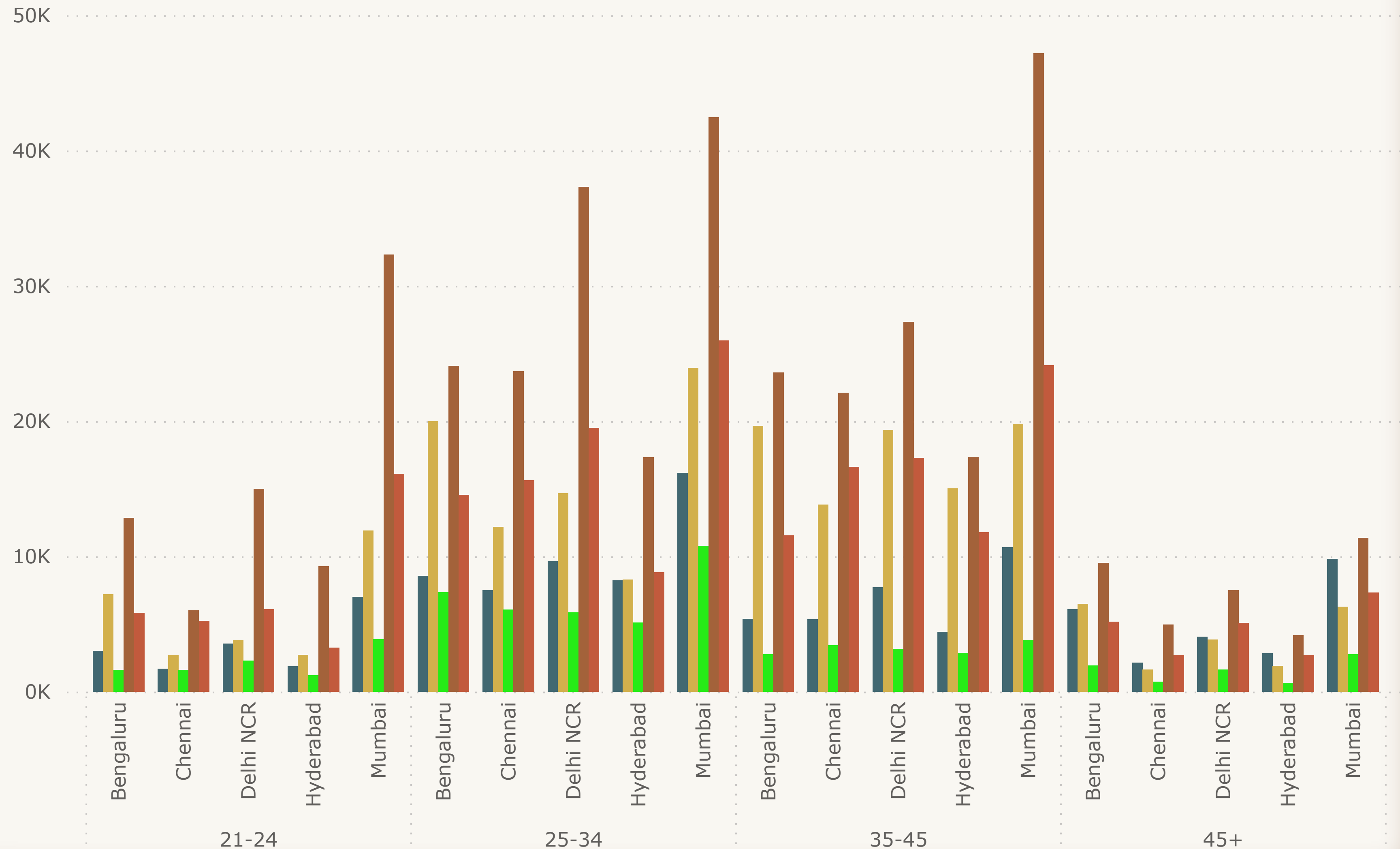
All

Month

All

Avg Income Utilization% by Age, City, Occupation

Business Owners Freelancers Government Employees Salaried IT Employees Salaried Other Employees





Income Utilization Analysis

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Avg Income Utilization %

1.03M

Total Avg Income

207M

Total Customers

4000

Gender

All

Age Group

All

Marital Status

All

Occupation

All

City

All

Month

All

Income Utilization Insights: Payment Type and Category Analysis

Apparel Bills Electronics Entertainment Food Groceries Health & Wellness Others Travel

100K

50K

0K

Credit Card

UPI

Debit Card

Net Banking

Avg Income Utilization Percentage Trend by Payment Type

payment_type Credit Card Debit Card Net Banking UPI

100K

50K

0K

May

June

July

October

August

September



Spending Analysis

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Total Spending

530.90M

Total Customers

4000

Gender

All



Age Group

All



Marital Status

All



Occupation

All

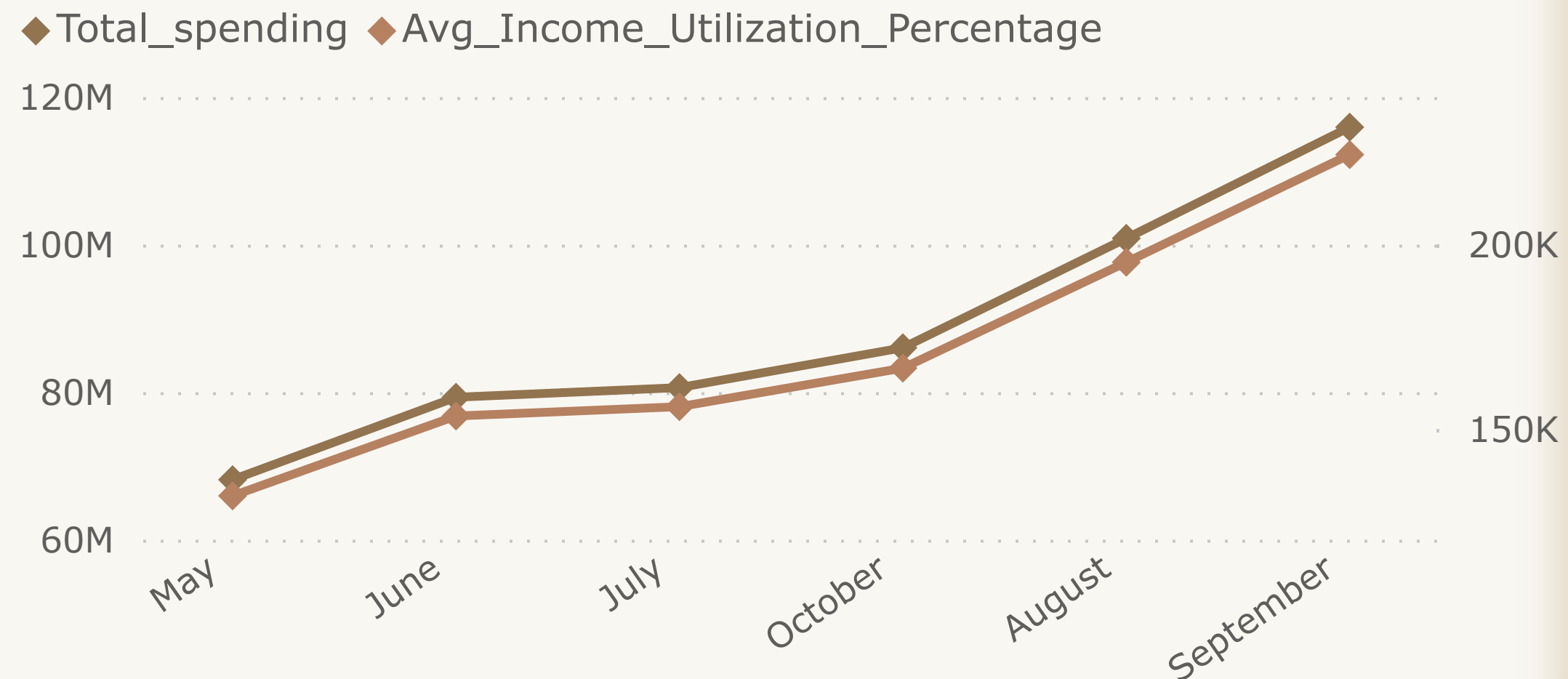


City

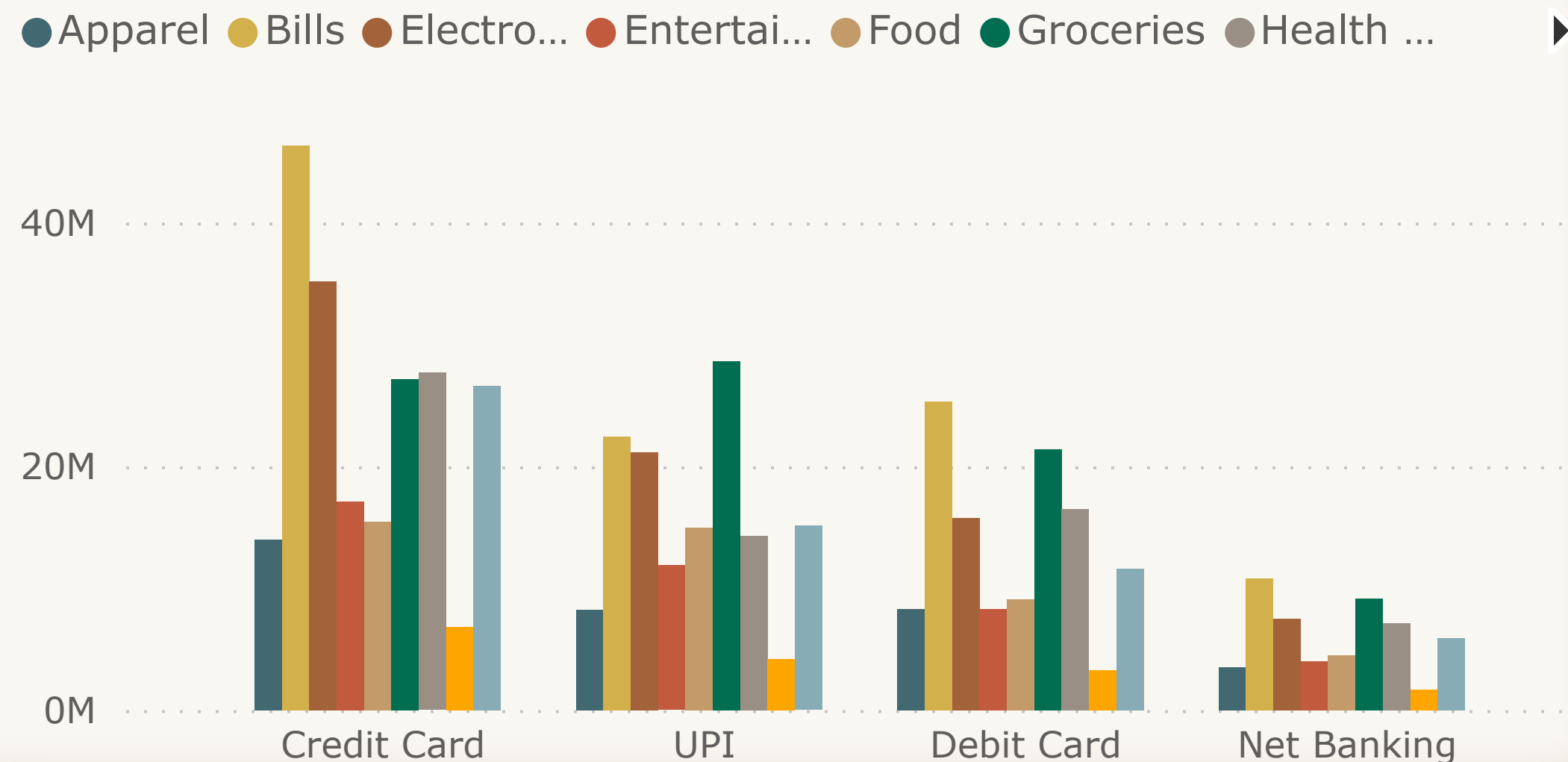
All



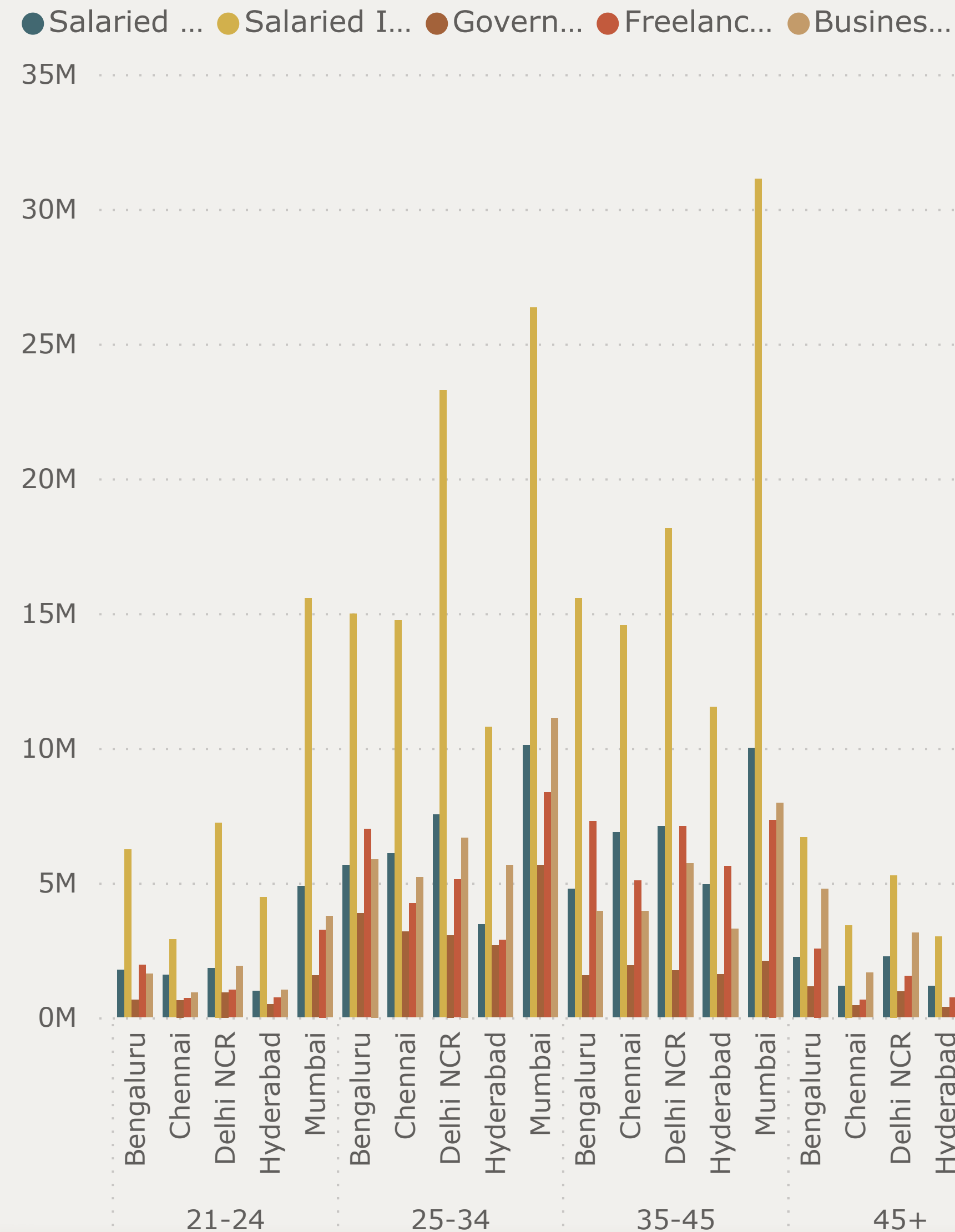
Spending Trends and Avg Income Utilization Analysis



Spending by Payment type and Category



Spending Patterns: Occupation ,Age group, City





City wise Analysis

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Total Customers

4000

Total Cities

5

Gender

All

Age Group

All

Marital Status

All

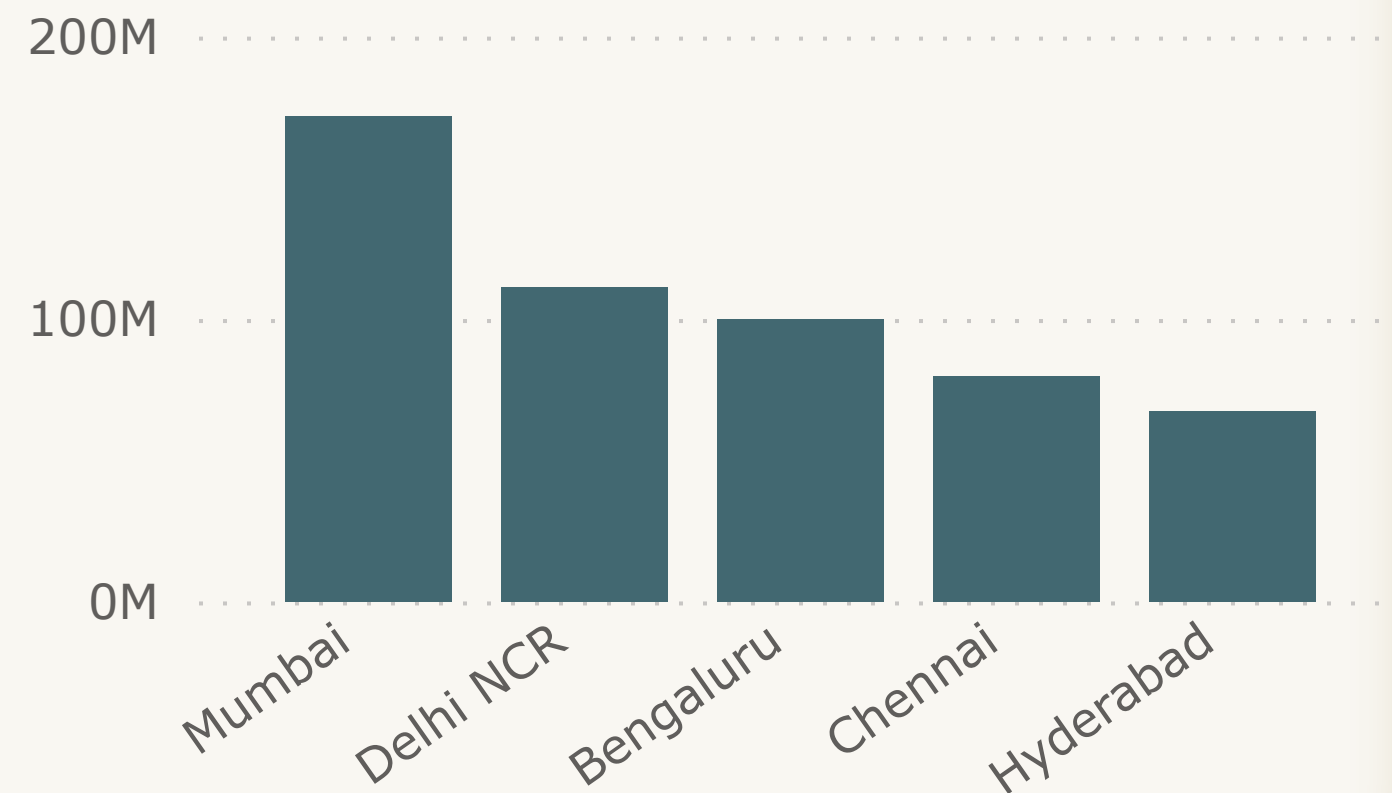
Occupation

All

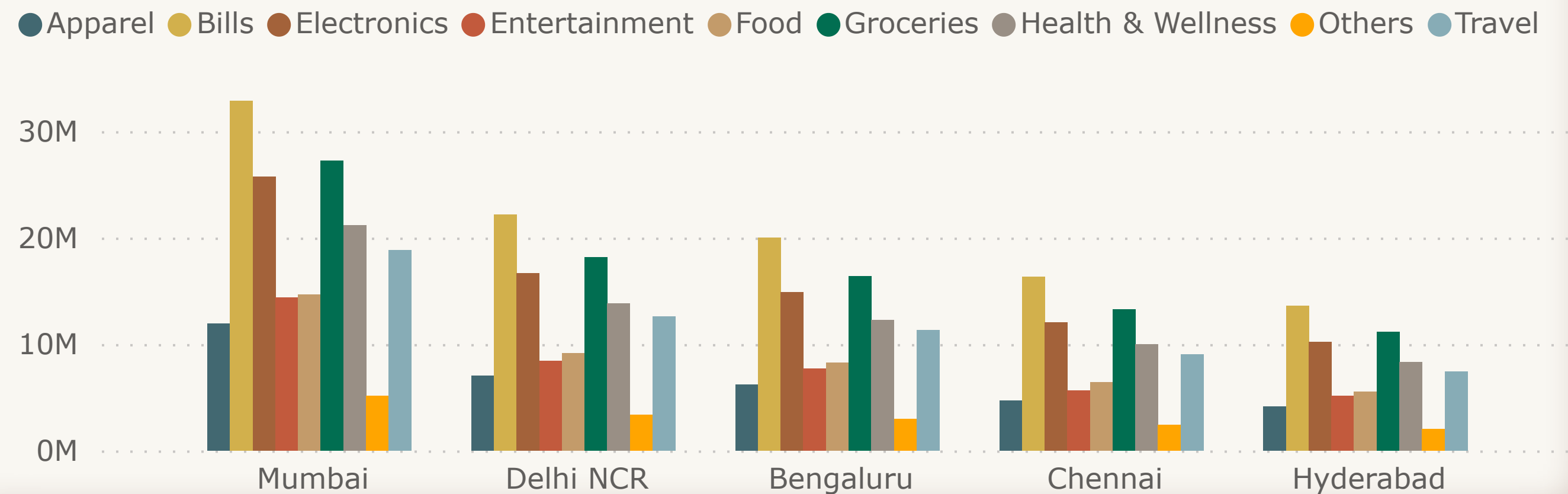
Month

All

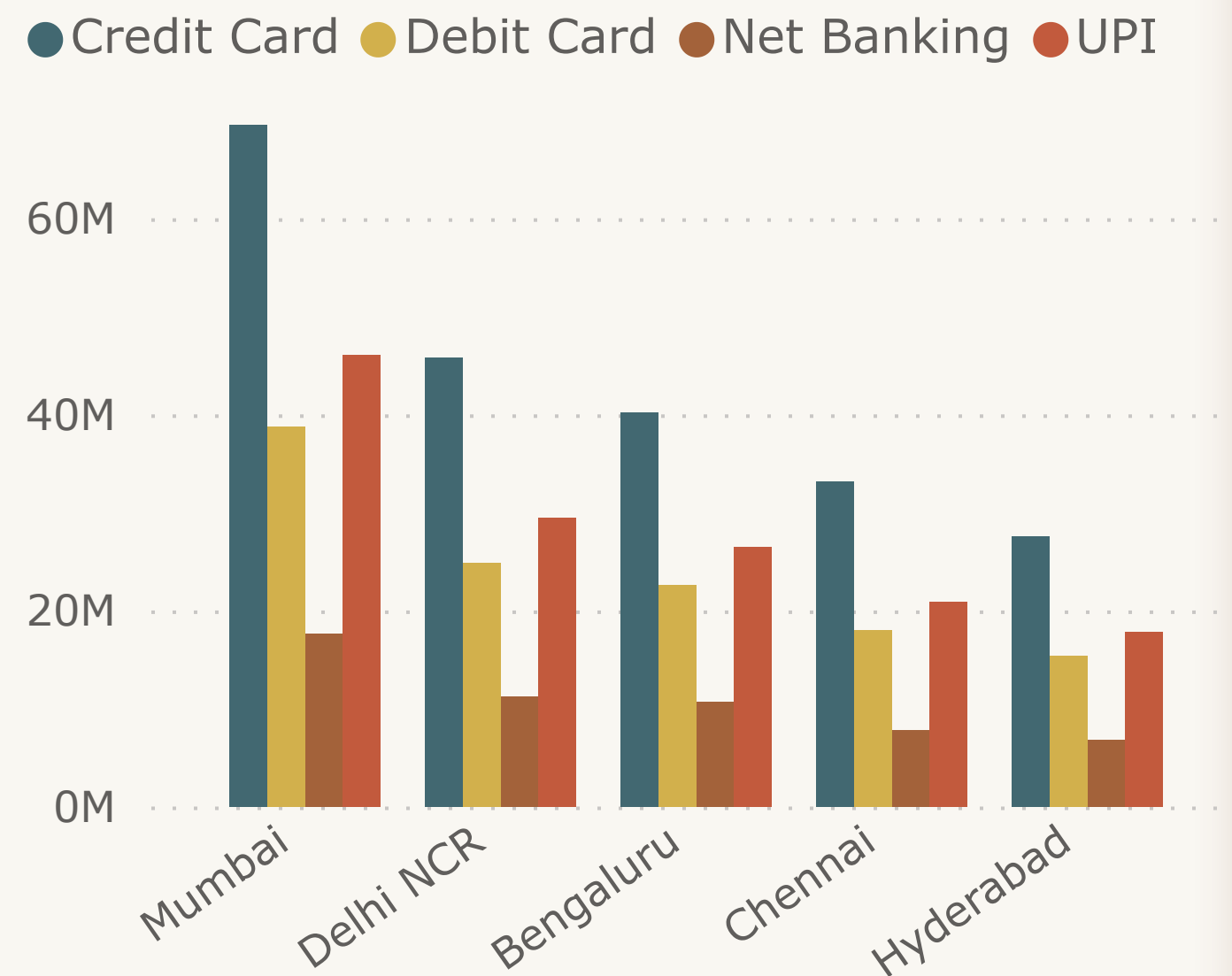
Distribution of Total Spending by City



Spending by City and Category



Spending By City and Payment Type



Spending Trends by City

