# Optimizing Mitron Bank's Credit Card Strategy

**Unveiling Customer Insights through Data Analysis**

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# Demographic Analysis



**Total Customers**
4000

**Gender**
All

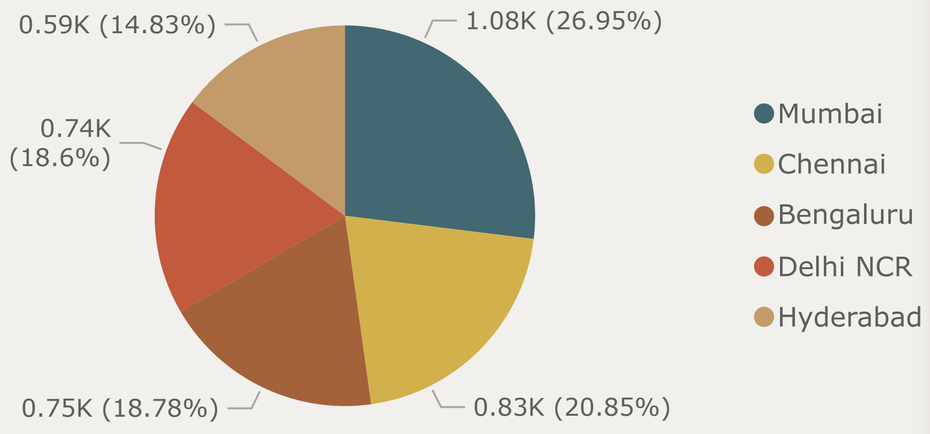
**Age Group**
All

**Marital Status**
All

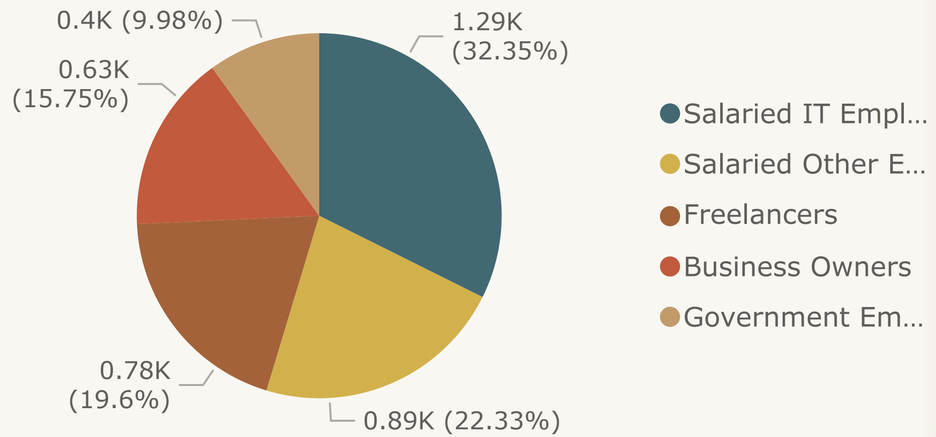
**Occupation**
All

**City**
All

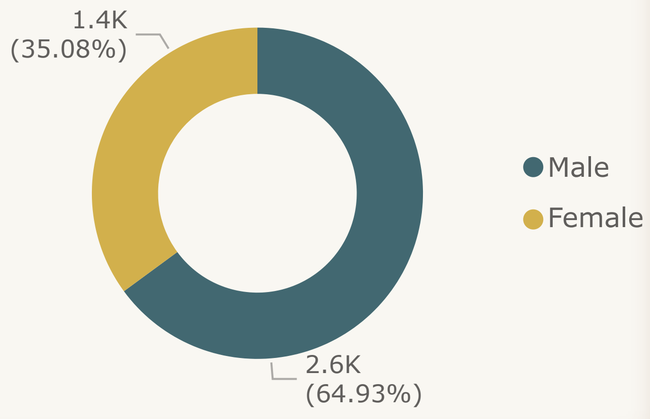
## Customer distribution by City



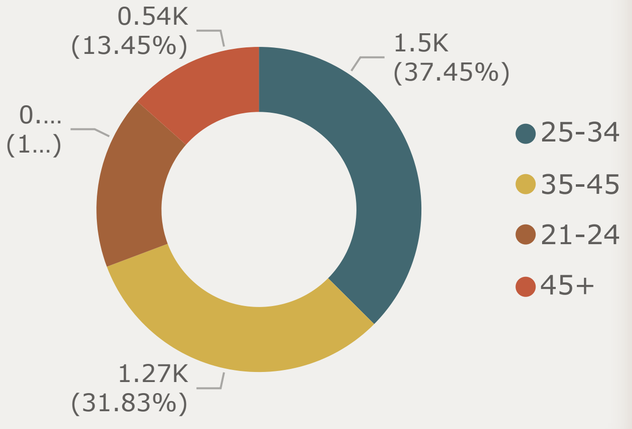

## Customer distribution by Occupation



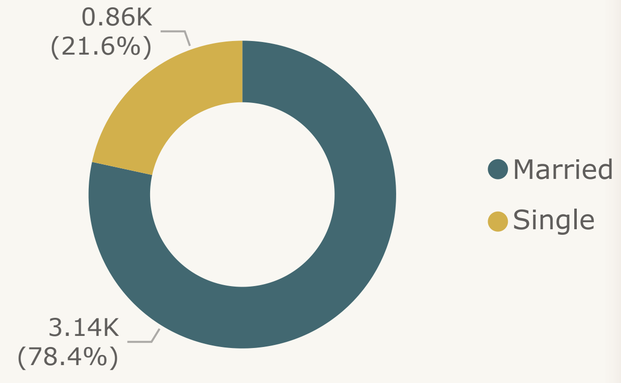

## Customer distribution by Gender




## Customers distribution by Age Group




## Customer distribution by Marital Status



# Income Utilization Analysis



## Avg Income Utilization %

1.03M

**Total Avg Income**
207M

**Total Customers**
4000

**Gender**
All

**Age Group**
All

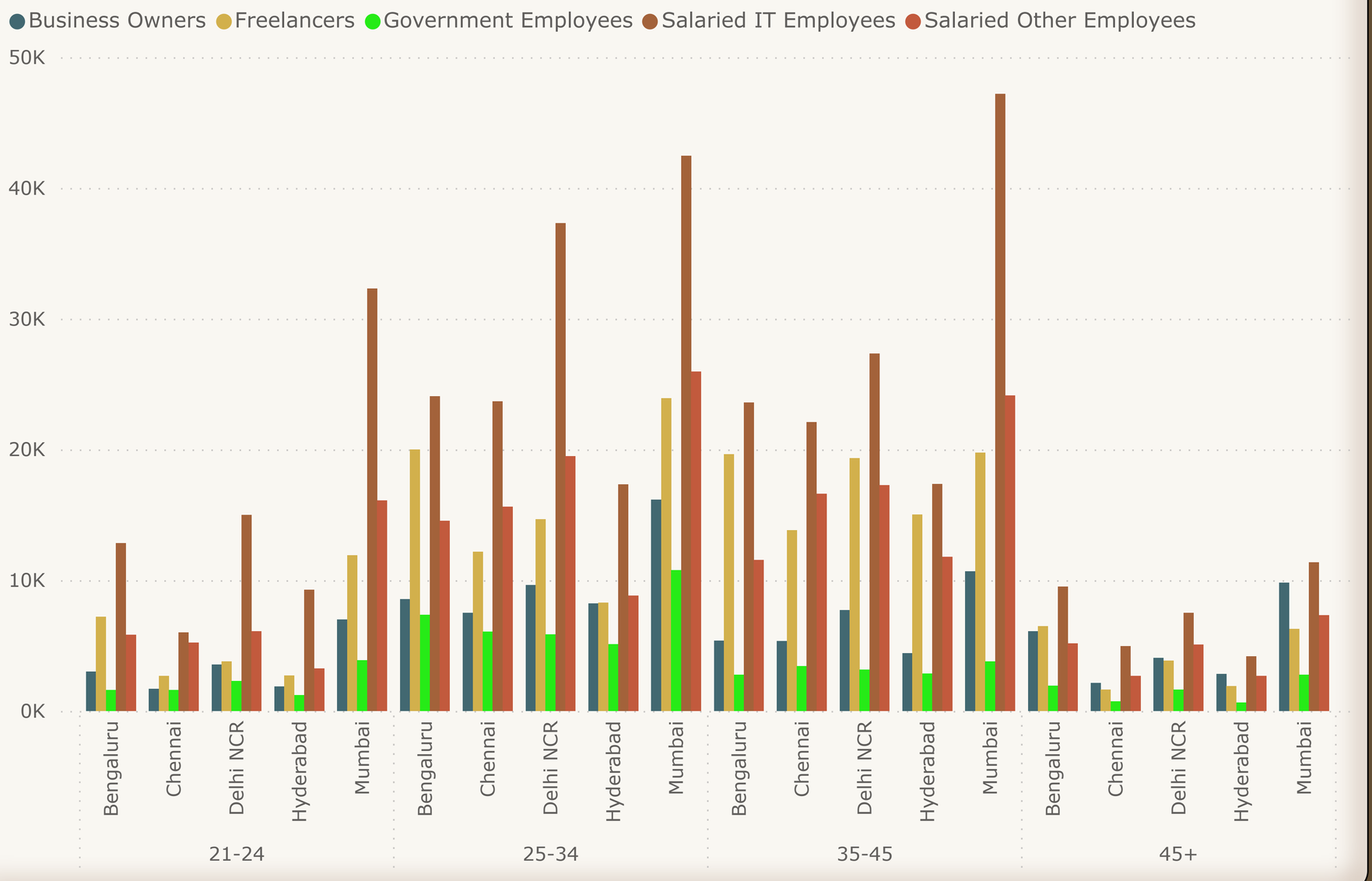
**Marital Status**
All

**Occupation**
All

**City**
All

**Month**
All

## Avg Income Utlization% by Age,City,Occupation



# Income Utilization Analysis



## Avg Income Utilization %

1.03M

## Total Avg Income

207M

## Total Customers

4000

**Gender**
All

**Age Group**
All

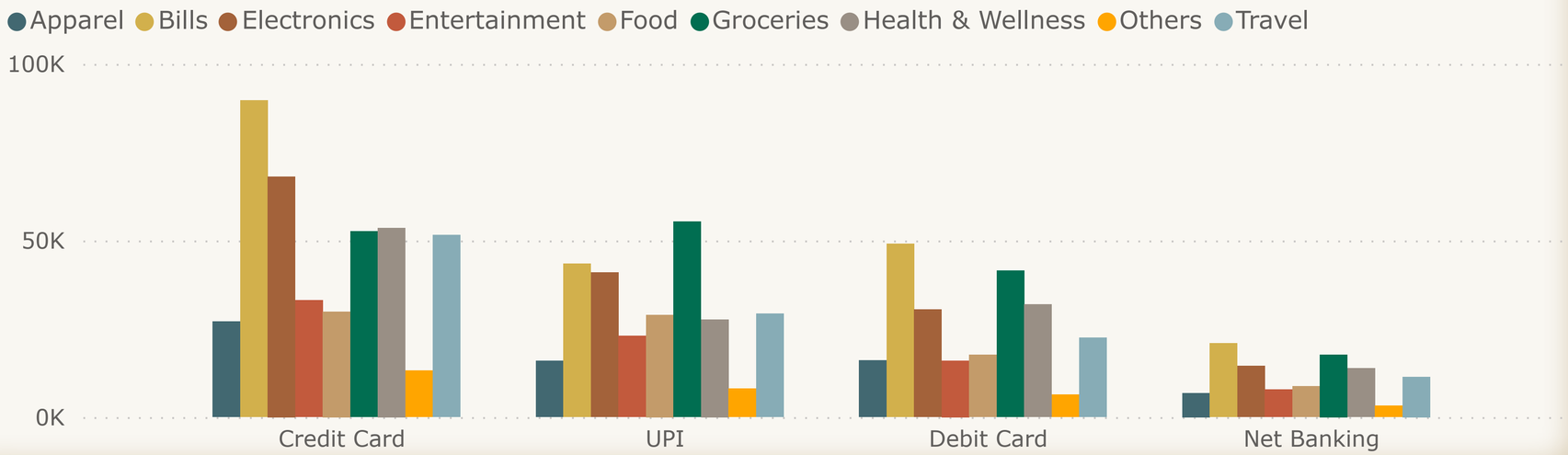
**Marital Status**
All

**Occupation**
All

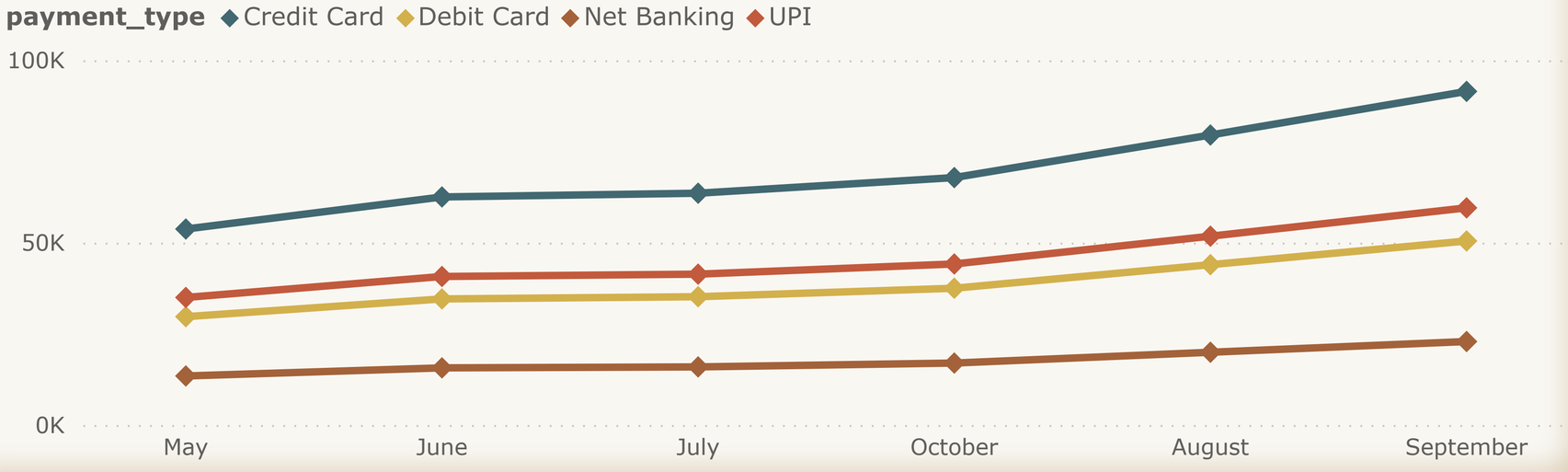
**City**
All

**Month**
All

## Income Utilization Insights: Payment Type and Category Analysis




## Avg Income Utilization Percentage Trend by Payment Type



# Spending Analysis



**Total Spending**
530.90M

**Total Customers**
4000

**Gender**
All

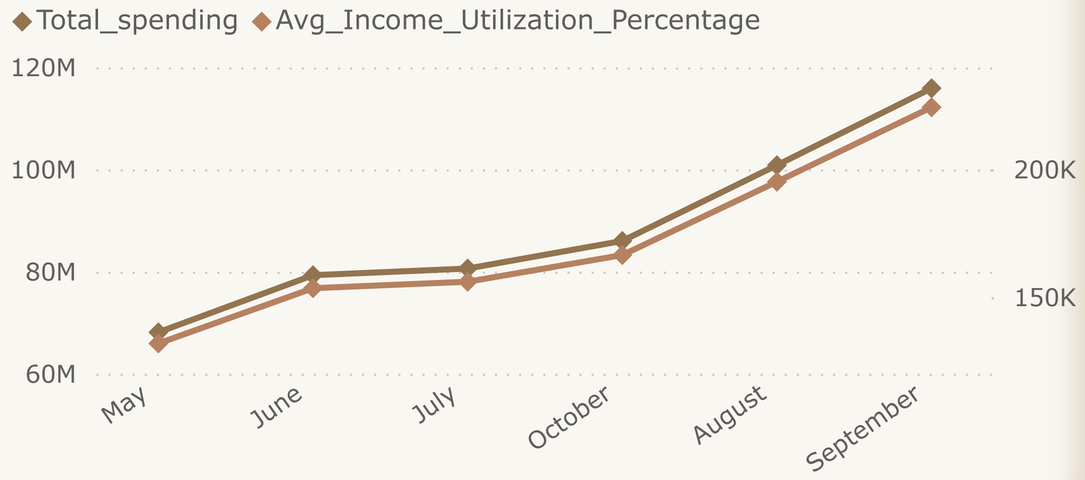
**Age Group**
All

**Marital Status**
All

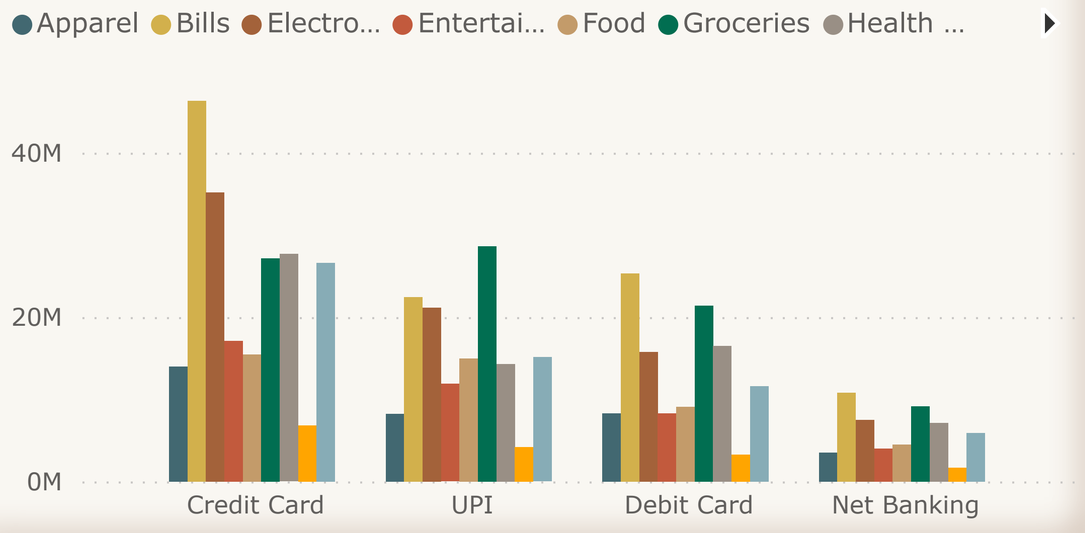
**Occupation**
All

**City**
All

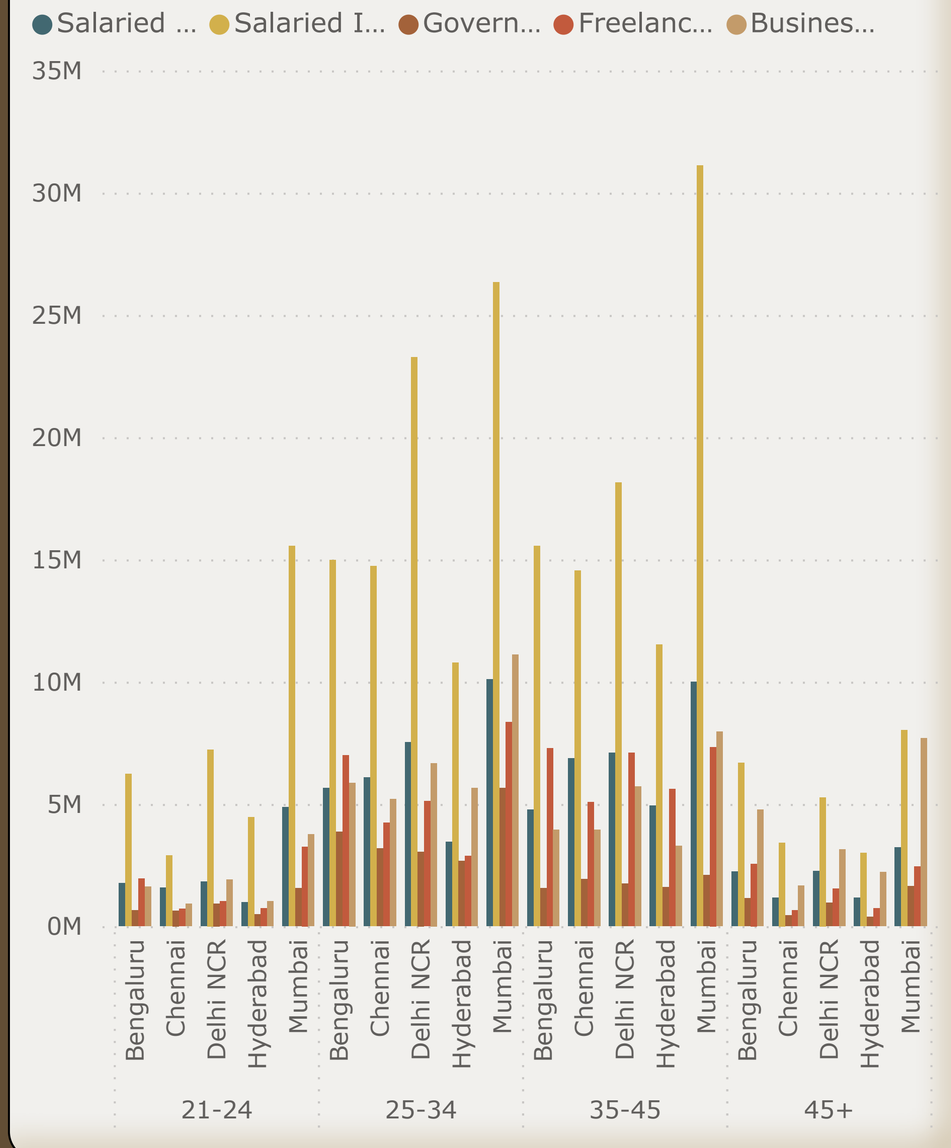
## Spending Trends and Avg Income Utilization Analysis




## Spending by Payment type and Category




## Spending Patterns: Occupation ,Age group,City



# City wise Analysis



**Total Customers**
4000

**Total Cities**
5

**Gender**
All

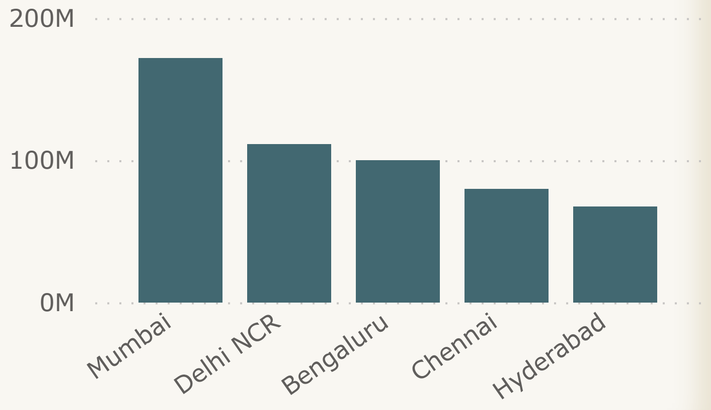
**Age Group**
All

**Marital Status**
All

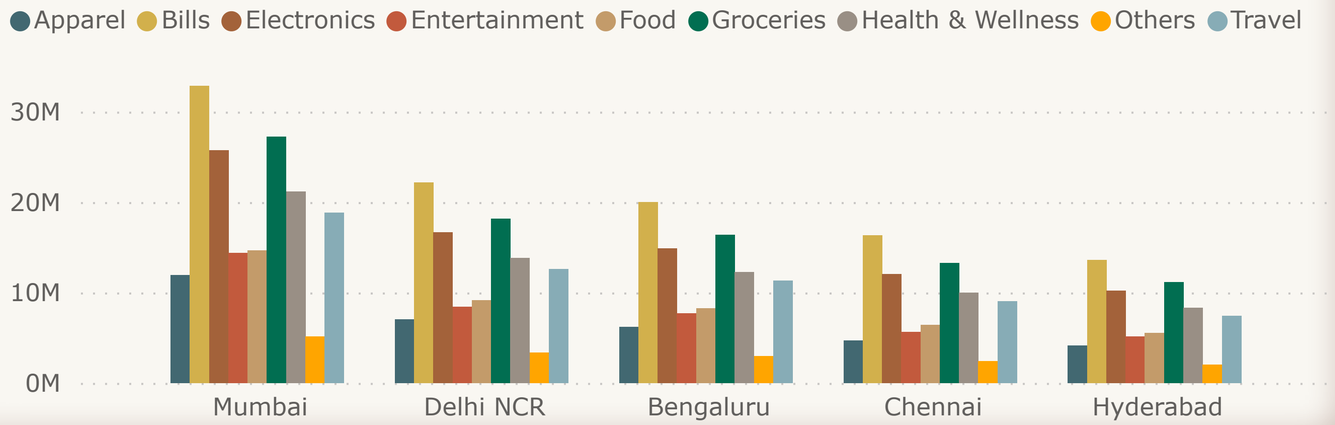
**Occupation**
All

**Month**
All

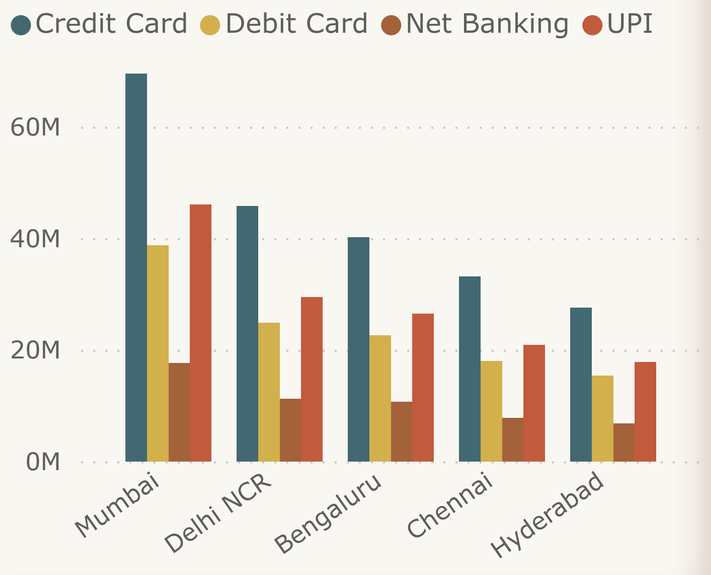
## Distribution of Total Spending by City

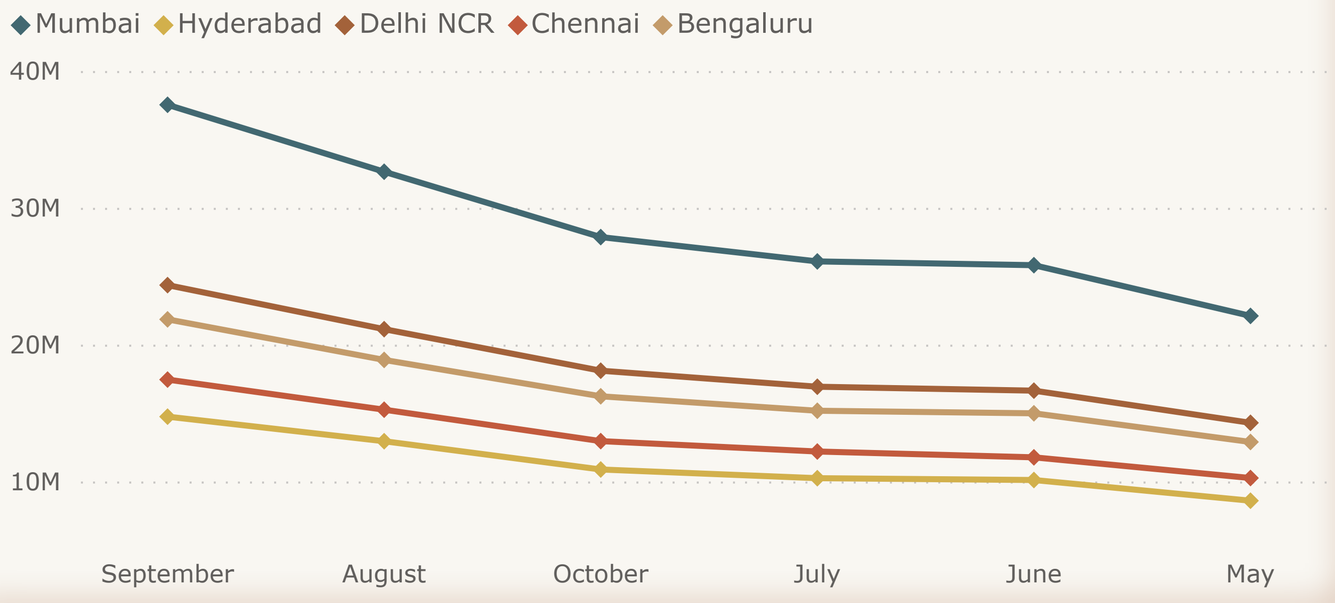



## Spending by City and Category




## Spending By City and Payment Type




## Spending Trends by City