CREDIT CARD USAGE
ANALYSIS

Analyzing competitors and their business structures
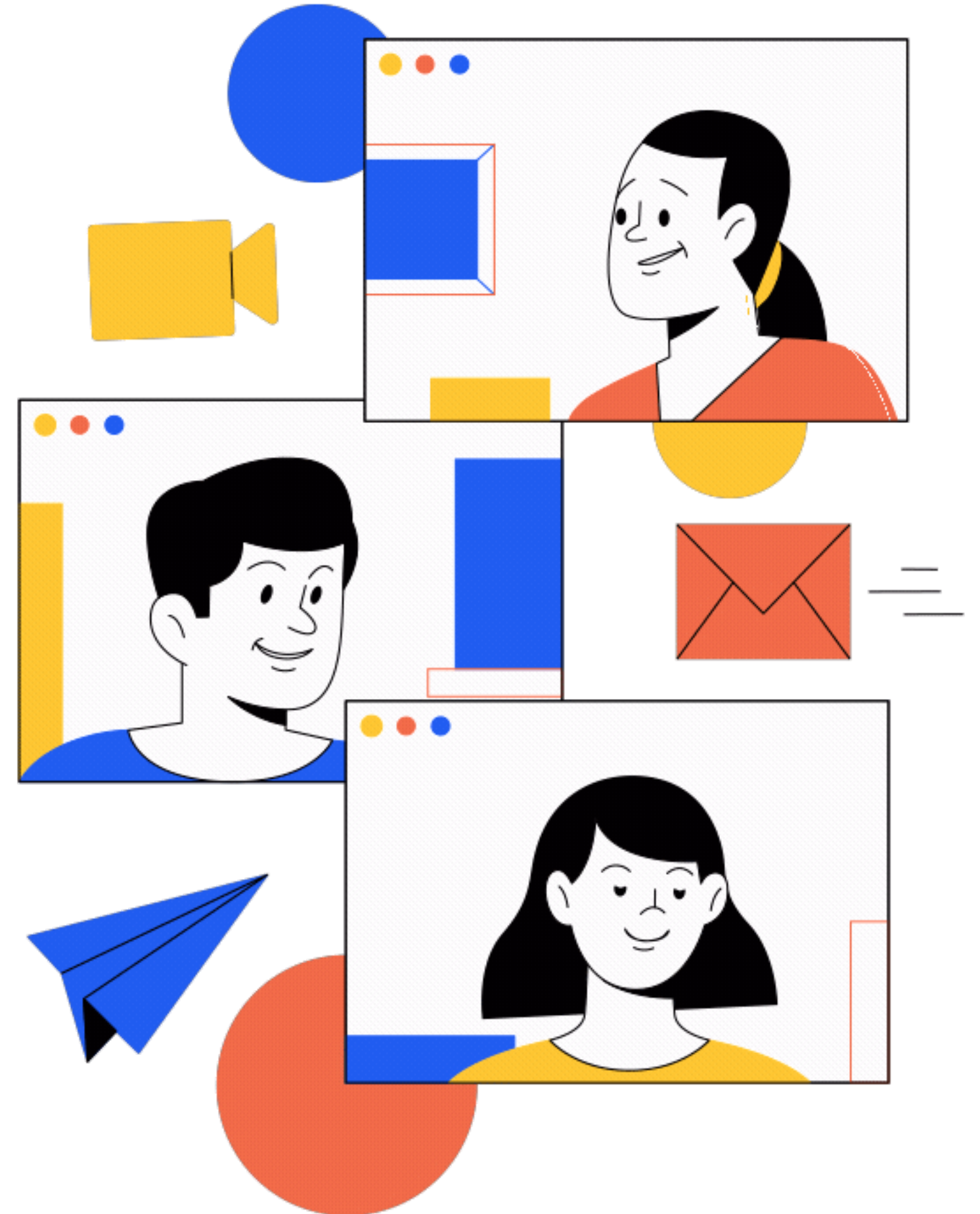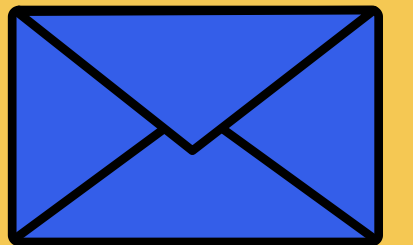
PROBLEM STATEMENT

Analyse the provided sample data and report key findings to the strategy team of Mitron Bank. This analysis is expected to guide them in tailoring the credit cards to customer needs and market trends.
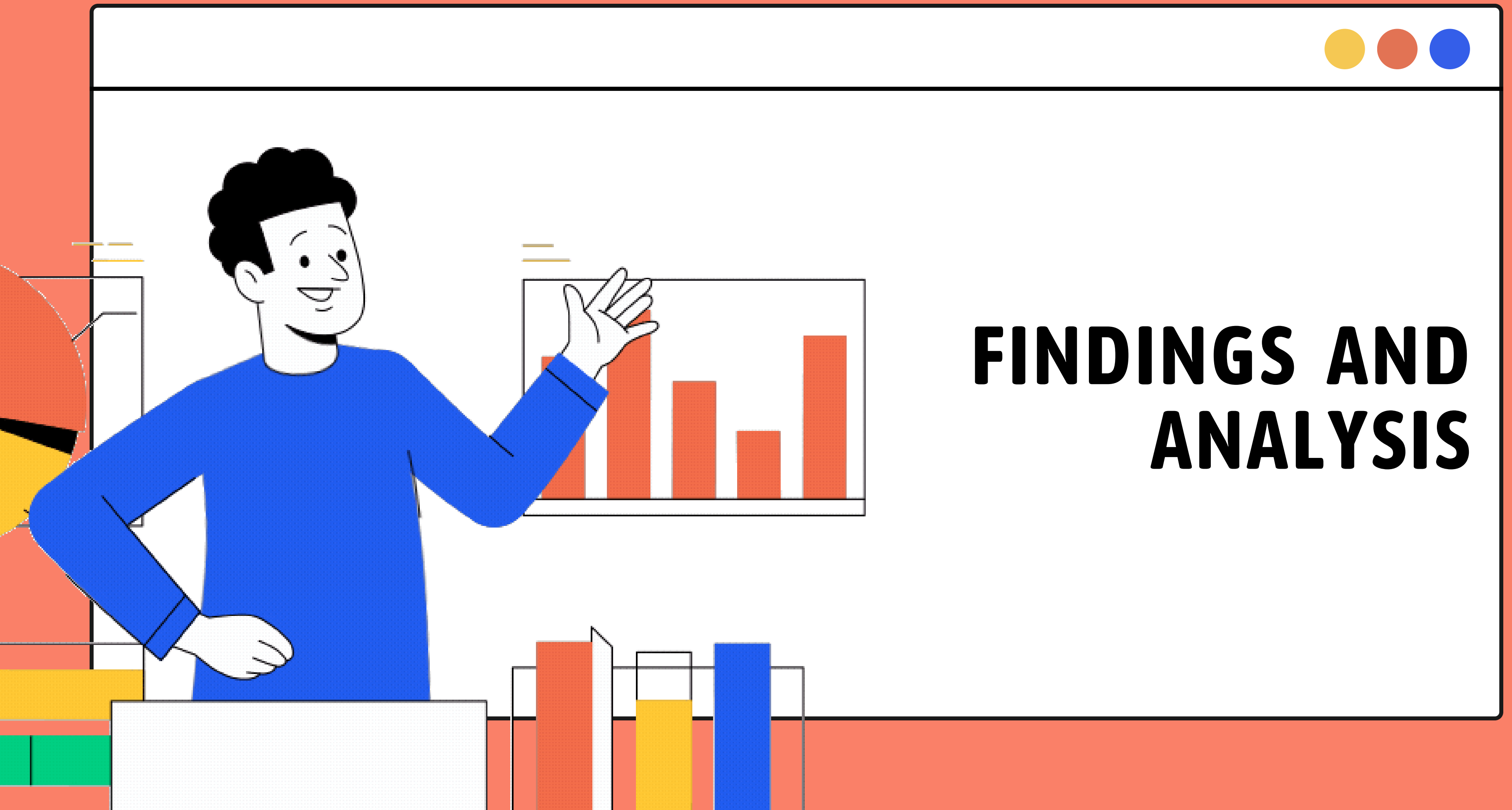
THE TEAM

Adith Sreeram A S

Jr. Data Analysyt

FINDINGS AND ANALYSIS

Key Findings

Summary

1. **City Impact on Credit Card Usage:**
   - Surprisingly, our analysis indicates that the city of residence does not significantly affect credit card usage patterns. Users across different cities exhibited similar credit card behaviors.
2. **Age as a Dominant Factor:**
   - Contrary to city effects, age emerged as a crucial determinant in credit card usage. Age groups in the late 20s demonstrated higher credit card activity.
3. **Spending Disparities Across Cities:**
   - Though distinct spending patterns were observed among cities. Residents of Mumbai exhibited higher spending tendencies, while those in Chennai demonstrated more conservative spending habits.
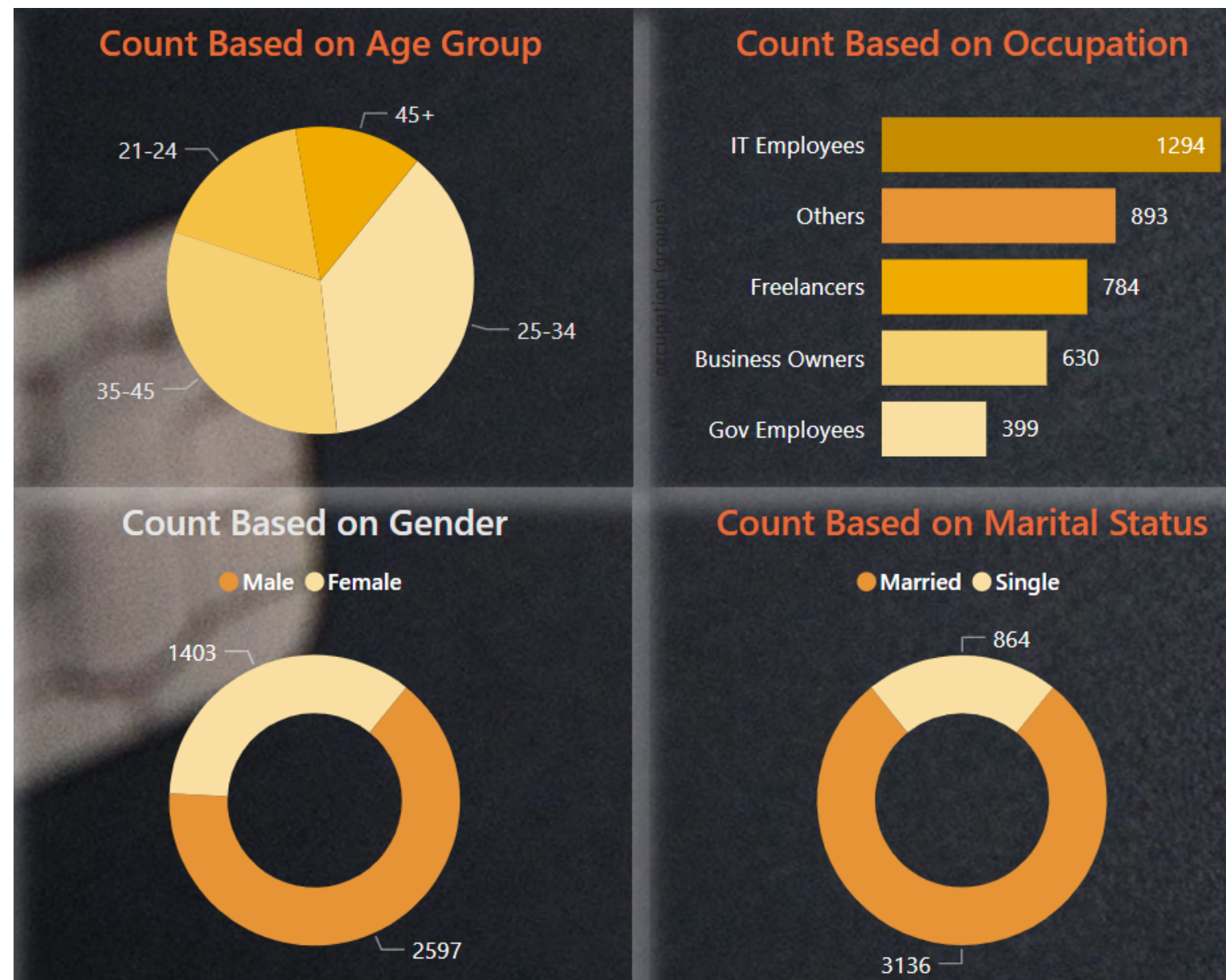4. **Usage Categories and Demographics:**
   - The choice of credit card usage categories displayed notable associations with age groups and gender. Different demographics exhibited varying preferences in terms of transaction types and expenditure categories.
5. **Professional Influence:**
   - An intriguing discovery was the prominence of salaried IT employees as avid credit card users. This group surpassed other professions in credit card utilization, indicating a strong professional influence on credit behavior.

Key Findings

Visualization and Interpretation

Count Based on Age Group
- 45+
- 21-24
- 25-34
- 35-45

Count Based on Occupation
- IT Employees — 1294
- Others — 893
- Freelancers — 784
- Business Owners — 630
- Gov Employees — 399

Count Based on Gender
- ● Male ● Female
- 1403
- 2597

Count Based on Marital Status
- ● Married ● Single
- 864
- 3136

Demographics Overview

1. **Age Composition:**
   - The age groups of 25-34 and 35-45 emerged as dominant, collectively constituting approximately 70% of the sample.
2. **Gender Representation:**
   - Gender distribution reveals a male majority, with males comprising around 62% of the sample.
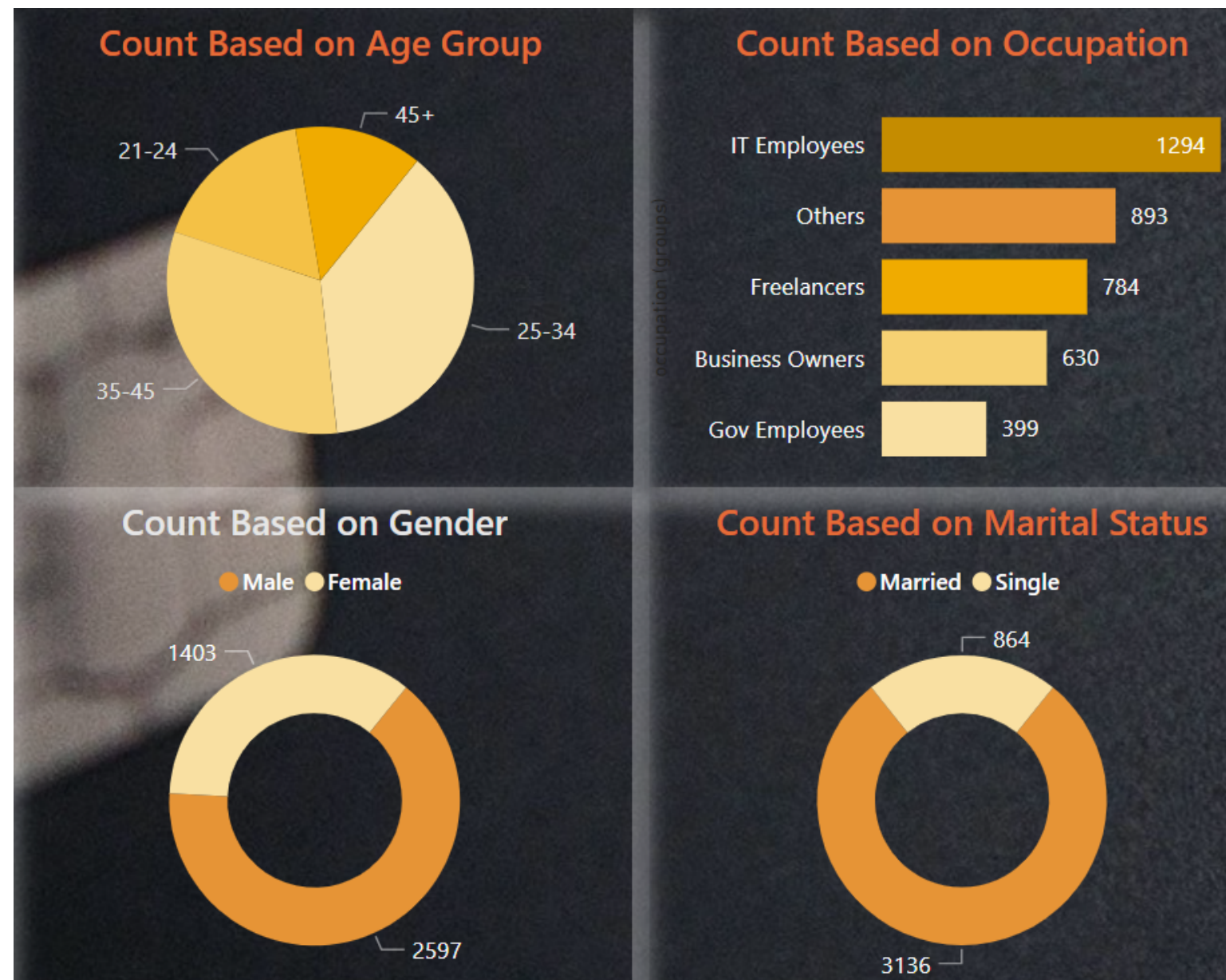3. **Marital Status:**
   - Marital status diversity was observed, with approximately 20% of the sample identified as single.
4. **Occupational Profiles:**
   - Occupational diversity is evident, with Salaried IT Employees leading the pack at 1294 samples, and Government employees represent the least populous group with 394 samples.

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Target Audience

Age Group:
- Primary Focus: 25-34 and 35-45 age groups.
- Rationale: These demographics constitute the core of your target audience, representing individuals in their prime working and earning years.
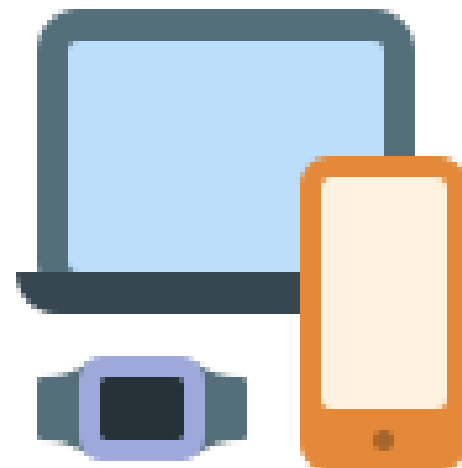
Occupational Preferences:
- Preference: Salaried Employees and Business Owners.
- Rationale: Salaried employees and business owners are the primary focus due to their stable income sources and higher spending capacities.
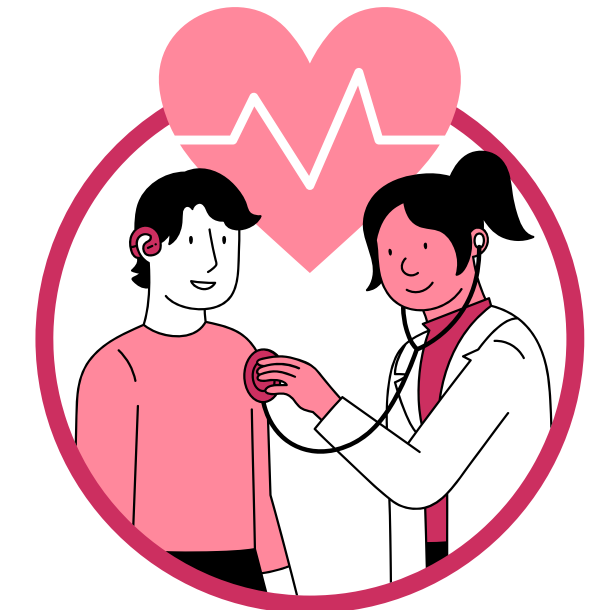
Spending Preference
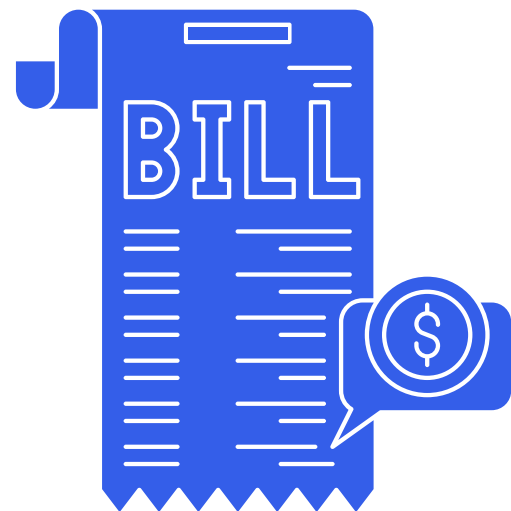
Bills

Electronics

Groceries

Travel

Health and Wellness

Payment Type

Using Credit Card

Using Debit Card

Using UPI

- The amount of transactions made using UPI for food-related expenses closely matches the transaction amount made using credit cards.
- The transaction amounts for health and wellness expenses using debit cards mirror those made with credit cards.

Expanding Audience

Age Group: 21-24

Amount Spent by Category

Entertainment	Apparel	Travel	Groceries
	$4.0M		
	Food		
$5.4M		$1.5M	$1.3M
Electronics		Bills	Others
	$2.6M		
	Health & Wellness		
$4.1M	$2.3M	$1.3M	$0.7M

- **Entertainment:** A notable expenditure on leisure and entertainment activities.
- **Apparel:** A keen interest in fashion and clothing.
- **Electronics:** Higher spending on gadgets and electronic devices.

Age Group: 45+

Amount Spent by Category

Bills	Travel
	$3.6M
	Groceries
$5.8M	$3.1M
Health & Wellness	Electronics
$3.9M	$2.9M

- **Health and Wellness:** A distinctive increase in spending on health and wellness.

Action 1

For Target Audience

- Align credit card features with bill payment benefits, offering rewards or cashback for utility expenses.
- Design promotions or partnerships with electronic retailers to incentivize credit card usage for electronics.
- Introduce cashback rewards or discounts for grocery store transactions, promoting the credit card as an ideal choice for daily essentials.
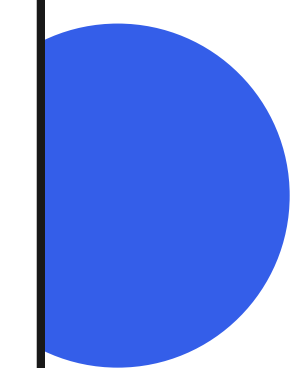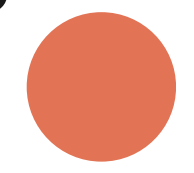- Integrate travel benefits such as air miles, hotel discounts, or travel insurance to attract and retain customers.

Action 2

To Broaden Audience

- Develop targeted marketing campaigns for the 21-24 age group, highlighting credit card features that align with their preferences in entertainment, apparel, and electronics.
- Utilize diverse communication channels, including social media, influencers, and community events, to reach and engage with the expanded audience.
- Introduce credit card features or benefits that cater specifically to the health and wellness needs of the 45+ age group. This may include discounts on health services, wellness programs, or specialized insurance.

Action 3

Conerting Other Payment Types

- Consider optimizing rewards or incentives for food-related expenditures on both UPI and credit card platforms to enhance customer engagement.
- Implement wellness-focused benefits or partnerships that cater to users of both debit and credit cards, acknowledging the significance of health-related expenditures.
- Communicate the versatility of your financial products in catering to a wide range of consumer needs, promoting the seamless transition between UPI, credit cards, and debit cards.
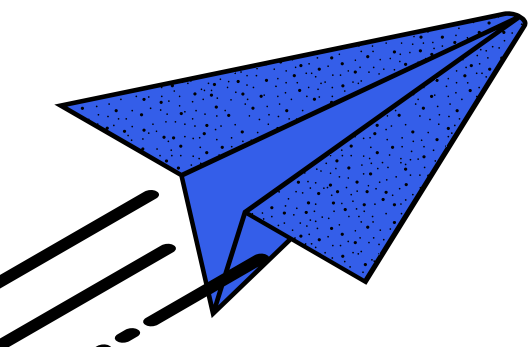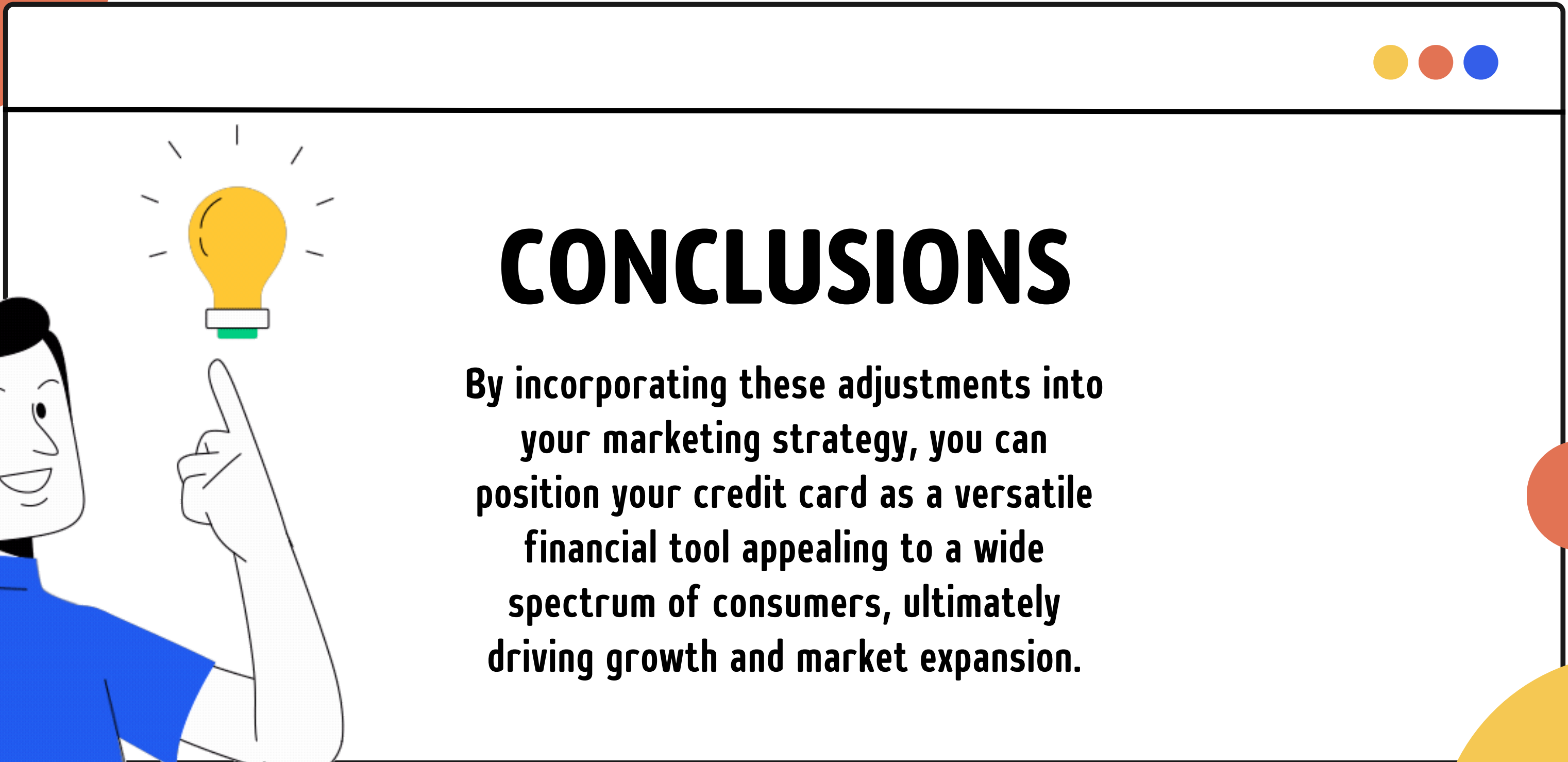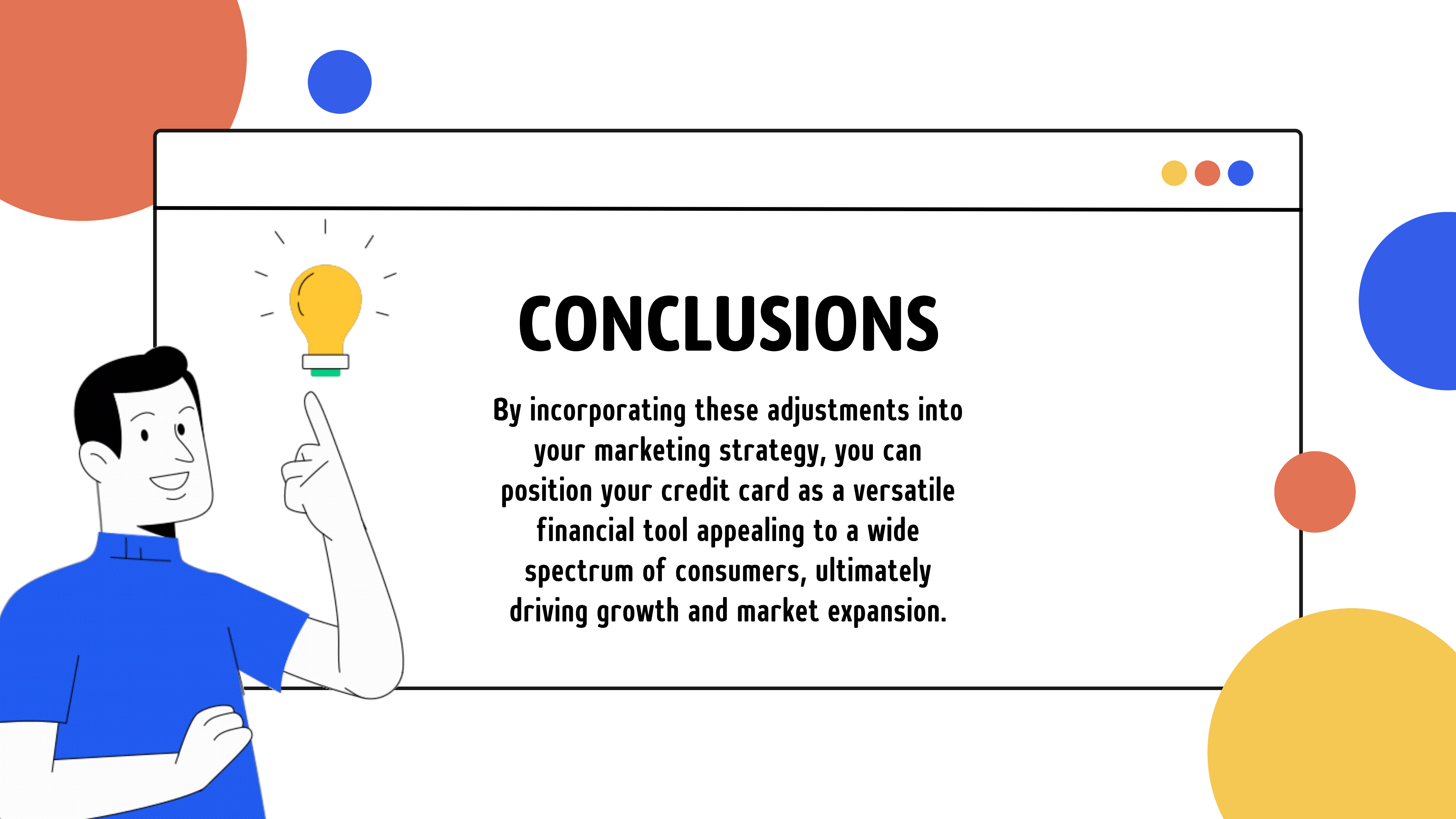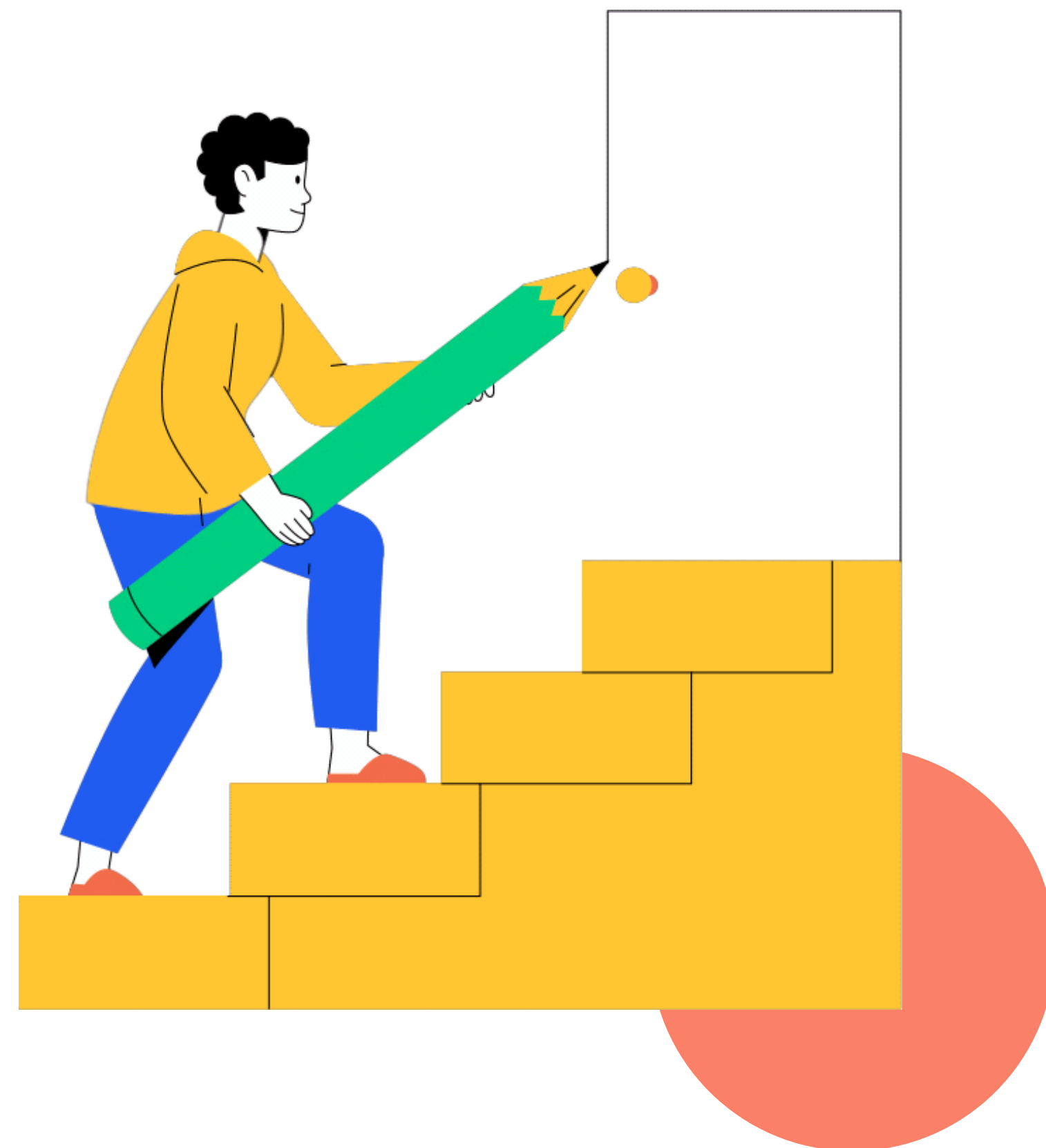
CONCLUSIONS

By incorporating these adjustments into your marketing strategy, you can position your credit card as a versatile financial tool appealing to a wide spectrum of consumers, ultimately driving growth and market expansion.

THANK YOU!

Welcome

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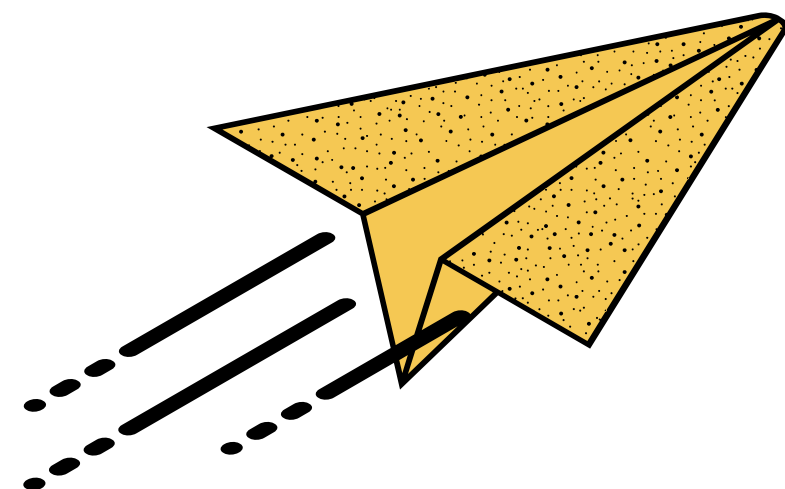
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