



# Mitron Bank Analysis

## Overview

### About Bank



A concise overview of key insights:

- Demographics: The majority of our customers are married males in the age group of 25-34. They predominantly work as salaried IT employees.
- Income Analysis: The highest average income falls within the range of 38,000-39,999, with 331 customers falling into this category. Notably, customers with an average income of 60,000 tend to spend around 280,000.
- Spending Patterns: The peak spending occurred in September, totaling 115,930. Credit cards were the preferred payment method, and the spending was primarily in the category of bills.
- Occupational Preferences: Differences in employment based on the city are evident. Salaried IT employees show a preference for spending on apparel and health and wellness.
- Geographical Spending: Customers in Chennai and Bengaluru allocate more funds towards bills, while Mumbai customers focus their spending on apparel. Delhi customers have a higher inclination towards travel expenses, and Hyderabad customers tend to invest more in entertainment.



## About Mitron Bank

Mitron Bank, a well-established financial institution headquartered in Hyderabad, is looking to diversify its product offerings and market presence by introducing a new set of credit cards.

AtliQ Data Services, upon learning about this opportunity through an internal source, approached Mitron Bank with a proposal to undertake the project. However, Mr. Bashnir Rover, the strategy director at Mitron Bank, expressed some reservations and requested AtliQ Data Services to conduct a pilot project using a sample dataset before committing to the full-scale implementation. The provided dataset includes information on 4000 customers from five different cities, focusing on their online spending habits and other relevant details.

Get ready for an in-depth exploration as we delve into a comprehensive data analysis, molding the future of Mitron Bank's financial landscape!

207M

Total Income

47.72

Avg Income Utl

Occupation

All

Age Group

All

Month

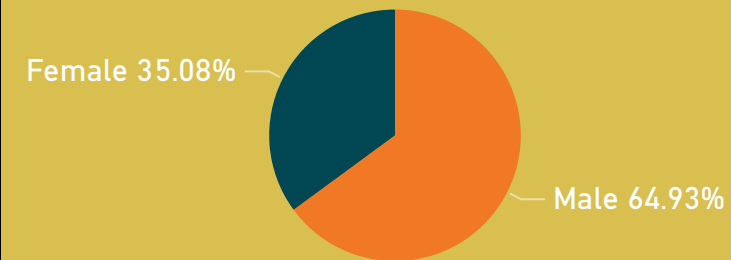
All



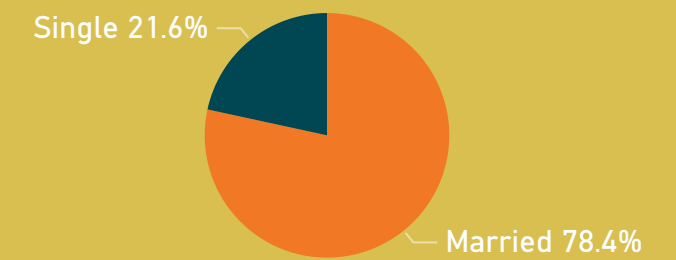
4000

Total Customers

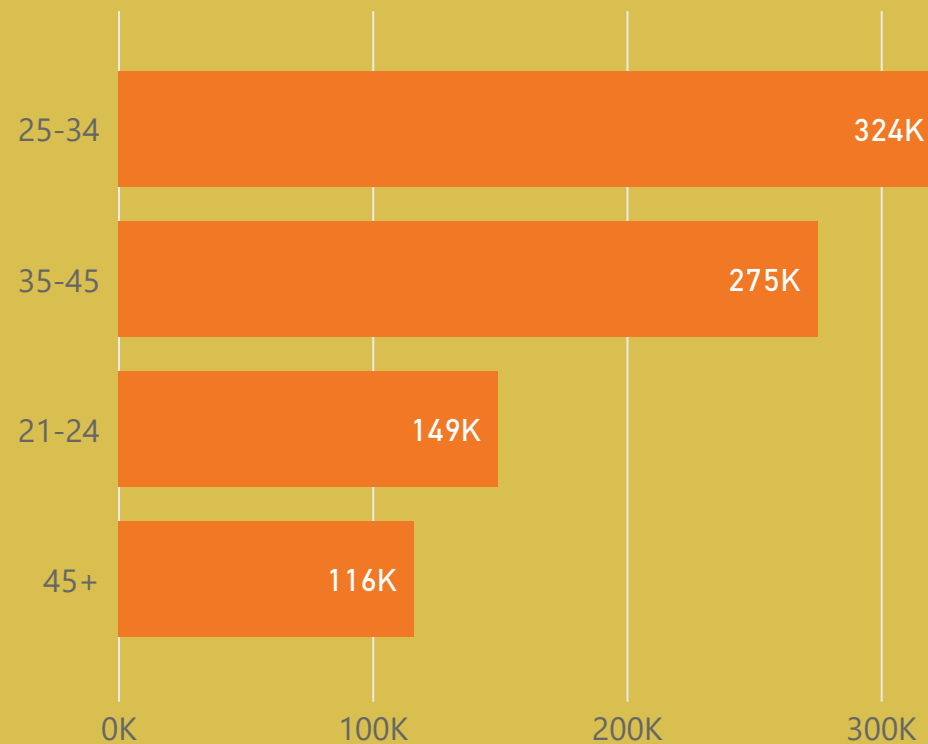
Customer Gender - Wise



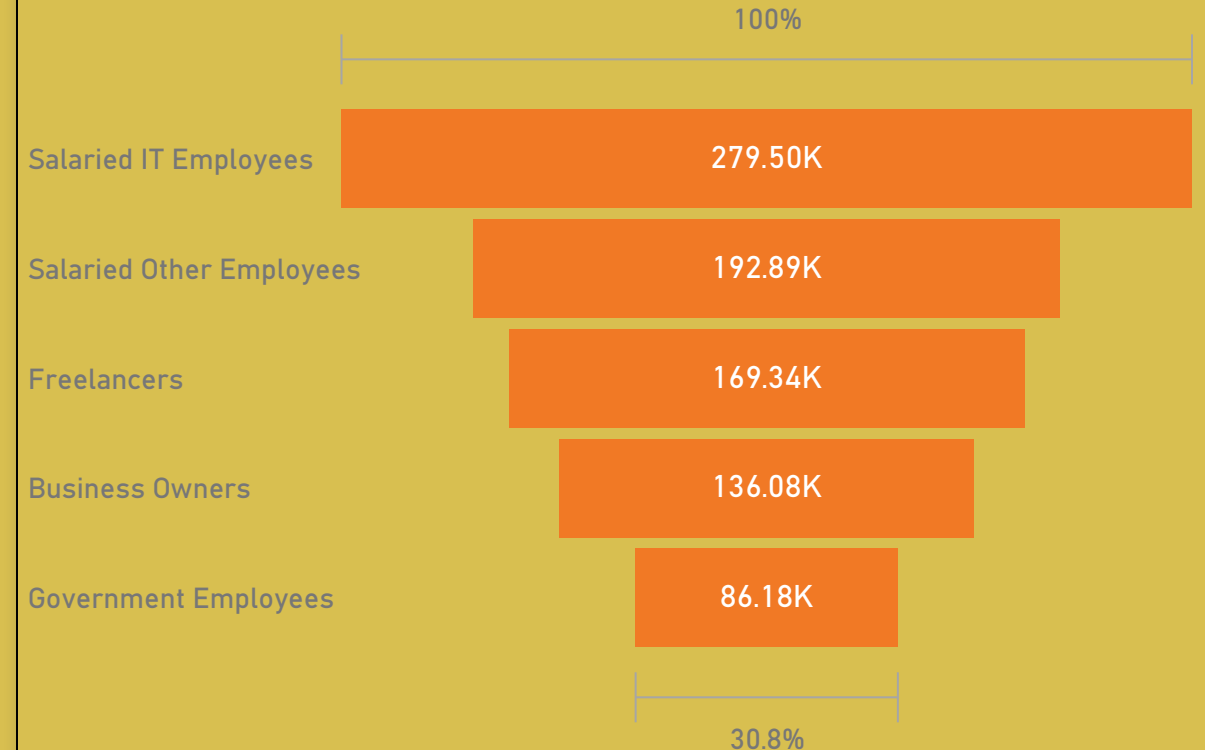
Customer's Marital Status



Customers by Age\_Group



Customers by Occupation





Occupation

All

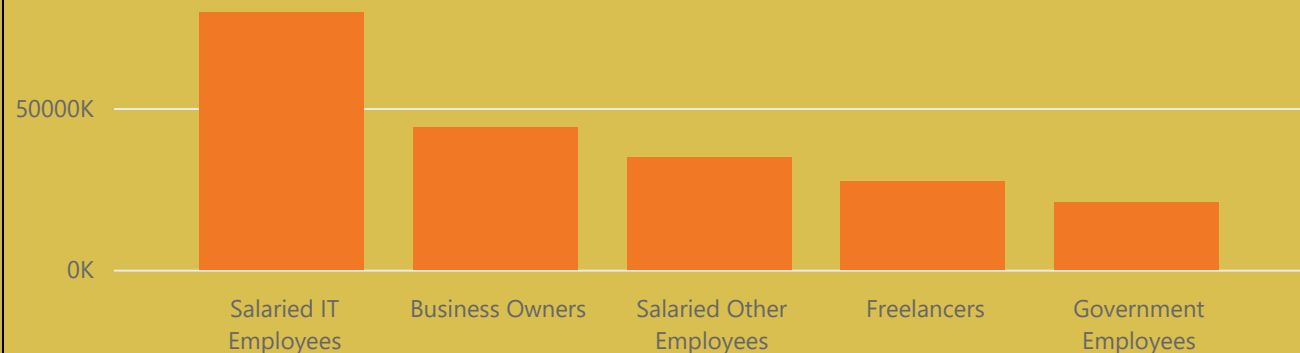
Age Group

All

Month

All

Sum of Avg Income by Occupation



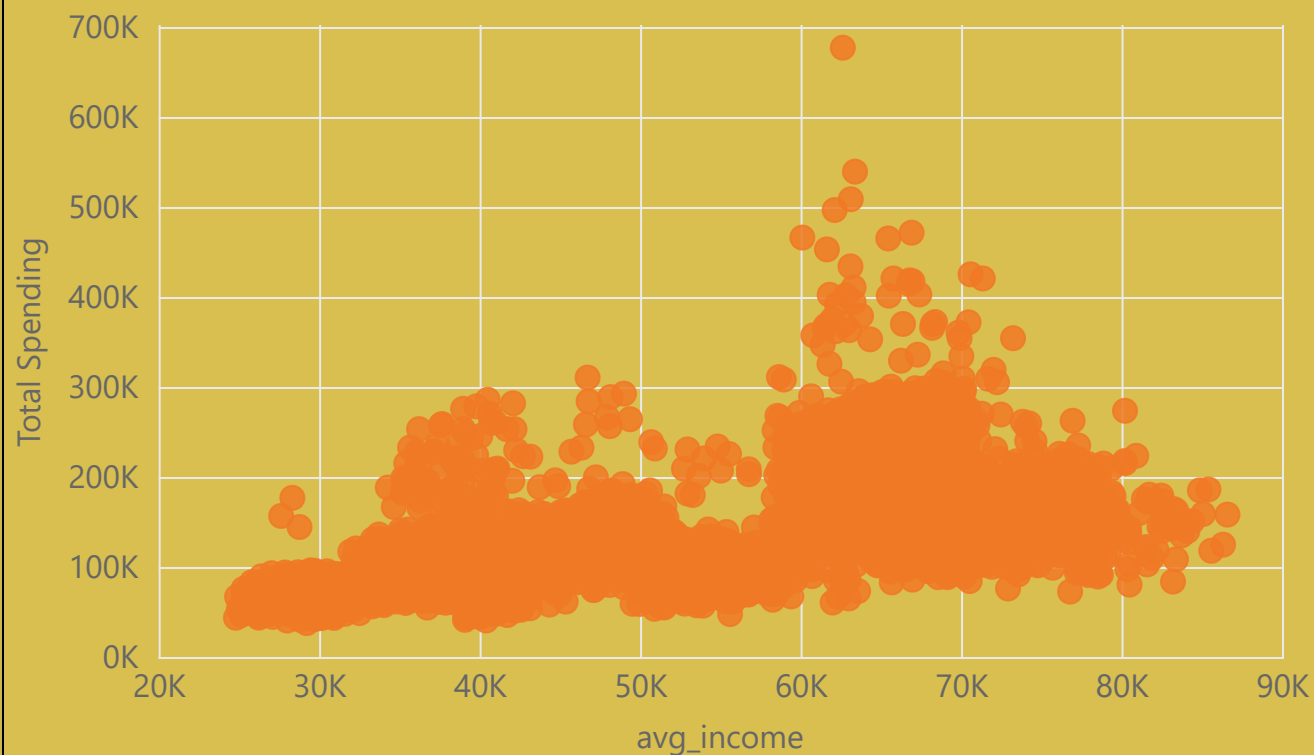
47.72

Avg Income Utl

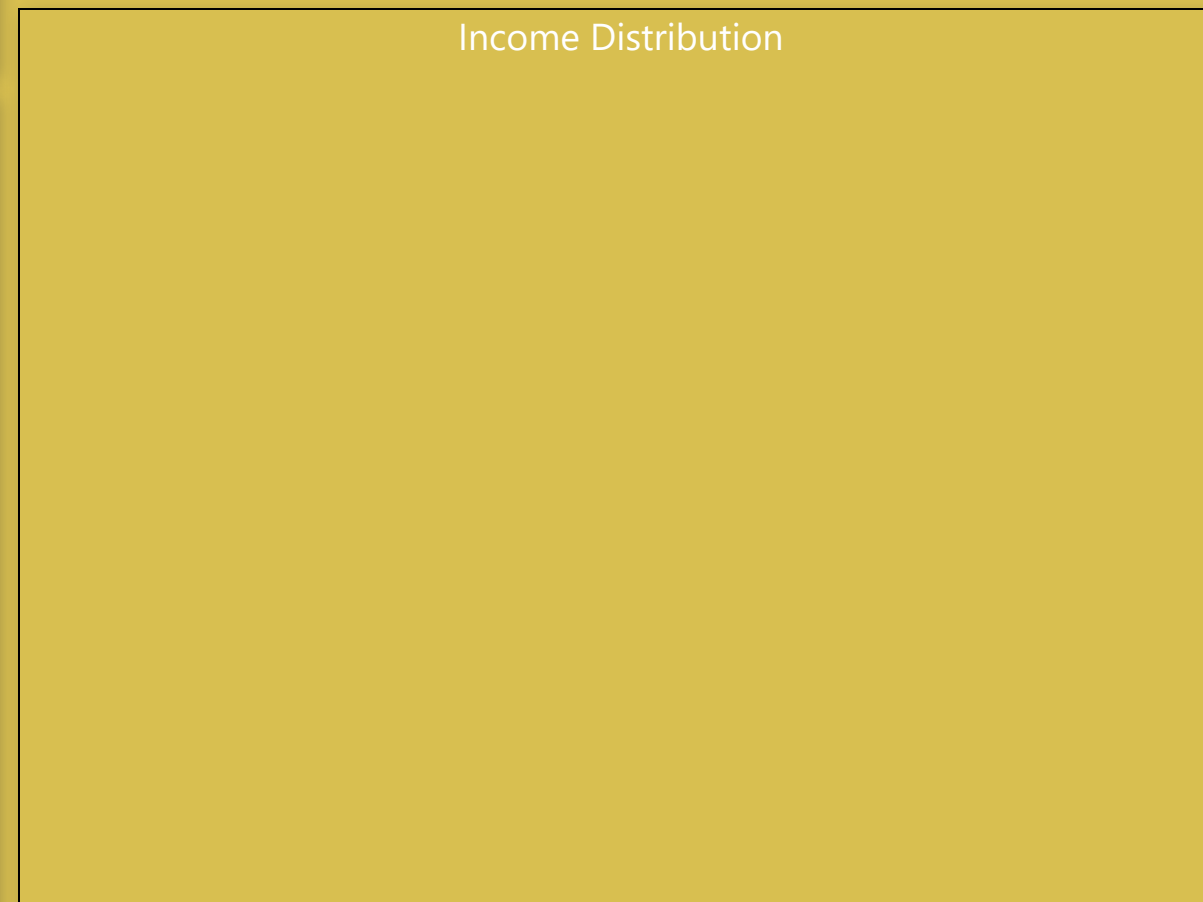
207M

Total Income

Total Spending by Avg Income



Income Distribution





Gender  
All

Category  
All

Payment Type  
All

Age Group  
All

Month  
All

Occupation  
All

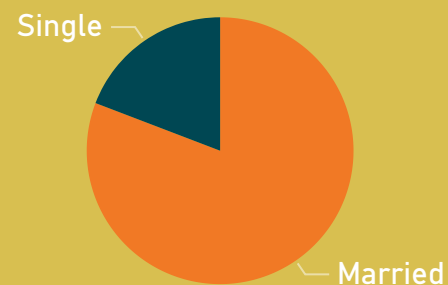
614.46

Average Spending

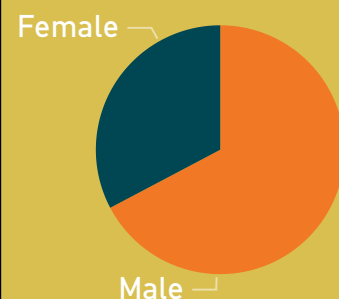
116M

Peak Spending Month Amount

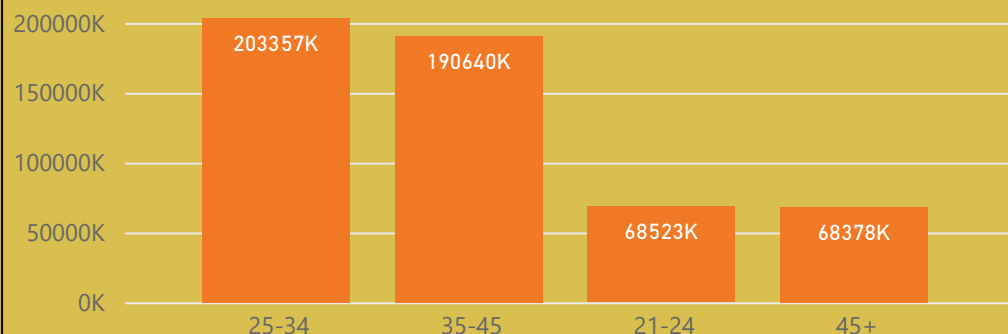
Spending by Marital Status



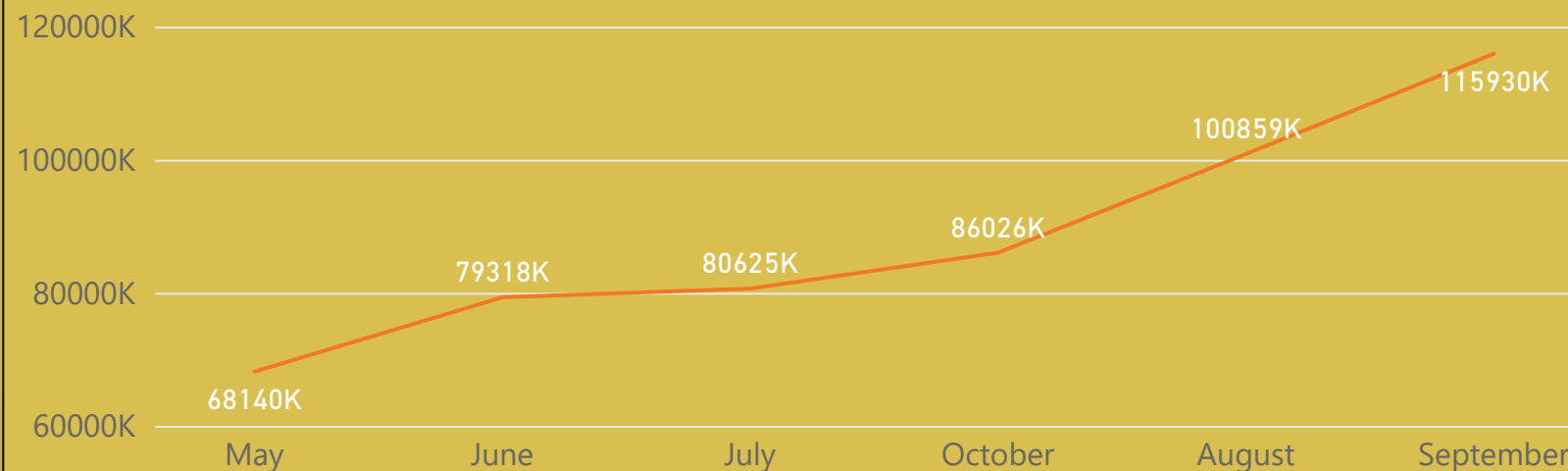
Spending by Gender



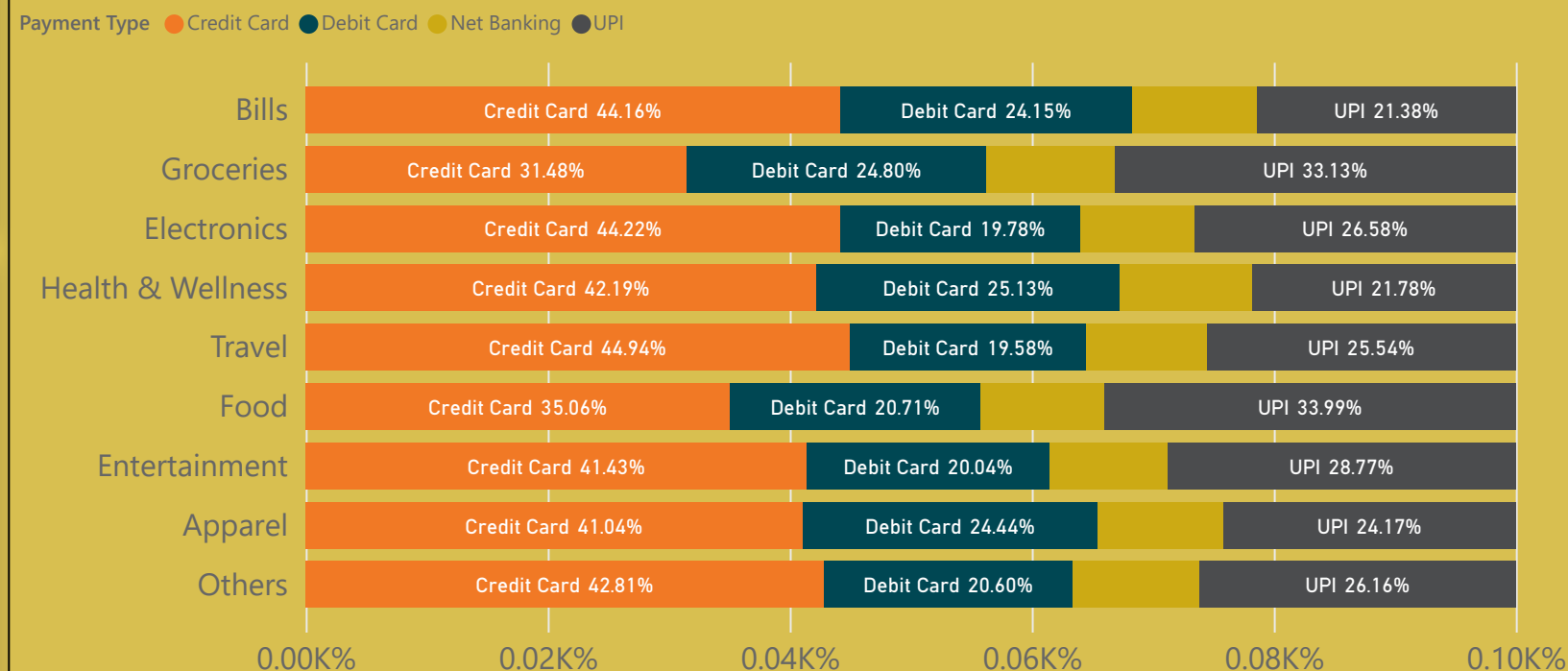
Spending by Age Group



Sum of spend by month



Sum of Spending by Category and PaymentType





Category

All

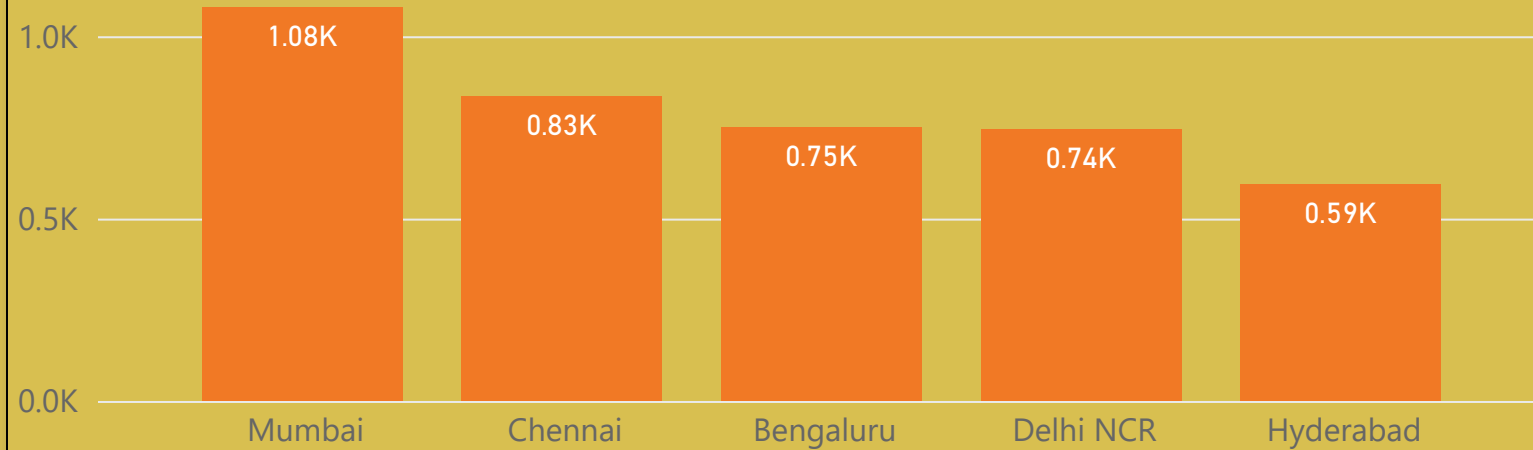
Month

All

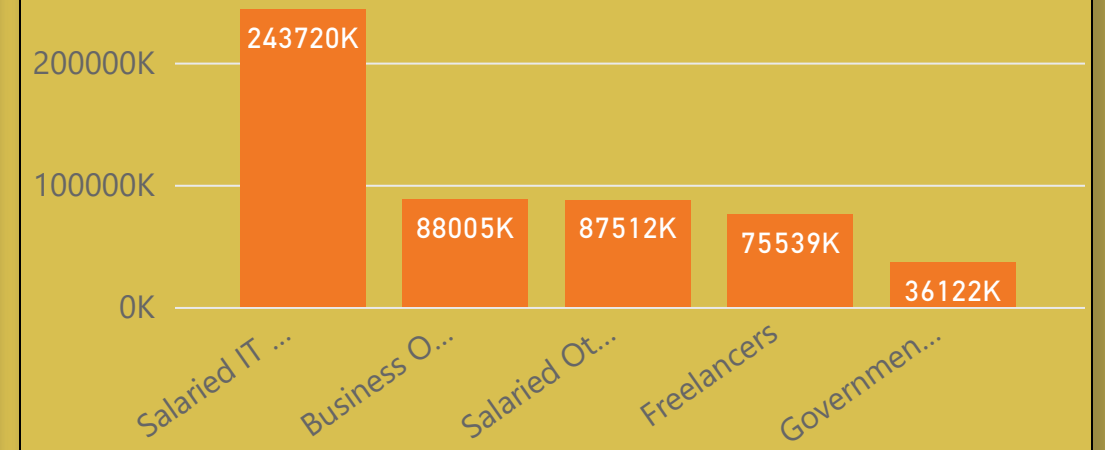
Occupation

All

Employment Based on City

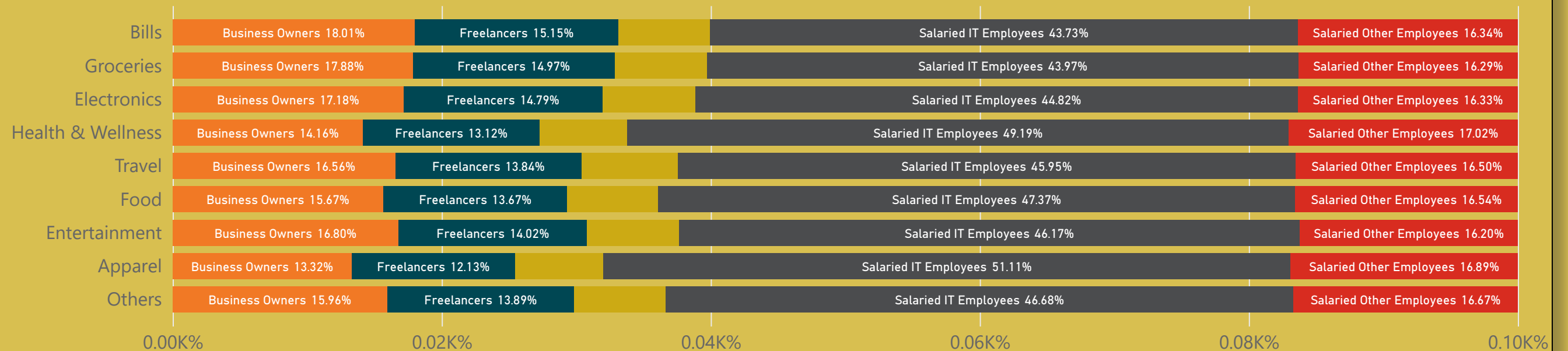


Spending by Occupation



Spending by Category and Occupation

Occupation ● Business Owners ● Freelancers ● Government Employees ● Salaried IT Employees ● Salaried Other Employees



Gender

All

City

All

Category

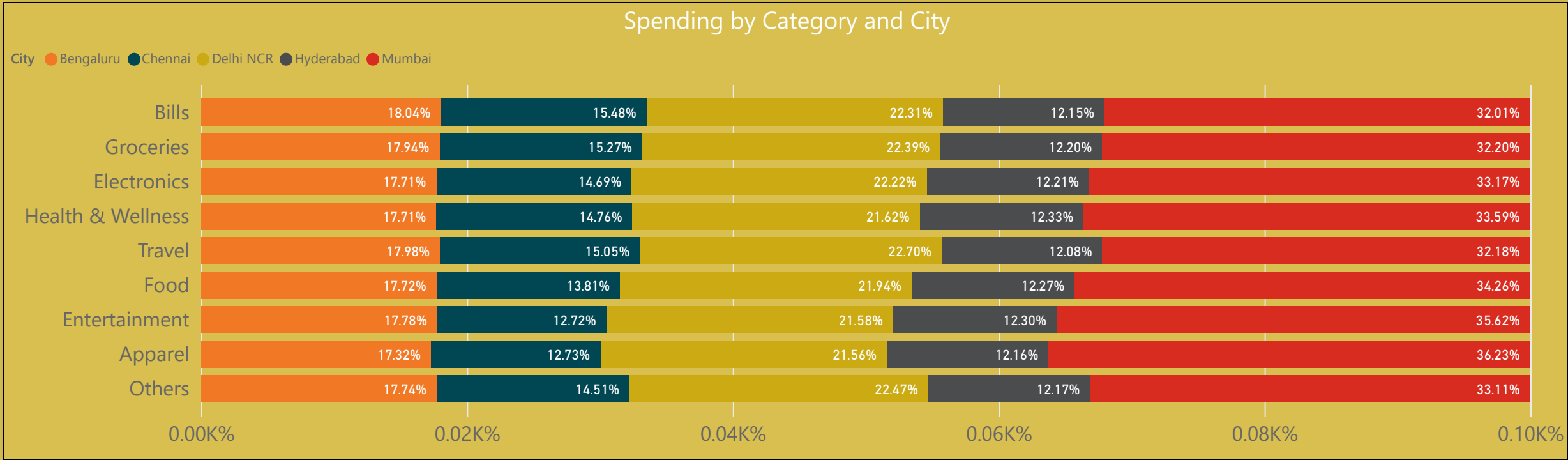
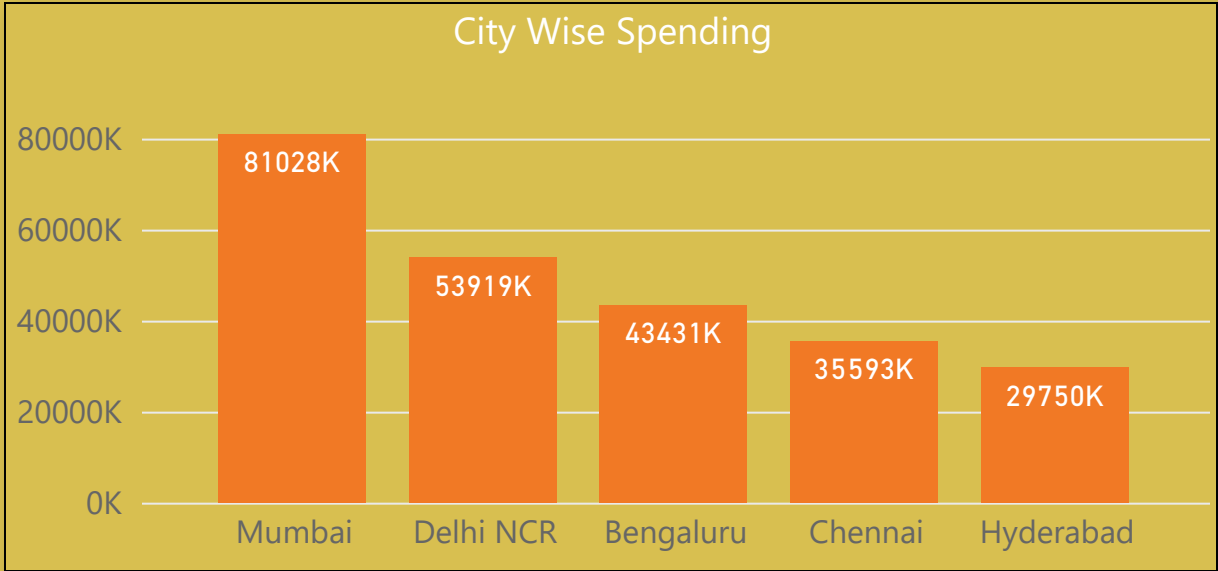
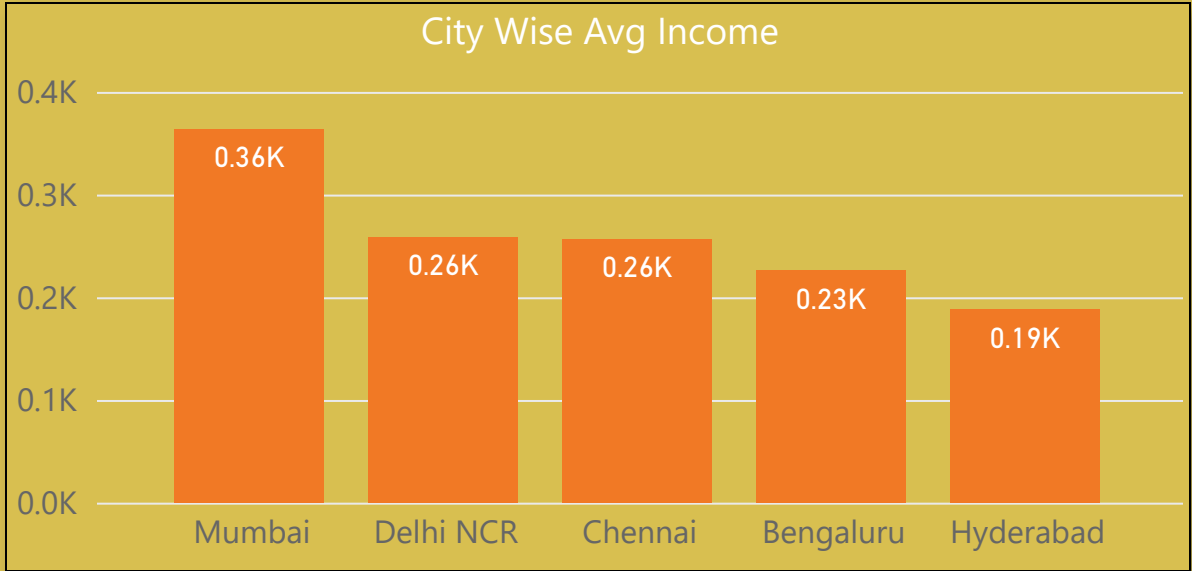
All

Occupation

Salaried IT Employees

Month

All



## Category Wise Spending

