CITY
All
Total Income
1240M
Total Spend
531M
Total Customer
4000
Income utilisation
42.82%
Occupation
All
Month
All
Age Group
All
Payment Type
All
Demographic View
Spending View
Credit Card View
IU View
elhi NCR 51982.66
Mumbai 51720.31
Chennai 51321.39
Customer by Age Group
Count of customer_id
1,500
1,000
500
0
1.5K
1.27K
0.69K
0.54K
25-34
35-45
21-24
45+
age_group
Customer by payment_type
Net Banking 10.21%
Credit Card 40.74%
Debit ... 22.52%
UPI 26.53%
Total Spend by Category
Sum of spend
0.1bn
0.0bn
0.10bn
0.09bn
0.08bn
0.07bn
0.06bn
0.04bn
0.04bn
0.03bn
0.02bn
Bills
Groceries
Electronics
Health & ...
Travel
Food
Enterain...
Apparel
Others
category
Customer by Gender
Female 35.08%
Male 64.93%
Marital Status Percentage
Single 21.60%
Married 78.40%
Payment Type by Total Spend
Total Spends
0.2bn
0.1bn
0.0bn
0.22bn
0.14bn
0.12bn
0.05bn
Credit Card
UPI
Debit Card
Net Banki...
payment_type
Age Group By Income
Count of customer_id
1,500
1,000
500
0
1498
1273
691
538
25-34
35-45
21-24
45+
age_group
Demographic View
Spending View
Credit Card View
IU View

CITY
All
Total Income
1240M
Total Spend
531M
Total Customer
4000
Income utilisation
42.82%
Occupation
All
Month
All
Age Group
All
Payment Type
All
Demographic View
Spending View
Credit Card View
IU View
Mumbai 738.84
Avg Spend by Age Group
Average of spend
800
600
400
200
0
0.69K
0.63K
0.59K
0.46K
35-45
25-34
45+
21-24
age_group
Average Spend by Occupation
Government Employees 14.77%
Salaried IT Employees 30.73%
Freelancers 15.72%
Salaried Other Employees 15.99%
Business Owners 22.79%
Marital Status Percentage(Avg Spend)
Single 545.85
Married 633.37
marital stat...
Married
Single
Payment Type by Average Spend
Average of spend
1000
500
0
1001.43
651.96
553.51
250.96
Credit Card
UPI
Debit Card
Net Banki...
payment_type
Avg Spend by Gender
573.37 (47.3...)
636.66 (52.6...)
gender
Male
Female
Average Spend by Category
Average of spend
1000
500
0
1092.84
899.00
828.77
683.33
616.91
458.47
430.10
354.54
166.22
Bills
Groceries
Electronics
Health & ...
Travel
Food
Entertain...
Apparel
Others
category
Average Spend by City
Average of spend
800
600
400
200
0
738.84
693.51
616.57
527.14
443.38
Mumbai
Delhi NCR
Bengaluru
Hyderabad
Chennai
city

CITY
All
Total Income
1240M
Total Spend
531M
Total Customer
4000
Income utilisation
42.82%
Occupation
All
Month
All
Age Group
All
Payment Type
All
Demographic View
Spending View
Credit Card View
IU View
mbai 738.84
Delhi NCR 693.51
Bengaluru 616.57
Hyderaba
CC Transactions by Age Group
CreditCardTransactions
80K
60K
40K
20K
0K
80.9K
68.7K
37.3K
29.1K
25-34
35-45
21-24
45+
age_group
CC Transactions by Gender
Female 75.8K
Male 140.2K
gender
Male
Female
CC Transaction by Marital Status
Single 46.7K
Married 169.3K
marital stat...
Married
Single
CCT by Gender and Occupation
occupati...
Business Own...
Freelancers
CreditCardTransactions
40K
30K
20K
10K
0K
38.9K
31.6K
27.2K
18.3K
30.9K
19.0K
10.7K
6.9K
Male
Female
gender
CC Transactions by Occupation
CreditCardTransactions
50K
0K
69.9K
48.2K
42.3K
34.0K
21.5K
Salaried IT Employees
Salaried Other Employees
Freelancers
Business Owners
Government Employees
occupation
CC Transactions by City
CreditCardTransactions
50K
0K
58.21K
45.04K
40.55K
40.18K
32.02K
Mumbai
Chennai
Bengaluru
Delhi NCR
Hyderabad
city
Demographic View
Spending View
Credit Card View
IU View

CITY
All
Total Income
1240M
Total Spend
531M
Total Customer
4000
Income utilisation
42.82%
Occupation
Month
Age Group
Payment Type
All
Demographic View
Spending View
Credit Card View
IU View
Mumbai 51.43%
Delhi N
IU by Age Group
46.72%
43.66%
40.59%
34.70%
40%
20%
0%
IU
35-45
25-34
21-24
45+
age_group
IU by occupation
Government Emplo...
14.41%
Salaried IT Employees
25.37%
Business Ow...
16.51%
Freelancers
22.77%
Salaried Other Em...
20.93%
IU by category
10%
5%
0%
8.46%
6.96%
6.42%
5.29%
4.78%
3.55%
3.33%
2.75%
1.29%
Bills
Groceries
Electronics
Health & ...
Travel
Food
Entertain...
Apparel
Others
category
Marital Status Percentage(IU)
Marr...
42.7...
Single
43.0...
marital stat...
Single
Married
Payment Type by IU
20%
10%
0%
17.45%
11.36%
9.64%
4.37%
Credit Card
UPI
Debit Card
Net Banki...
payment_type
IU by City
60%
40%
20%
0%
51.43%
48.03%
43.46%
36.25%
31.10%
Mumbai
Delhi NCR
Bengaluru
Hyderabad
Chennai
city
Demographic View
Spending View
Credit Card View
IU View