



Mitron bank Credit Card Analysis



HOME



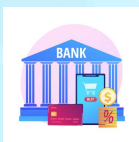
Demographics



Expenditure



Credit card
analysis



Demographic Insights

4000
Total Customers



city

All

age_group

All

payment_t...

All

occupation

All

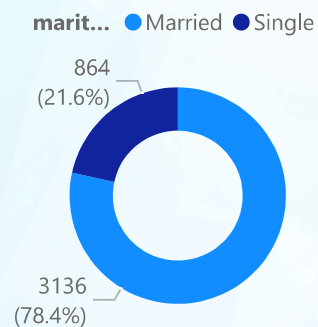
gender

All

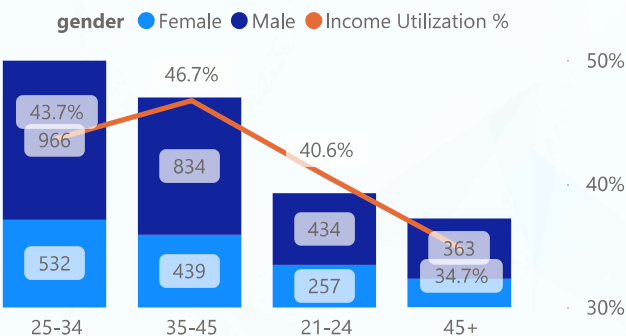
category

All

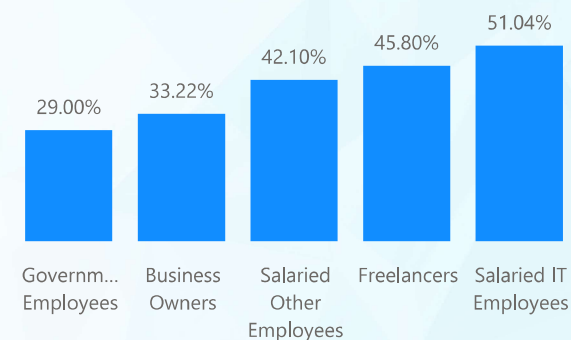
Customers by marital status



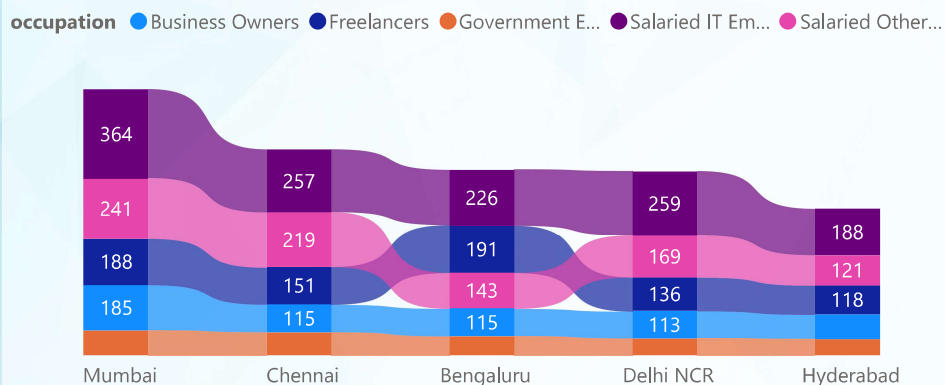
Total Customers by Age_group and gender



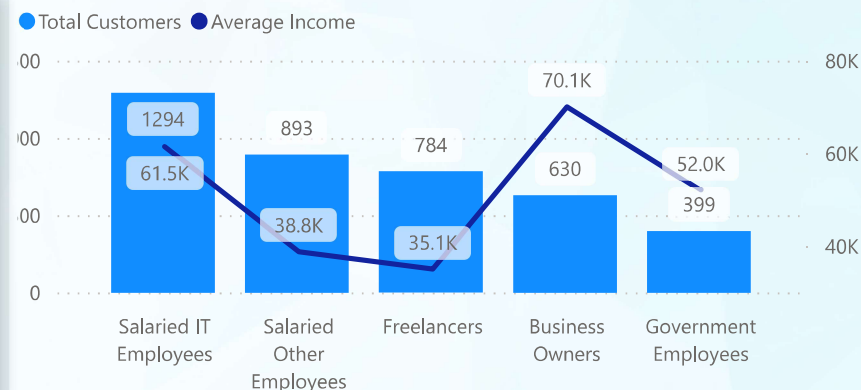
Income Utilization % of Customers by occupation



Total Customers by City and Occupation



Total Customers and Average income by occupation





Spending Analysis



city

All

age_group

All

payment_t...

All

occupation

All

gender

All

category

All

1240M

Total Income

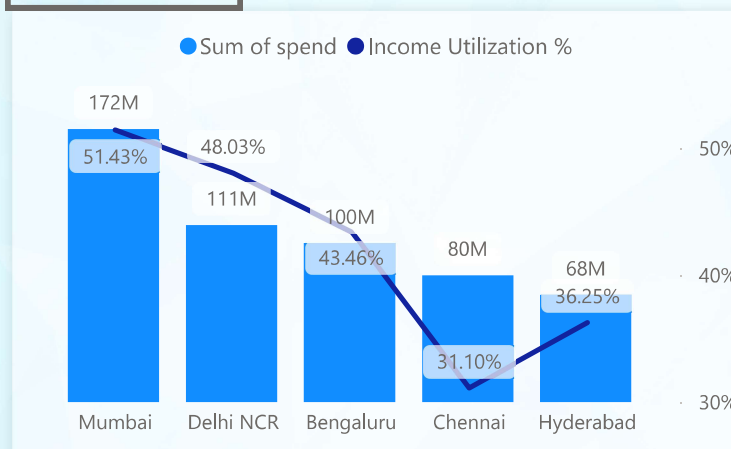
531M

Spend

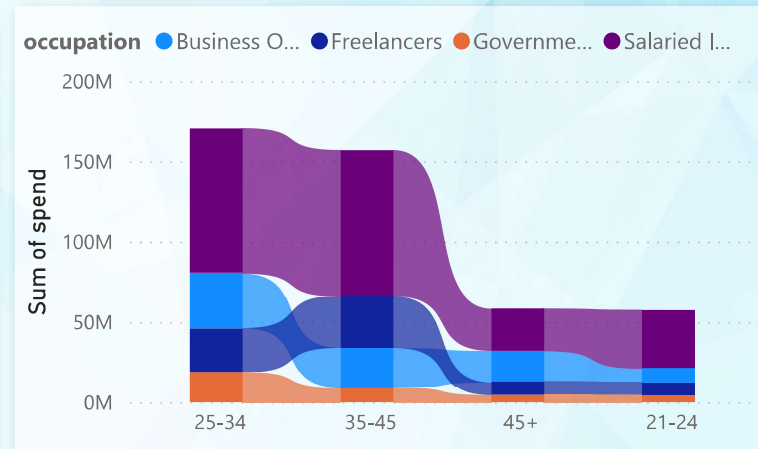
42.82%

Utilization %

Average Income Expenditure analysis by cities



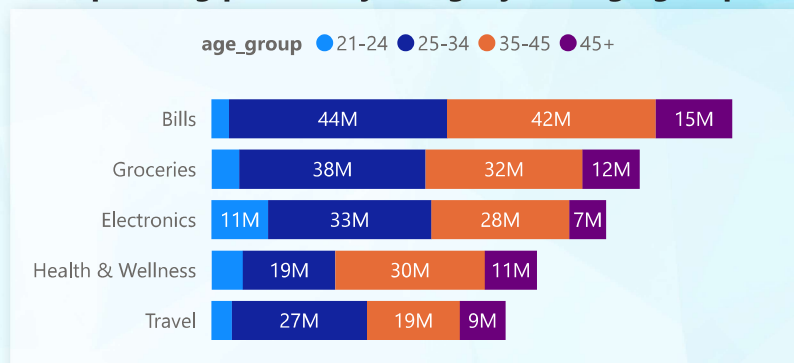
Amount spend by Age group and occupation

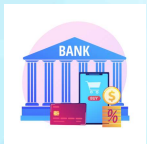


Key Metrics Segmentation by Expenditure

occupation	Bills	Electronics	Groceries	Health & Wellness	Travel
⊕ Salaried Other Employees	17.14M	12.99M	14.06M	11.16M	9.77M
⊕ Salaried IT Employees	45.87M	35.66M	37.94M	32.27M	27.21M
⊕ Government Employees	7.11M	5.47M	5.94M	4.27M	4.23M
⊕ Freelancers	15.89M	11.77M	12.92M	8.61M	8.20M
⊕ Business Owners	18.89M	13.67M	15.43M	9.29M	9.81M
Total	104.91M	79.56M	86.30M	65.60M	59.22M

Spending pattern by category and age group





Credit card Analysis



city

All

age_group

All

payment_t...

All

occupation

All

gender

All

category

All

864K

Total transactions

216K

Credit card transactions

1240M

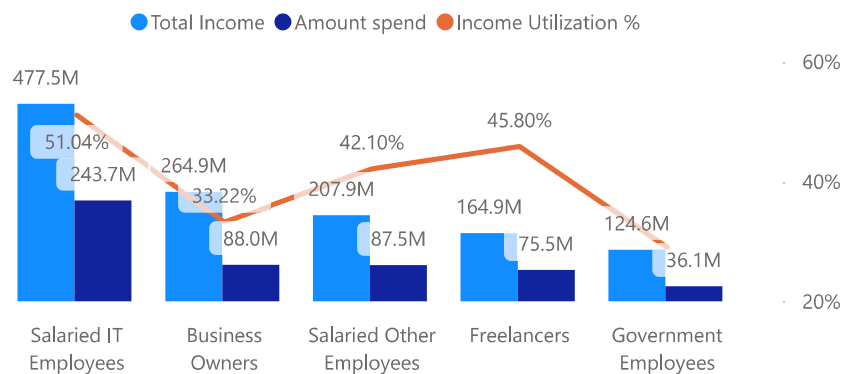
Total Income

42.82%

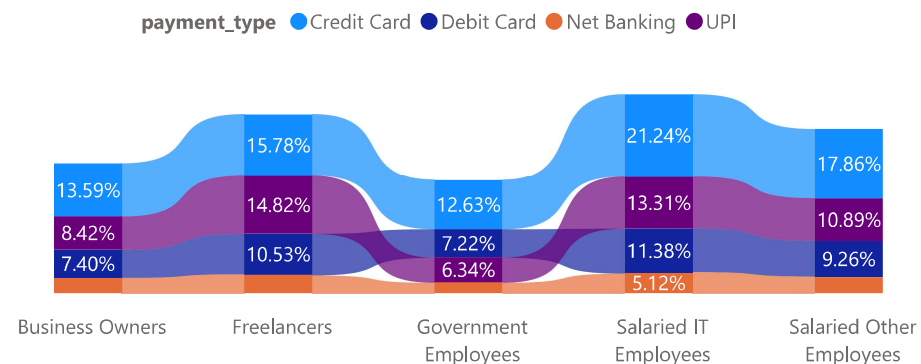
Income Utilization %

Age Group

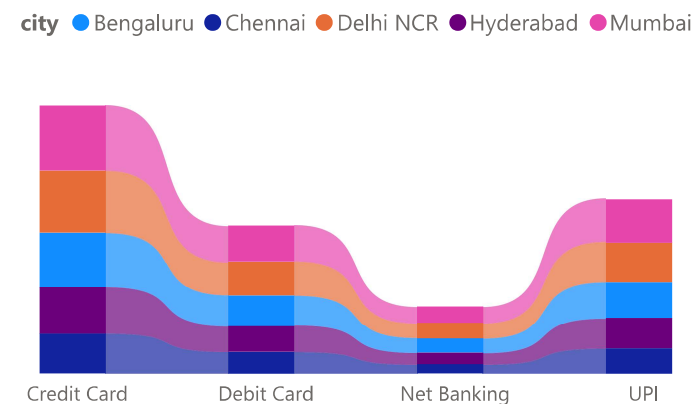
Total Income, Amount spend and Income Utilization % by occupation



Income Utilization % by occupation and payment_type



Income Utilization % by payment_type and city



Sum of spend by payment_type

