

Mitro Bank's Product Strategy Insights

Month

All

Bengaluru

Chennai

Delhi NCR

Hyderabad

Mumbai

Customer

4000



Male

2597

64.93 % Male of Total Customer



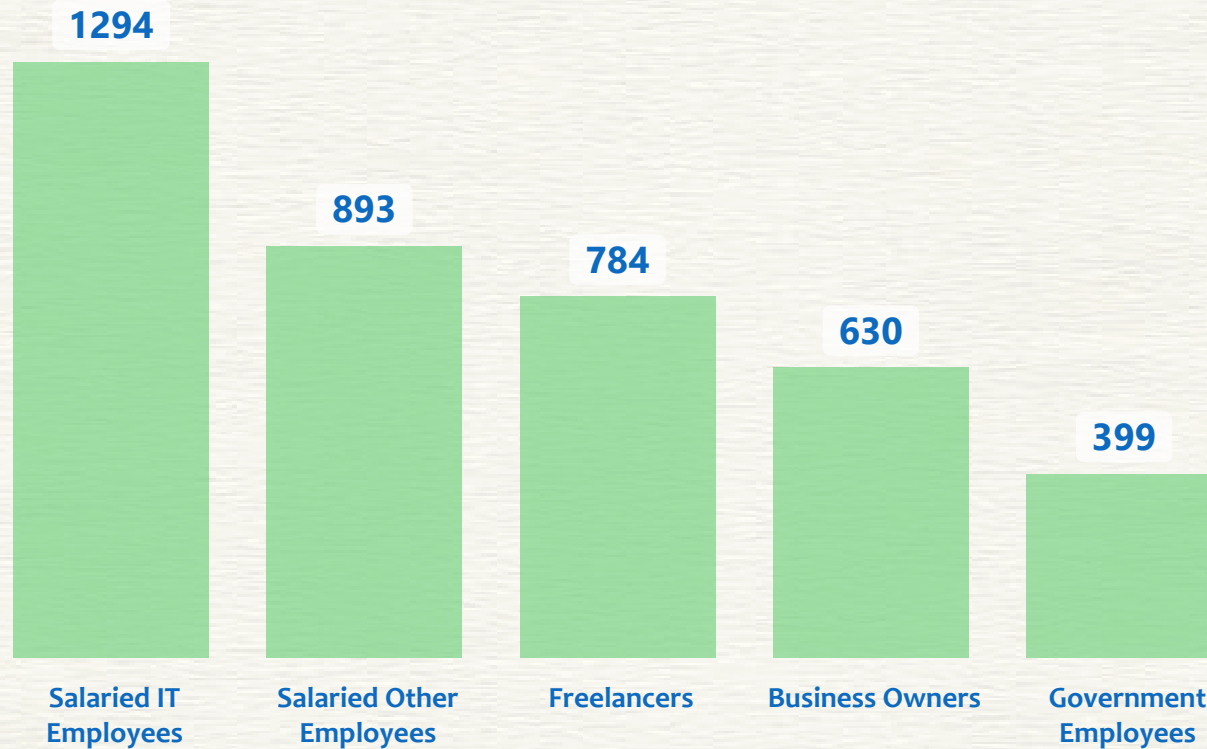
Female

1403

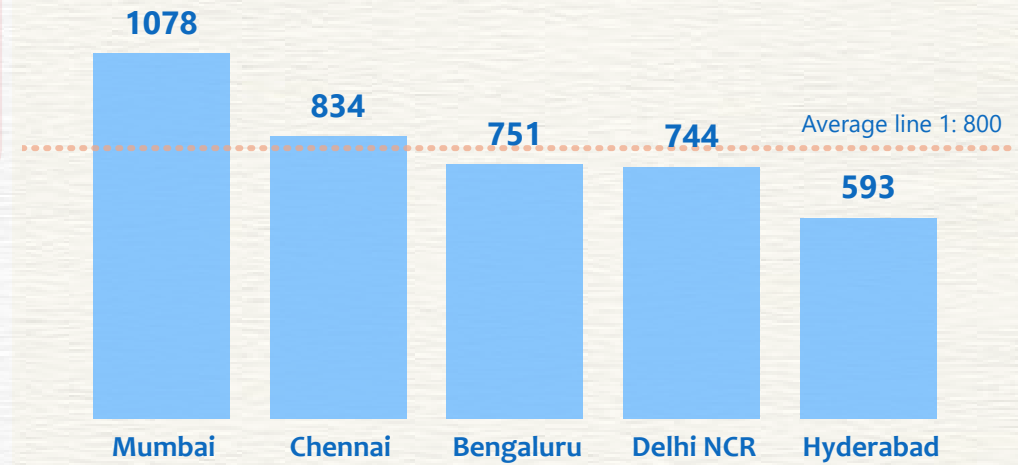
35.08 % Female of total Customer



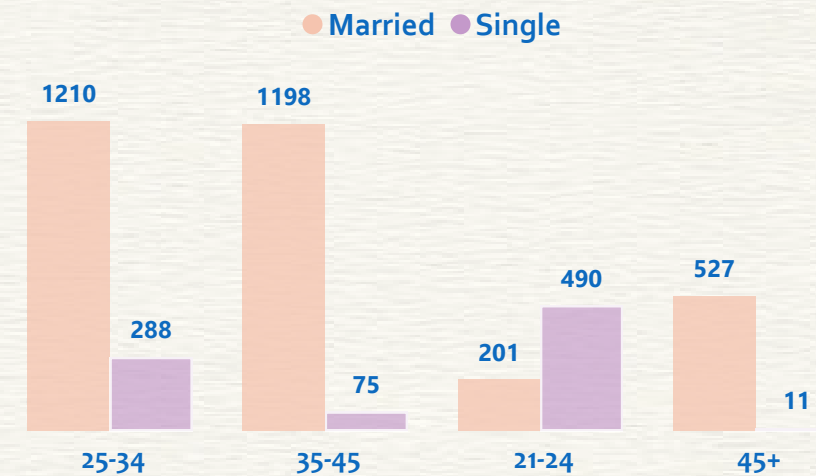
Customer by Occupation



Total Customer in Each City



Total Customer By Age Group



Mitro Bank's Product Strategy Insights

Month

All



Bengaluru

Chennai

Delhi NCR

Hyderabad

Mumbai

Avg Income Utilisation

38.9%



Total Income

207M



Total Income by Age Group

28.14M



77.64M

77636972

25-34

68011240

35-45

32843591

45+

28136326

21-24

Average of Income by Occupation

100%

Business Owners

₹ 70.09K

Salaried IT Employees

₹ 61.50K

Government Employees

₹ 52.03K

Salaried Other Employees

₹ 38.79K

Freelancers

₹ 35.06K

50%

Total Income by City

55754K

42802K

38675K

38356K

31040K

Mumbai

Chennai

Delhi NCR

Bengaluru

Hyderabad

Category

21-24

25-34

35-45

45+

Total

Apparel

2.53

8.61

6.61

9.14

6.07

Bills

8.01

1.77

1.62

2.14

1.97

Electronics

2.47

2.36

2.44

4.43

2.60

Entertainment

1.86

6.09

6.92

9.15

5.00

Food

3.03

5.10

4.73

6.40

4.69

Groceries

5.02

2.07

2.15

2.85

2.39

Health & Wellness

4.46

4.16

2.26

3.12

3.15

Others

13.58

12.68

11.91

16.03

12.95

Travel

6.88

2.86

3.63

3.57

3.49

Total

0.41

0.38

0.36

0.48

0.39

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All

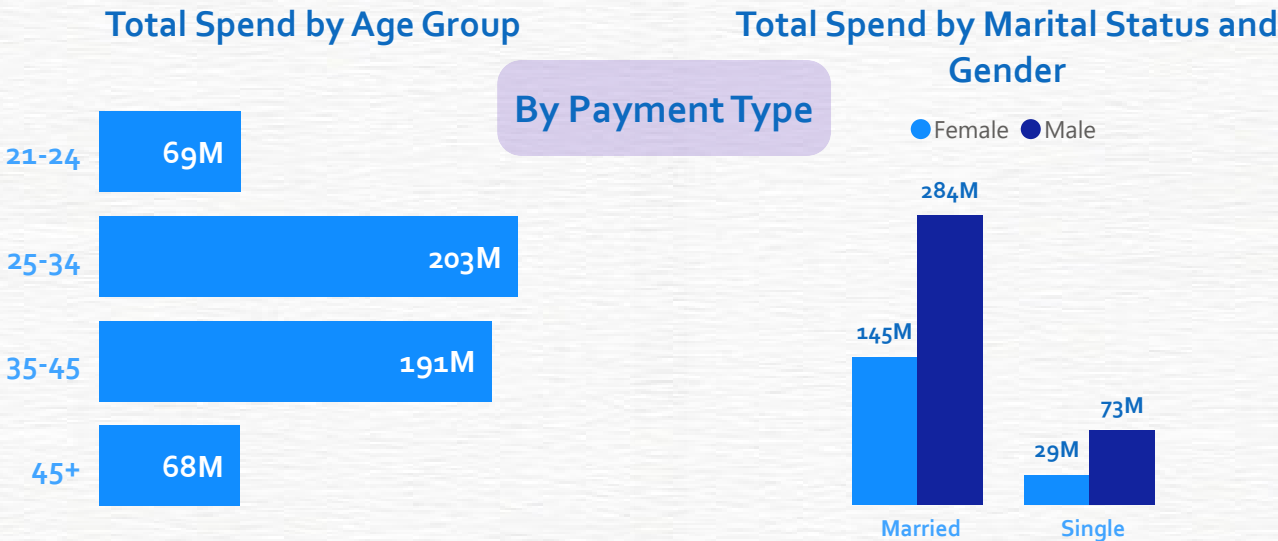
Bengaluru

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By Payment Type

Total Spend

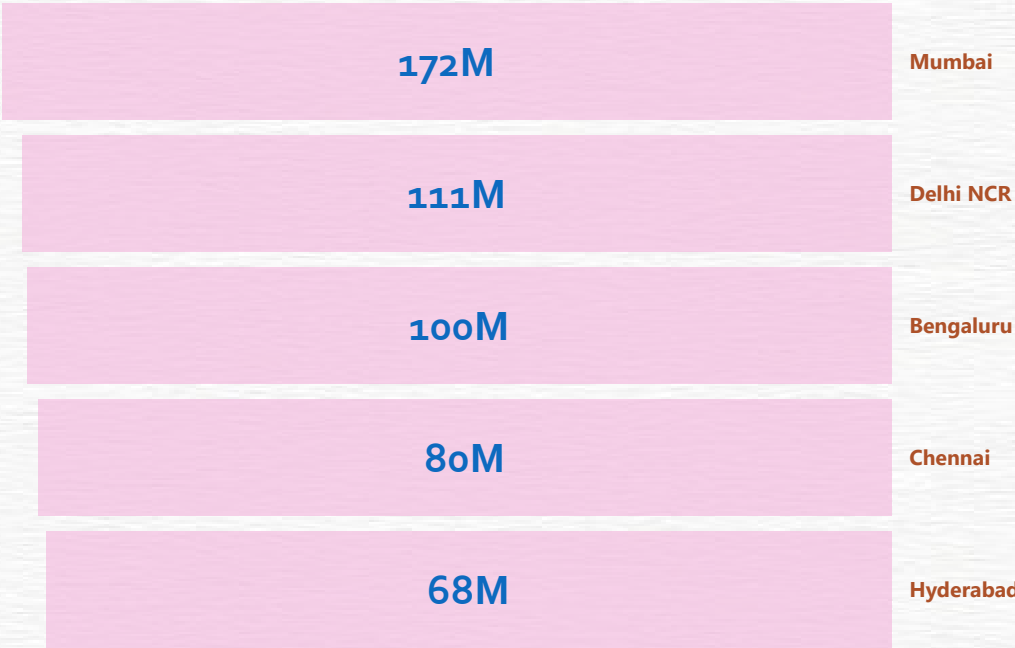
531M

Average of spend

614.5

By Occupation

Total Spend by City



Category	Credit Card	Debit Card	Net Banking	UPI	Total
Apparel	13.97M	8.32M	3.52M	8.23M	34.04M
Bills	46.33M	25.34M	10.81M	22.43M	104.91M
Electronics	35.18M	15.74M	7.49M	21.14M	79.56M
Entertainment	17.10M	8.28M	4.03M	11.88M	41.29M
Food	15.43M	9.12M	4.51M	14.96M	44.01M
Groceries	27.17M	21.40M	9.14M	28.60M	86.30M
Health & Wellness	27.68M	16.48M	7.15M	14.29M	65.60M
Others	6.83M	3.29M	1.67M	4.17M	15.96M
Travel	26.61M	11.60M	5.89M	15.12M	59.22M
Total	216.31M	119.56M	54.21M	140.82M	530.90M