

# Spend Distribution Across Card Types

## Overview

The data represents spending habits across four distinct credit card plans: Gold, Signature, Platinum, and Silver. Each plan is associated with specific spending limits and benefits, influencing the total spending and percentage contributions.

## Category Dominance

The Gold and Platinum categories appear to be the most popular, with total spending amounts over 990,000 and higher average expenses, indicating that cardholders in these categories actively utilize their cards. The Signature and Silver categories show slightly lower overall spending but similar average expenses, suggesting that card usage may be more controlled or budget-oriented.

## Budget Allocation

Cardholders in the Gold and Platinum categories seem to have higher spending power or a tendency to spend more freely. These categories could benefit from reviewing budgeting strategies to ensure sustainable spending habits. The Signature and Silver categories demonstrate more disciplined spending, but cardholders may still benefit from expense tracking to identify areas for potential cost savings.

## Behavior Insights

There is a clear correlation between the spending limits and average expenses of the different card types. Gold and Platinum cardholders, with their higher limits, tend to spend more overall, while Signature and Silver cardholders exhibit more controlled spending behaviors relative to their limits. This suggests that spending habits are influenced by the card benefits and limits offered by each plan.

## Recommendations

For Gold and Platinum cardholders, implementing budget plans and tracking tools could help prevent overspending and encourage more conscious financial decisions. Signature and Silver cardholders may benefit from reviewing their expense categories to ensure their spending aligns with their priorities. Additionally, analyzing external factors such as economic trends, inflation, and changing consumer behaviors can help cardholders adjust their budgets accordingly.

| card_type | highest_spend_amount | lowest_spend_amount |
|-----------|----------------------|---------------------|
| Gold      | 996754.0             | 1038.0              |
| Signature | 994537.0             | 1024.0              |

|          |          |        |
|----------|----------|--------|
| Platinum | 998077.0 | 1005.0 |
| Silver   | 955468.0 | 1018.0 |