Project Problem statement:

Mitron Bank, a legacy financial institution headquartered in Hyderabad, aims to introduce a new line of credit cards to expand its product offerings and strengthen its market presence. To achieve this goal, Mitron Bank has partnered with AtliQ Data Services to analyze a sample dataset of 4000 customers across five cities. The objective is to gain insights into customer demographics, spending behaviors, and preferences, and use these insights to tailor the credit card offerings to customer needs and market trends. The challenge is to leverage data-driven analysis and recommendations to develop credit card features that maximize customer engagement, satisfaction, and profitability while addressing the evolving demands of the financial market.

Dataset :

1. dim\_customers

2. fact\_spends

Column Description for dim\_customers:

- customer\_id: This column represents the Unique ID assigned to each customer.

- gender: This column represents the gender of the customer. (Male, Female)

- age\_group: This column categorizes the customer into different age groups. (21-24, 25-34, 35-45, 45+)

- marital\_status: This column indicates the marital status of the customer (single, married).

- city: This column represents the city of residence for the customer. (Mumbai, Delhi-NCR, Chennai, Hyderabad, Bengaluru)

- occupation: This column denotes the occupation or profession of the customer. (Salaried IT Employees, Salaried Other Employees, Business Owners, Freelancers, Government Employees)

- average\_income: This column indicates the monthly average income of the customer, in INR currency.

Column Description for fact\_spends:

- customer\_id: This column represents the Unique ID of each customer, linking to the dim\_customer table.

- month: This column indicates the month in which the spending was recorded. (May, June, July, August, September, October)

- category: This column describes the category of spending (Entertainment, Apparel, Electronics, etc).

- payment\_type: This column specifies the type of payment used by the customer (Debit Card, Credit Card, UPI, Net Banking).

- spends: This column shows the total amount spent by the customer in the specified month, category and payment\_type.

**Links :**

Project Link : <https://app.powerbi.com/groups/me/reports/d1efd2e8-e2fe-46db-881c-78a783bf8288?pbi_source=desktop>

Presentation link : <https://www.canva.com/design/DAGFMGTWIKM/PLCd0DNjeVlT-_Rm-wUKoQ/edit?utm_content=DAGFMGTWIKM&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton>