

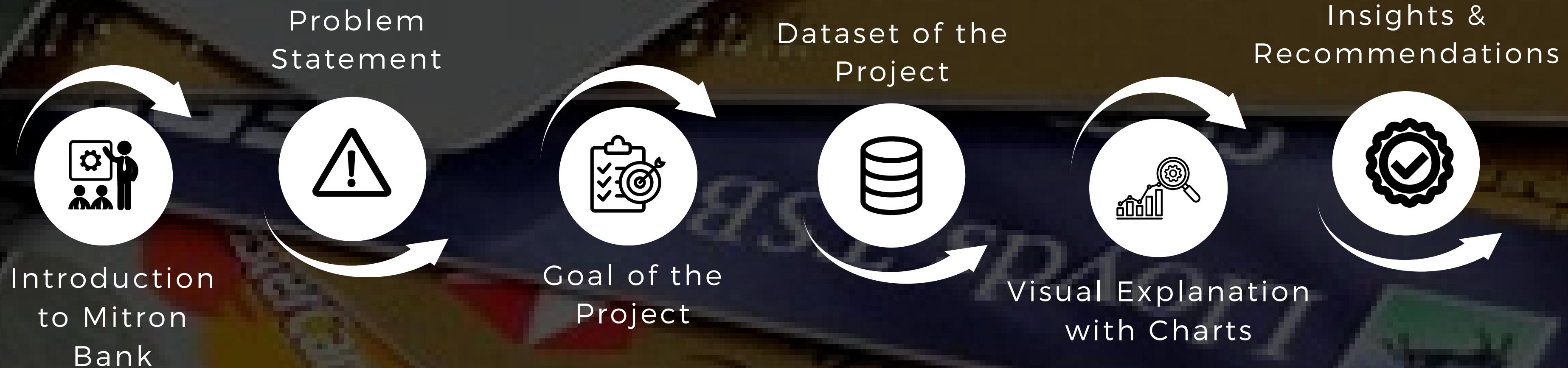


MITRON BANK

Strategic Insights for Mitron Bank's New Credit Card Line

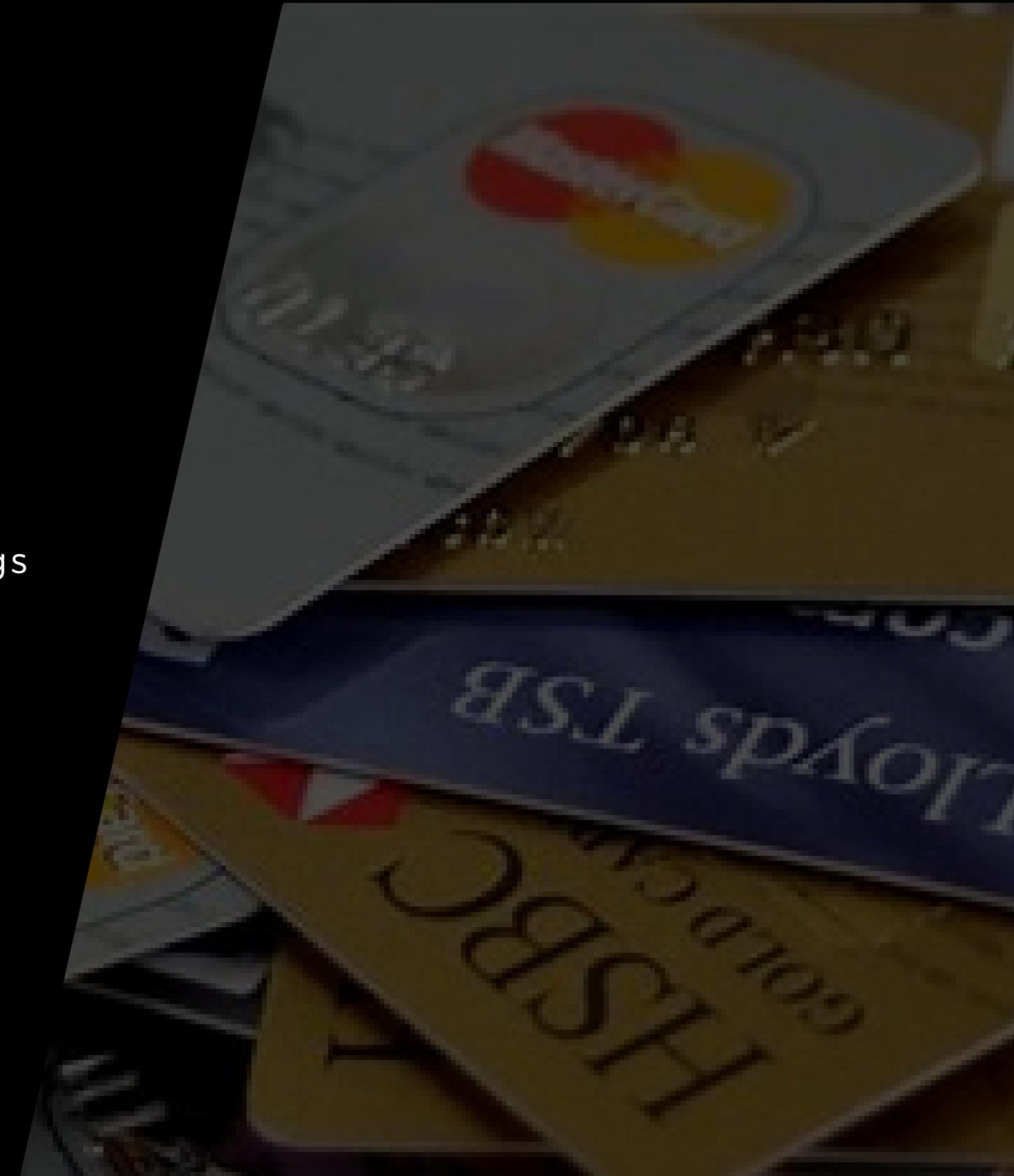
PRESENTED BY:
ANUGYA SINGHAL

AGENDA



INTRODUCTION

Mitron Bank, a well-established financial institution with a long history of serving customers is headquartered in Hyderabad, a major city in India. The bank aims to expand its product offerings in the financial market.



A vertical stack of several credit cards is shown, partially visible on the left side of the slide. The cards have various designs and colors, including red, yellow, and blue.

PROBLEM STATEMENT

Mitron Bank wants to launch a new credit card line to expand its service, but there's uncertainty. To address this, as a data analyst, need to analyze a sample dataset of 4000 customers' online spending habits across five cities. The goal is to provide insights that help Mitron Bank tailor the credit cards to customer needs and market trends.



GOAL

My goal is to analyze the sample data, create impactful metrics and visuals, and develop a user-friendly dashboard for Mitron Bank's leadership. The objective is to deliver data-driven insights & recommendations to Mr. Bashnir Rover (The Director of Mitron Bank), supporting the successful launch of the new credit card line.

DATASET

dim_customers
age_group
avg_income
city
customer_id
gender
marital status
occupation



fact_spends
category
customer_id
month
payment_type
Σ spend
Collapse ^

Customer Demographics

The dataset includes information on the demographics of 4000 customers such as age groups, gender, marital status, and occupation.

Customers Spending Behavior

The dataset includes the spending habits of the customers including monthly spend, payment type by the customers, and category in which credit card used.



MITRON BANK

Strategic Insights for Mitron Bank's New Credit Card Line



Demographic Analysis



Spent Analysis



Income Analysis



Income Utilization Analysis



Demographic Analysis

Occupation

All

City

All

Payment Type

All

Total Customers

4000

Female Customers

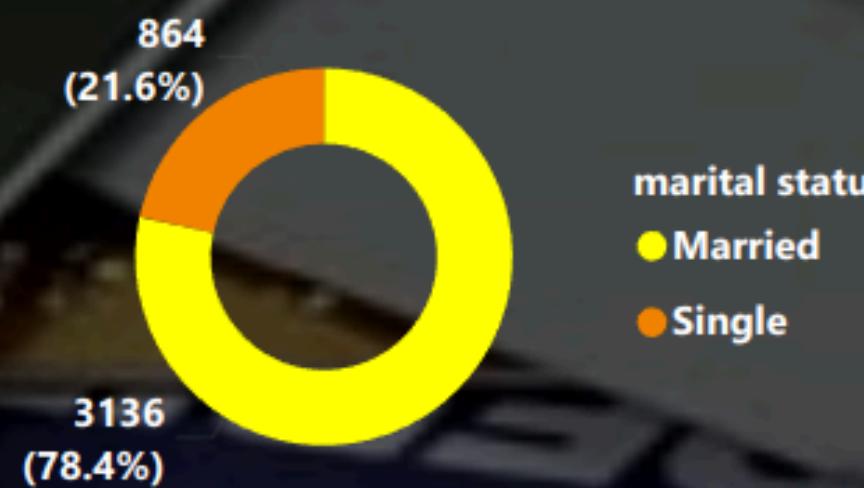
1403

Male Customers

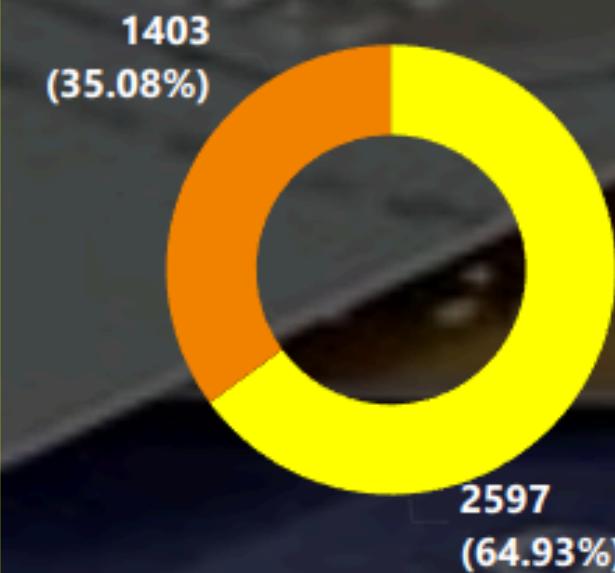
2597



Total Customers by Marital Status

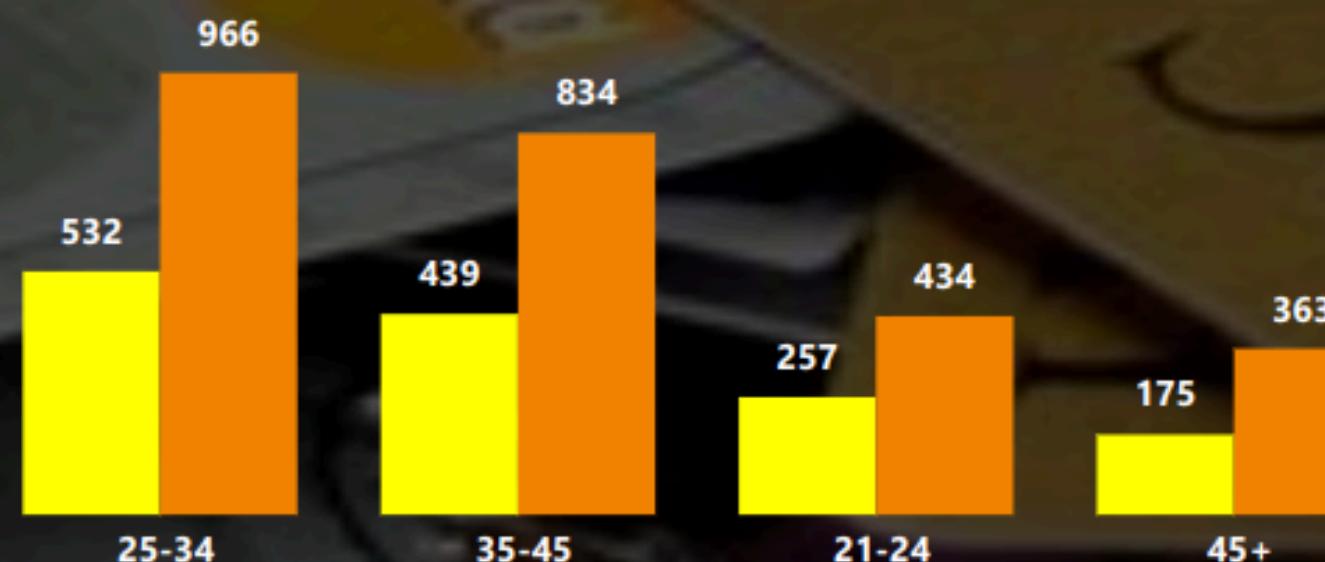


Total Customers by Gender



Total Customers by Age Group & Gender

gender ● Female ● Male



Occupation

All

City

All

Payment Type

All

Active Customers by city

Mumbai

Bengaluru

Delhi NCR

1078

Chennai

751

744

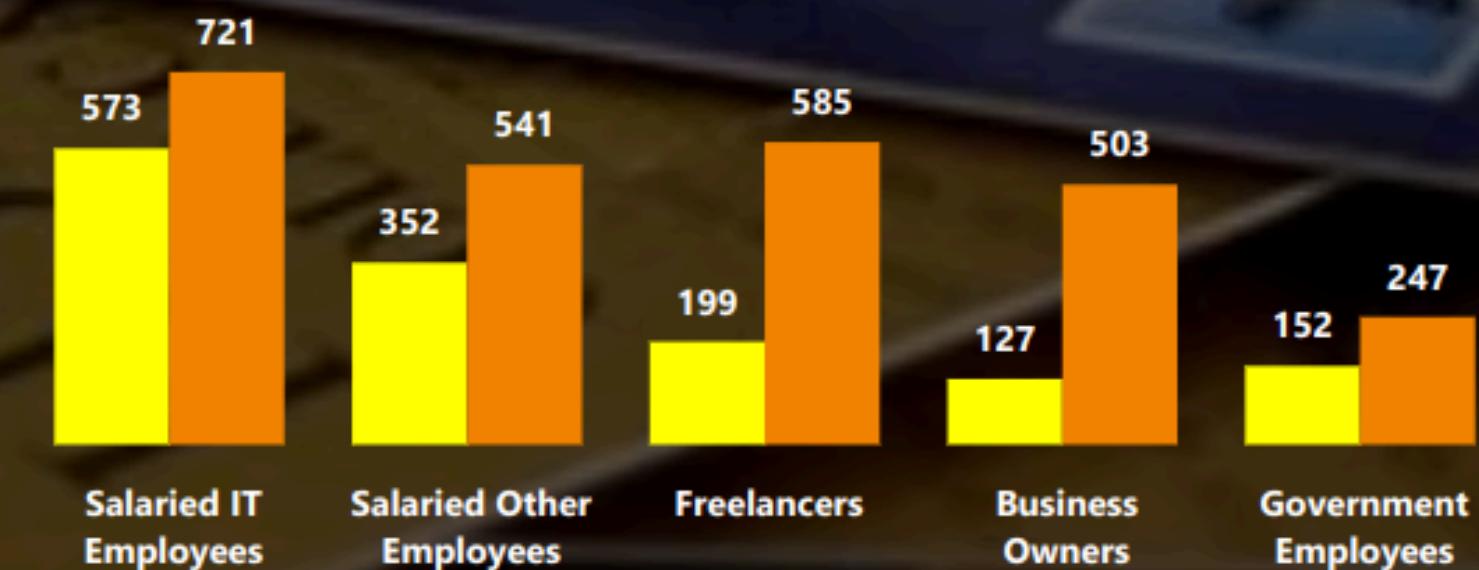
834

593

Hyderabad

Total Customers by Occupation & Gender

gender ● Female ● Male



DEMOGRAPHIC INSIGHTS

Demographic Insights gives the information about distribution of the total customers by age, gender, occupation, and marital status.

Total Customers: The dataset includes a significant sample of **4000** customers, serving as the basis for our analysis.

Gender Distribution: By observing the distinct gender distribution:

Total Male Customers: **2597 (64.93%)**

Total Female Customers: **1403 (35.08%)**

Customers by Age Group: The utilization of a Clustered Column Chart has allowed us to dissect the age distribution with a nuanced perspective.

The age group 25-35 emerges as the dominant segment with **1498 customers, comprising 966 males and 532 females.**

Following closely, the age group 35-45 commands **1273 customers**, demonstrating a nuanced breakdown of 834 males and 439 females.

Notably, the 45+ age group exhibits the **smallest customer count standing at 538.**

Customers by Occupation:

Salaried IT Employees emerge as the predominant category with **1294 customers comprising 721 males and 573 females.**

Other significant categories include **Salaried Other Employees (893), Freelancers (784), Business Owners (630), Govt Employees (299)**

Customers by Marital Status: A Donut Chart has been employed to visualize the marital status distribution.

Married customers dominate the landscape, **constituting a substantial 78.41% of the total customer base (3136 customers).**

Unmarried customers account for **21.6% totaling 864 individuals.**

Customers by Marital Status: Mumbai stands out with the highest customer count at 1078, delineating 693 males and 385 females.

Other cities follow suit:

Chennai (834), Bangalore (751), Delhi NCR (744), Hyderabad (593)



Income Analysis

Occupation

All

City

All

Payment type

All

Total Income Amount

₹ 1,239.77M

Average Monthly Income

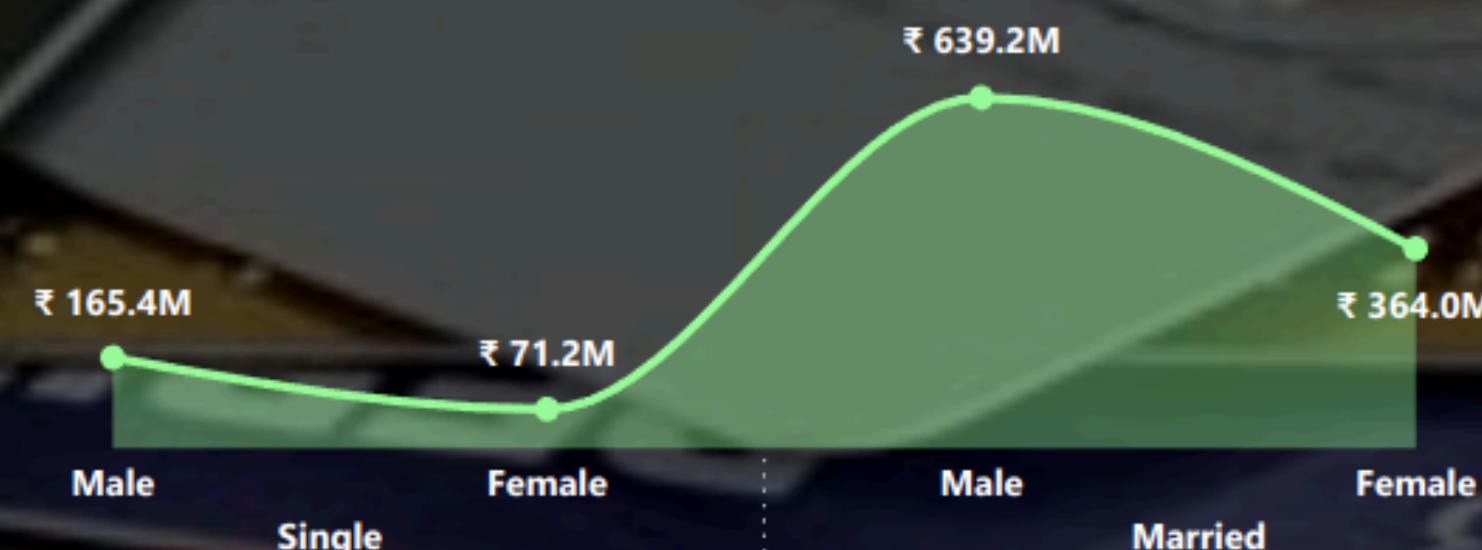
₹ 51.66K

Average Income Utilization %

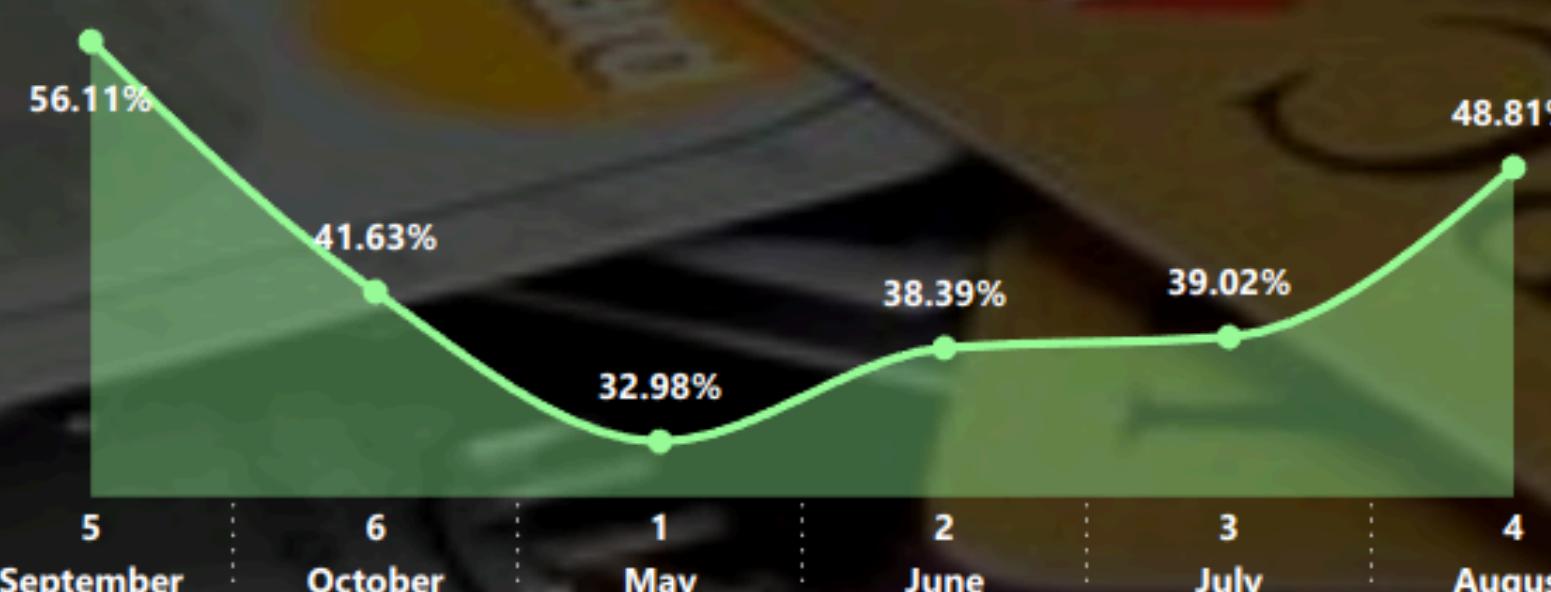
42.82%



Total Income by Gender & Marital Status



Income Utilization % by Month



Total Income by Occupation in Different Cities

City

Business Owners

Freelancers

Government Employees

Salaried IT Employees

Salaried Other Employees

Bengaluru

₹ 48.60M

₹ 40.24M

₹ 24.12M

₹ 83.89M

₹ 33.29M

Chennai

₹ 48.46M

₹ 31.84M

₹ 28.75M

₹ 96.52M

₹ 51.25M

Delhi NCR

₹ 47.28M

₹ 28.87M

₹ 20.73M

₹ 95.72M

₹ 39.45M

Hyderabad

₹ 42.97M

₹ 25.14M

₹ 20.06M

₹ 69.39M

₹ 28.70M

Mumbai

₹ 77.64M

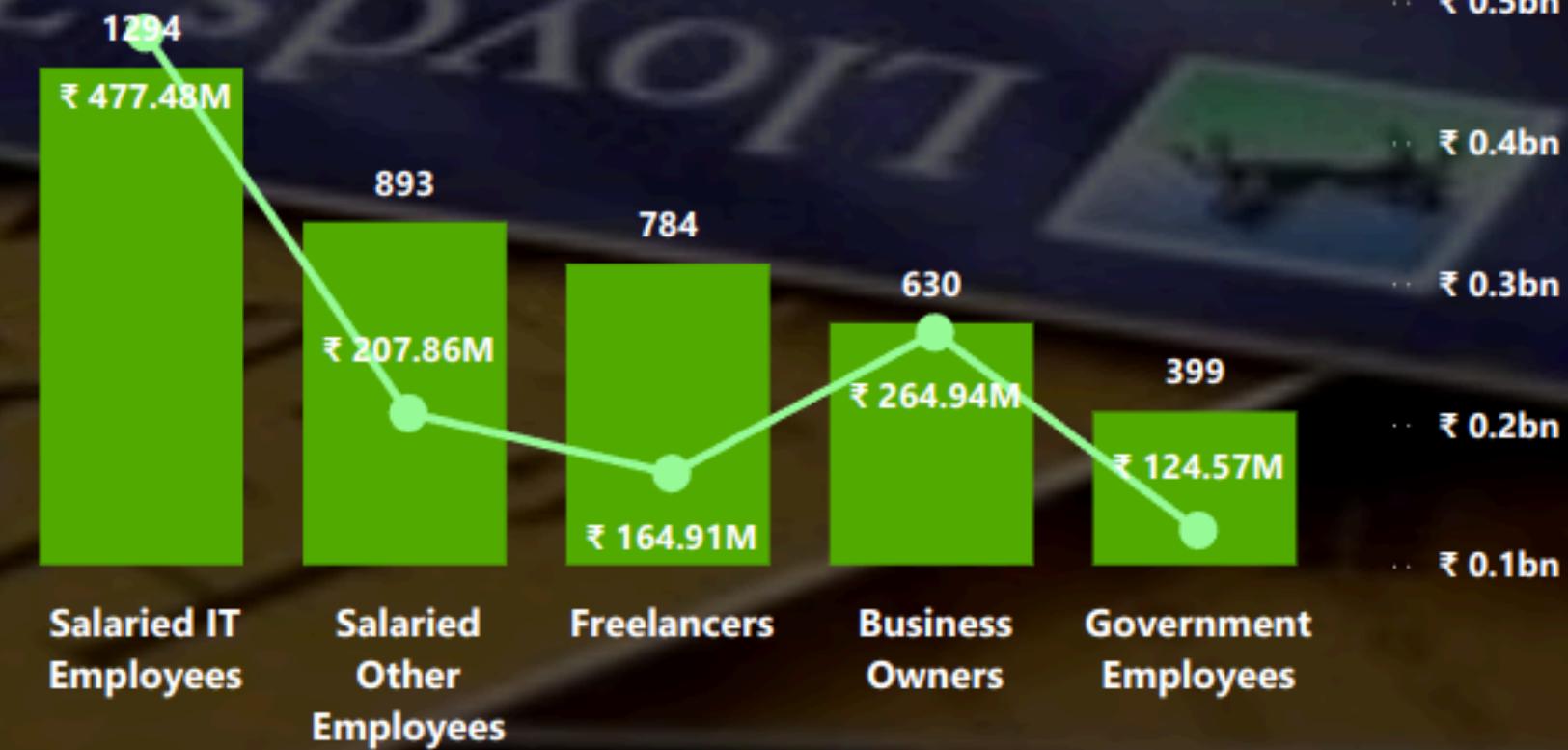
₹ 38.83M

₹ 30.92M

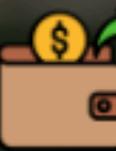
₹ 131.97M

₹ 55.17M

Active Customers & Total Income by Occupation

● Active Customers ● Sum of Total Income


Spent Analysis



Total Spent Amount
₹ 531M

Average Monthly Spent
₹ 22.12K

Average Income Utilization %
42.82%



Total Spent & Income Utilization % by Age Group

Age Group	Total Spent	Average Monthly Spent	Average Income Utilization %
21-24	₹ 68.52M	₹ 16.53K	40.59%
25-34	₹ 203.36M	₹ 22.63K	43.66%
35-45	₹ 190.64M	₹ 24.96K	46.72%
45+	₹ 68.38M	₹ 21.18K	34.70%

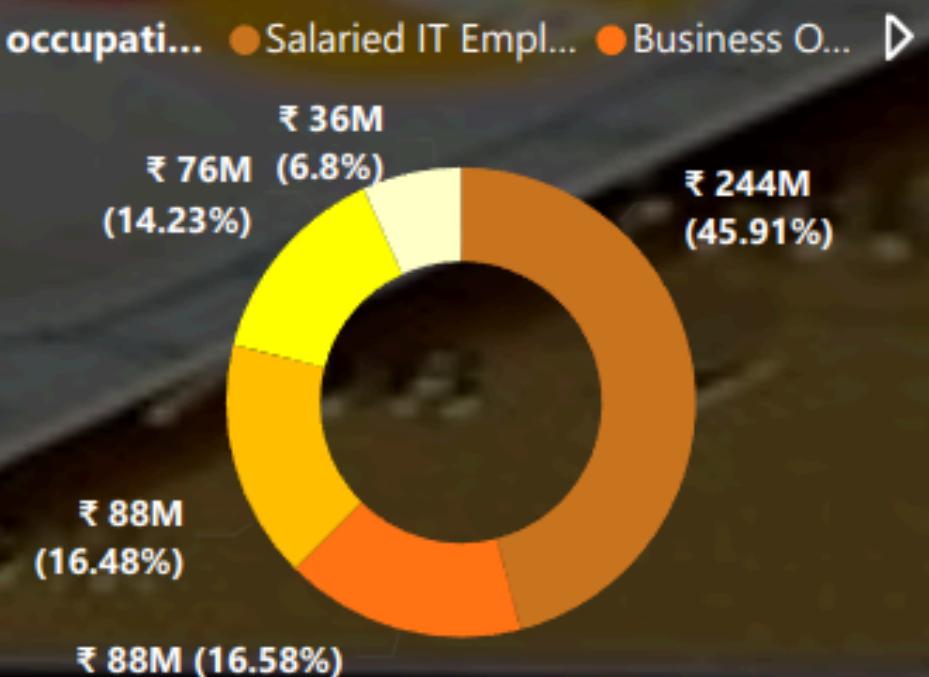


Occupation

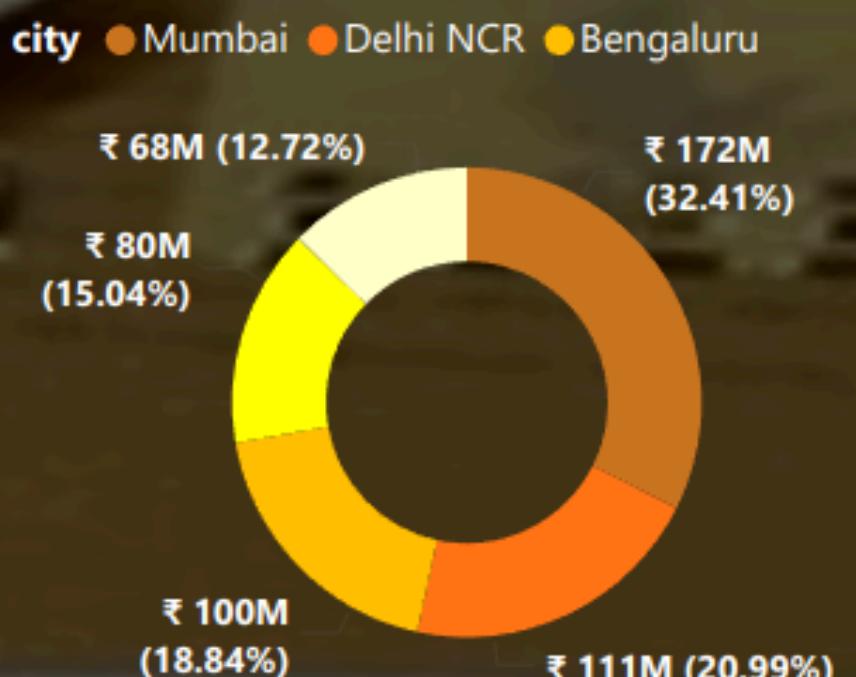
City

Payment type

Total Spent by Occupation

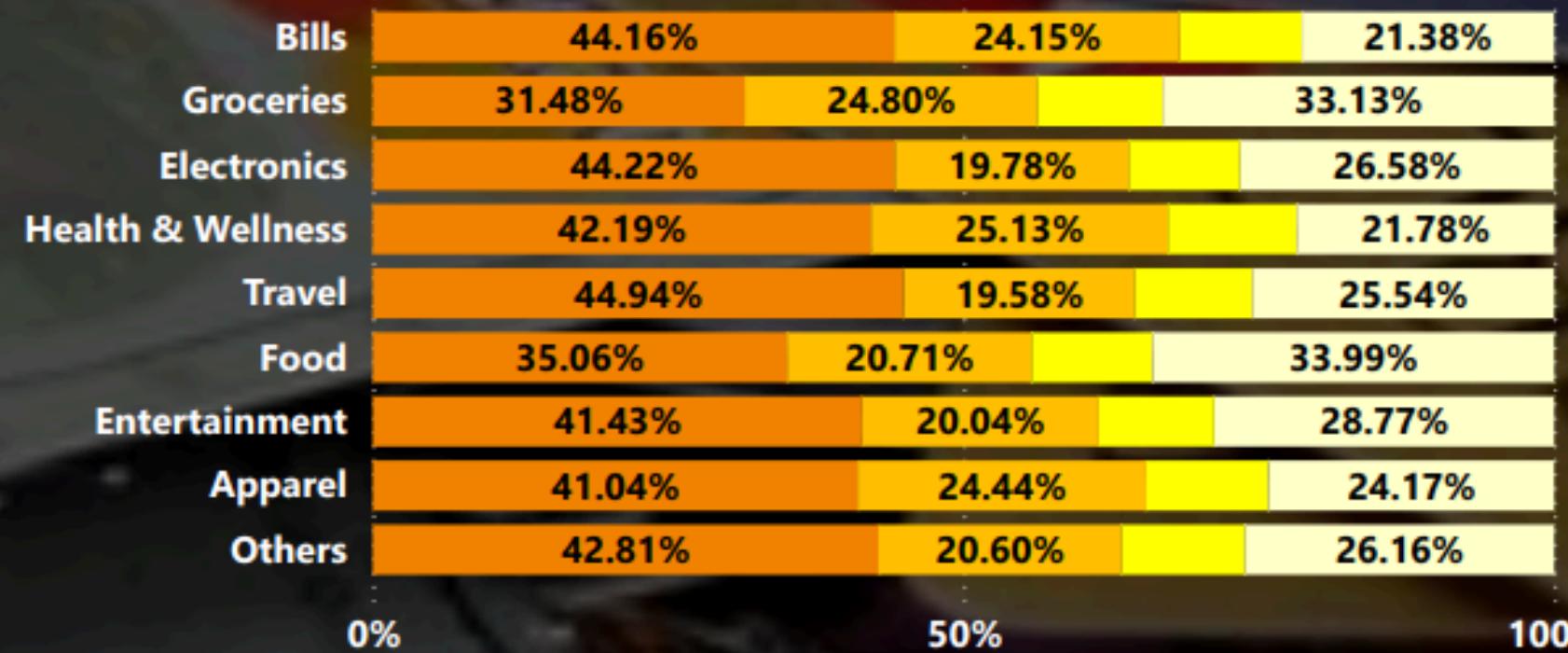


Total Spent by City



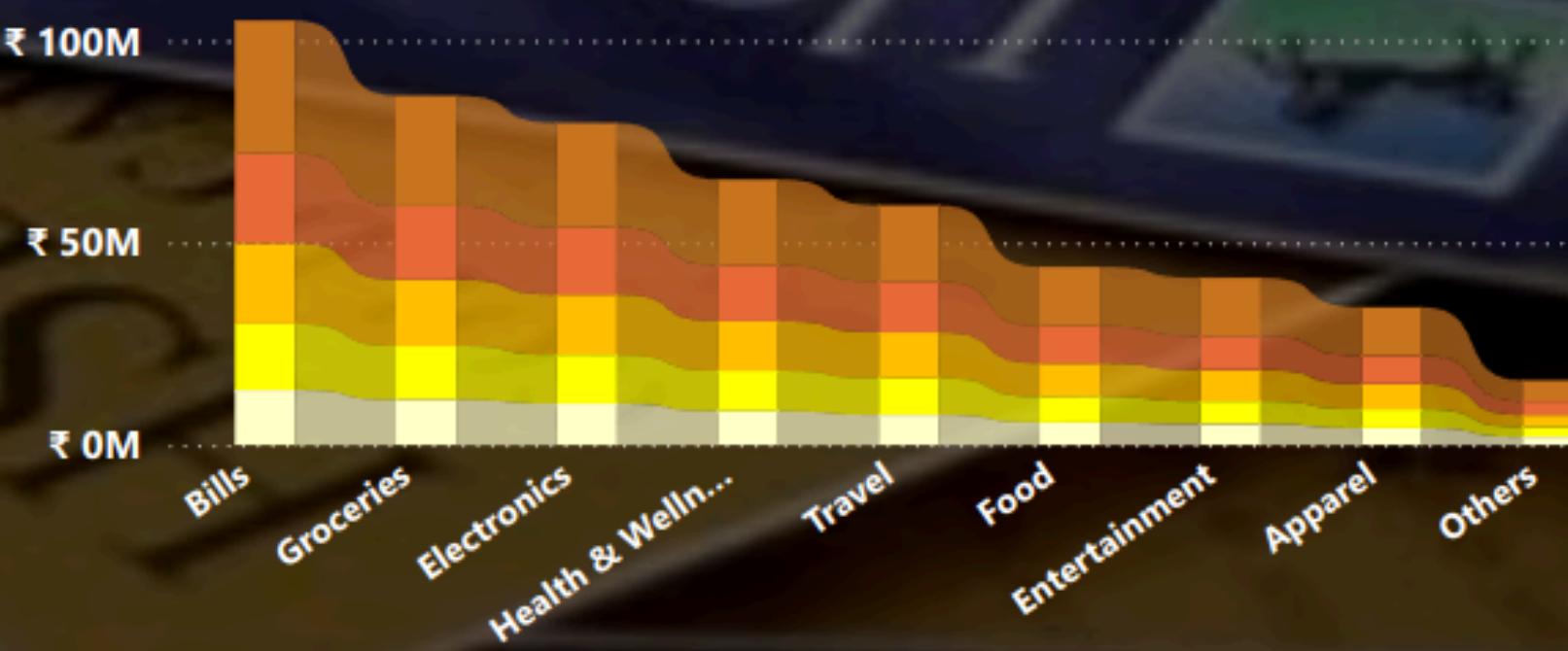
Total Spent by Category & Payment Type

payment_type ● Credit Card ● Debit Card ● Net Banking ● UPI



Total Spent by City & Category

city ● Bengaluru ● Chennai ● Delhi NCR ● Hyderabad ● Mumbai





Income Utilization Analysis



Total Income Amount
₹ 1,239.77M

Average Monthly Income
₹ 51.66K

Total Spent Amount
₹ 530.90M

Occupation

All

City

All

Payment type

All

Credit Card Usage %
25.00%



Occupation

Total Income

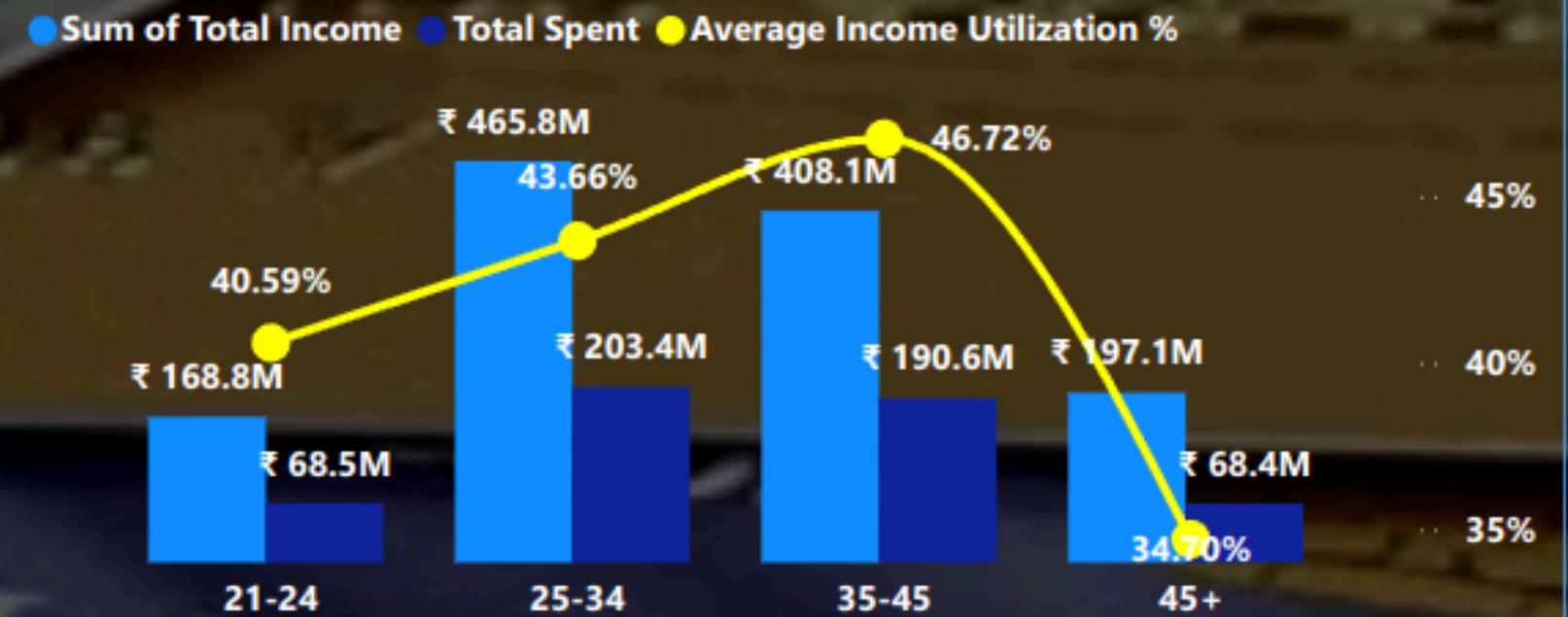
Total Spent

Average Income Utilization %

Business Owners
Freelancers
Government Employees
Salaried IT Employees
Salaried Other Employees

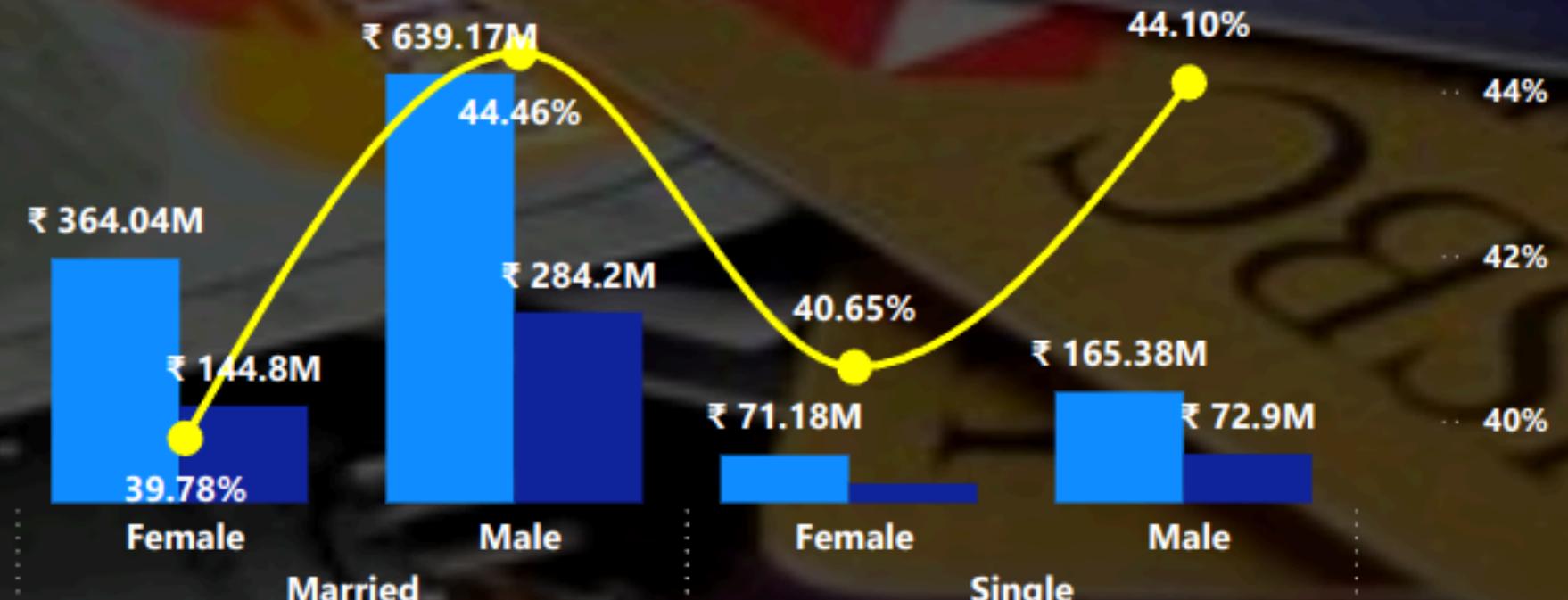
₹ 264.94M	₹ 88.00M	33.22%
₹ 164.91M	₹ 75.54M	45.80%
₹ 124.57M	₹ 36.12M	29.00%
₹ 477.48M	₹ 243.72M	51.04%
₹ 207.86M	₹ 87.51M	42.10%

Total Income & Spent & Income Utilization % by Age Group



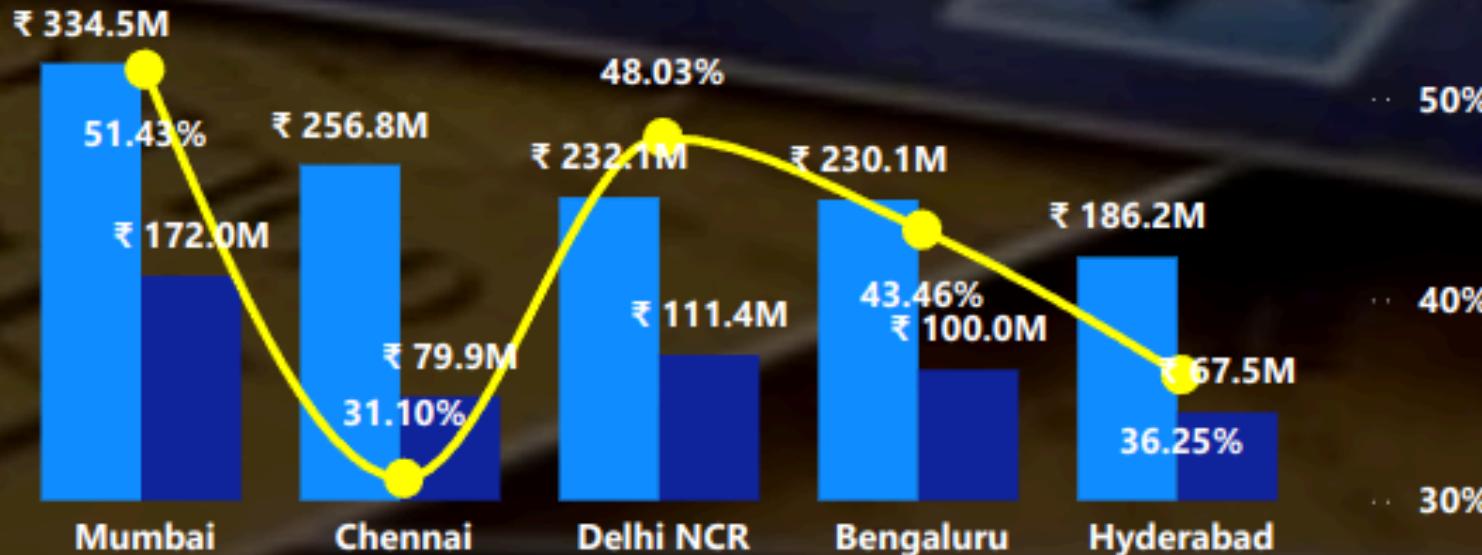
Total Income & Spent & Income Utilization % by Marital Status & Gender

● Sum of Total Income ● Total Spent ● Average Income Utilization %



Total Income & Spent & Income Utilization % by City

● Sum of Total Income ● Total Spent ● Average Income Utilization %



INCOME, SPENDING & INCOME UTILIZATION INSIGHTS

Income, spending and Income utilisation analysis gives the information about the customers average monthly income, spending habits and payment method and how they utilise their incomes.

Key metrics:

Total Income: **1239.77 M**

Total Spent: **531 M**

Income Utilization %: **42.82%**

Income, Spent, & Income Utilisation by Occupation:

Salaried IT Employees lead the chart with the total income of (**\$477.48 M**), total spending (\$244 M), and income utilization of 51.04%.

Followed by Salaried Other Employees, and Freelancers with a total income of (\$207.86M), (\$164.91 M), total spending of (\$88 M), (\$76 M), and income utilisation of (42.10%, and 45.80%) respectively.

Government Employees has the lowest income utilization of 29.00%.

Income, Spent, & Income Utilisation by Age Group:

The age group of 25-34, leads the chart of the Total Income and Total Spending \$465.82 M), \$203 M), respectively with an income utilization rate of 43.66%.

Followed by the age group of 35-45, the total income earned is (\$408.07M), total spending is (\$191 M), and the income utilization rate is 46.72%.

Income, Spent, & Income Utilisation by Gender:

With the help of the Area Chart, by the gender criteria Males lead the board of the Total Income by (\$639.17 M), along with the Total Spending of (\$284 M), and Income Utilization of 44.46%.

Income, Spent, & Income Utilisation by Marital Status:

With the help of the Line and Clustered Column Chart, Married professionals earn and spending more the Singles but the Income utilization of Singles professionals (43.06%) slightly surpasses of Married professionals (42.77%)

INCOME, SPENDING & INCOME UTILIZATION INSIGHTS

Income, Spent, & Income Utilisation by City:

Mumbai out stands as the leading city in the area of the Total Income (\$334.53 M), Total Spending (\$172 M) with the resulting of Income Utilization rate of 51.43%.

Total Spent by Payment Method:

Credit Card is a highly used payment type by professionals with an Income utilization rate of 17.45 %, followed by UPI with 11.36%.

Total Spent by Gender:

Males lead the graph of total spending by (\$357 M), on the other hand Females shares only (\$174 M).

Total Spent by Category:

Bills category leads in spending by the professionals with Income utilization of 8.46%.

Followed by other leading categories: Groceries (6.96%), Electronics (6.42%), and the least spending category is others with Income utilization rate of (1.2%).

Total Spent by Month:

September is the month where the Income Utilization rate of the professionals is the highest with (56.11%) followed by August (48.81%), and October (41.63%).

KEY CUSTOMER AREAS

The analysis focuses on key factors such as age, income, spending habits, payment methods, city of residence, and occupation. By understanding these aspects, Mitron Bank aims to create a credit card line that meets the customers' needs and preferences effectively. This data-driven approach will guide in offering tailored benefits and features, ensuring a successful product launch.

1. DEMOGRAPHIC AREA

1. Age Group Area:

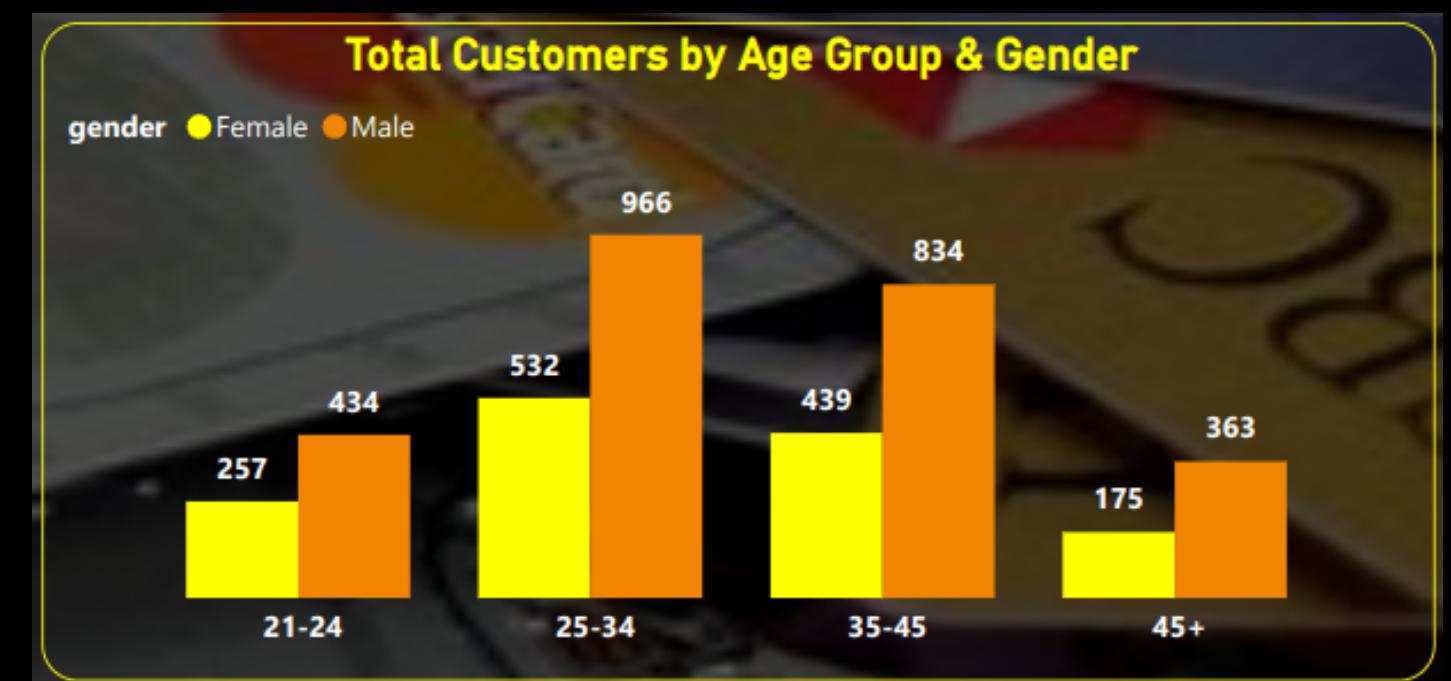
The **25-34** and **35-45** age groups stand out as key segments, exhibiting higher incomes, considerable spending power, and usage rates of **43.66%** and **46.72%** respectively.

The 45+ age group has the highest average monthly income, earning \$61k, followed by the age group of 35-45 with \$53k, while the 35-45 age group has the highest average monthly expenditure, spending \$24.96k.

As per the analysis, the age group of 35-45 is the potential age group for offering credit cards.

The age group demonstrates a balance between earnings, spending habits, and a strong tendency toward credit card use.

Total Spent & Income Utilization % by Age Group			
Age Group	Total Spent	Average Monthly Spent	Average Income Utilization %
21-24	₹ 68.52M	₹ 16.53K	40.59%
25-34	₹ 203.36M	₹ 22.63K	43.66%
35-45	₹ 190.64M	₹ 24.96K	46.72%
45+	₹ 68.38M	₹ 21.18K	34.70%



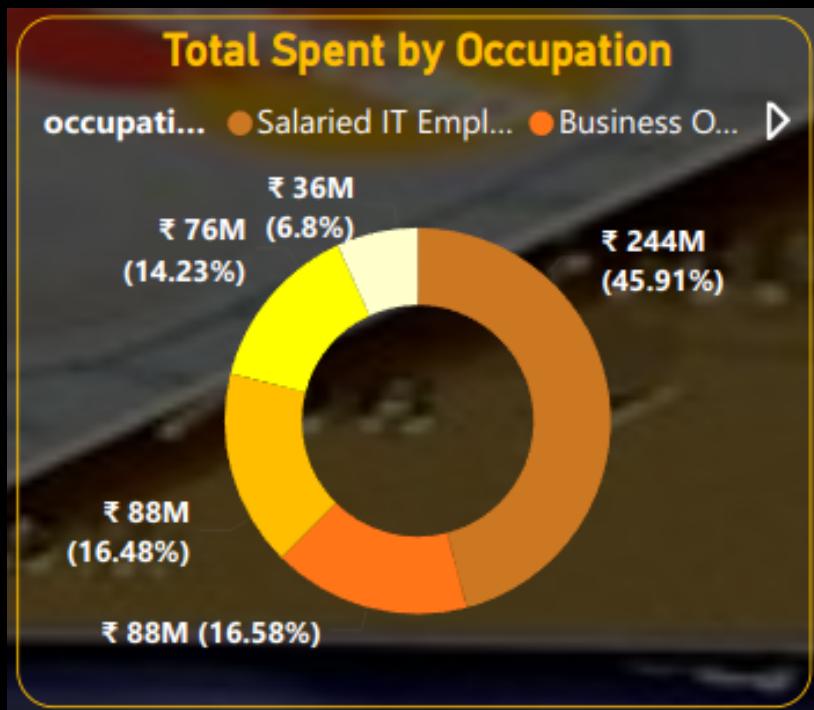
KEY CUSTOMER AREAS

2. Occupation Area:

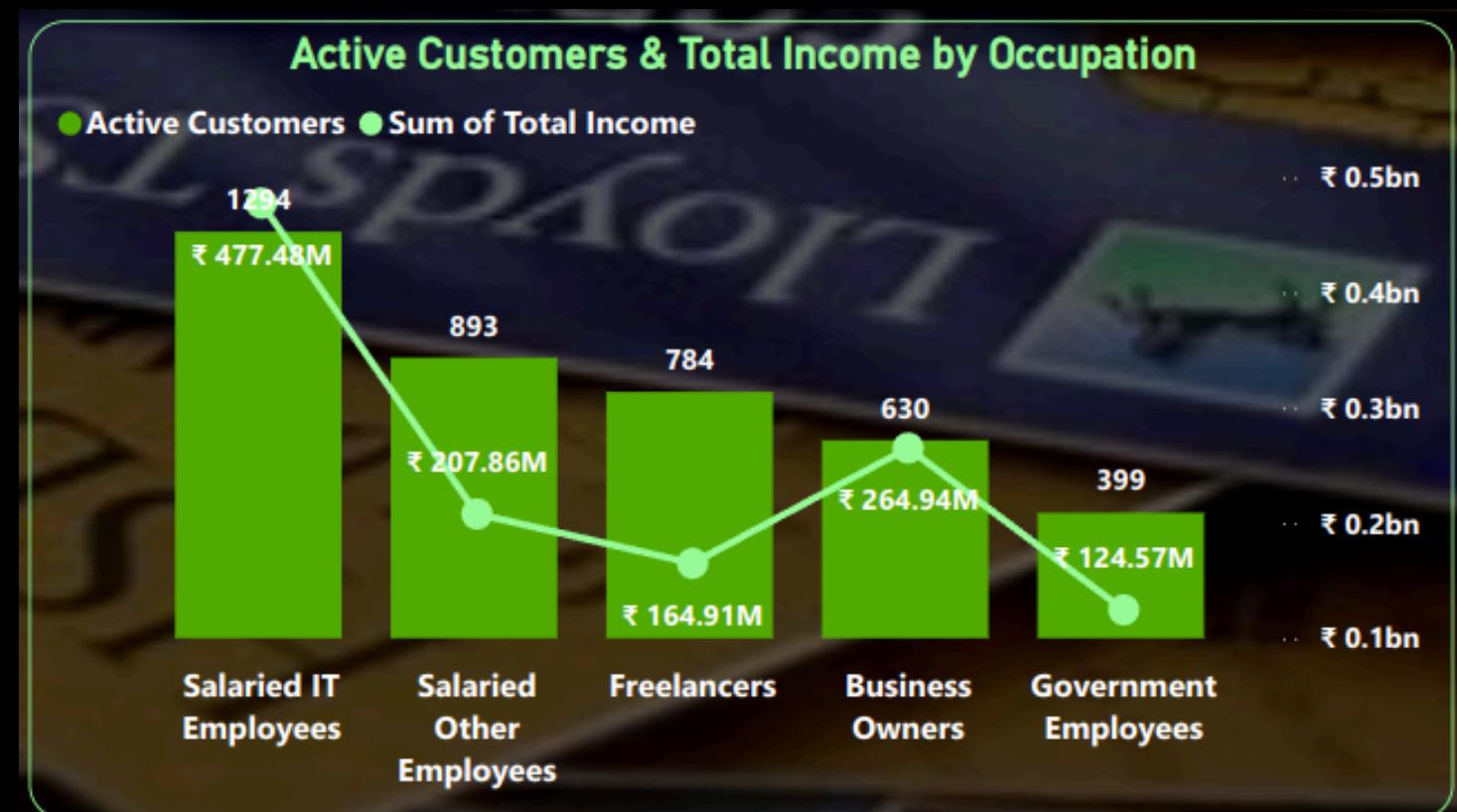
1294 Salaried IT employees represent the top customer segment, boasting the highest income at \$477.48 million and total spending of \$244 million.

Among all cities, salaried IT employees from Mumbai stand out as the leading customers.

Potential customers for offering credit cards include male salaried IT employees and Salaried Other Employees.



City	Total Income by Occupation in Different Cities				
	Business Owners	Freelancers	Government Employees	Salaried IT Employees	Salaried Other Employees
Bengaluru	₹ 48.60M	₹ 40.24M	₹ 24.12M	₹ 83.89M	₹ 33.29M
Chennai	₹ 48.46M	₹ 31.84M	₹ 28.75M	₹ 96.52M	₹ 51.25M
Delhi NCR	₹ 47.28M	₹ 28.87M	₹ 20.73M	₹ 95.72M	₹ 39.45M
Hyderabad	₹ 42.97M	₹ 25.14M	₹ 20.06M	₹ 69.39M	₹ 28.70M
Mumbai	₹ 77.64M	₹ 38.83M	₹ 30.92M	₹ 131.97M	₹ 55.17M



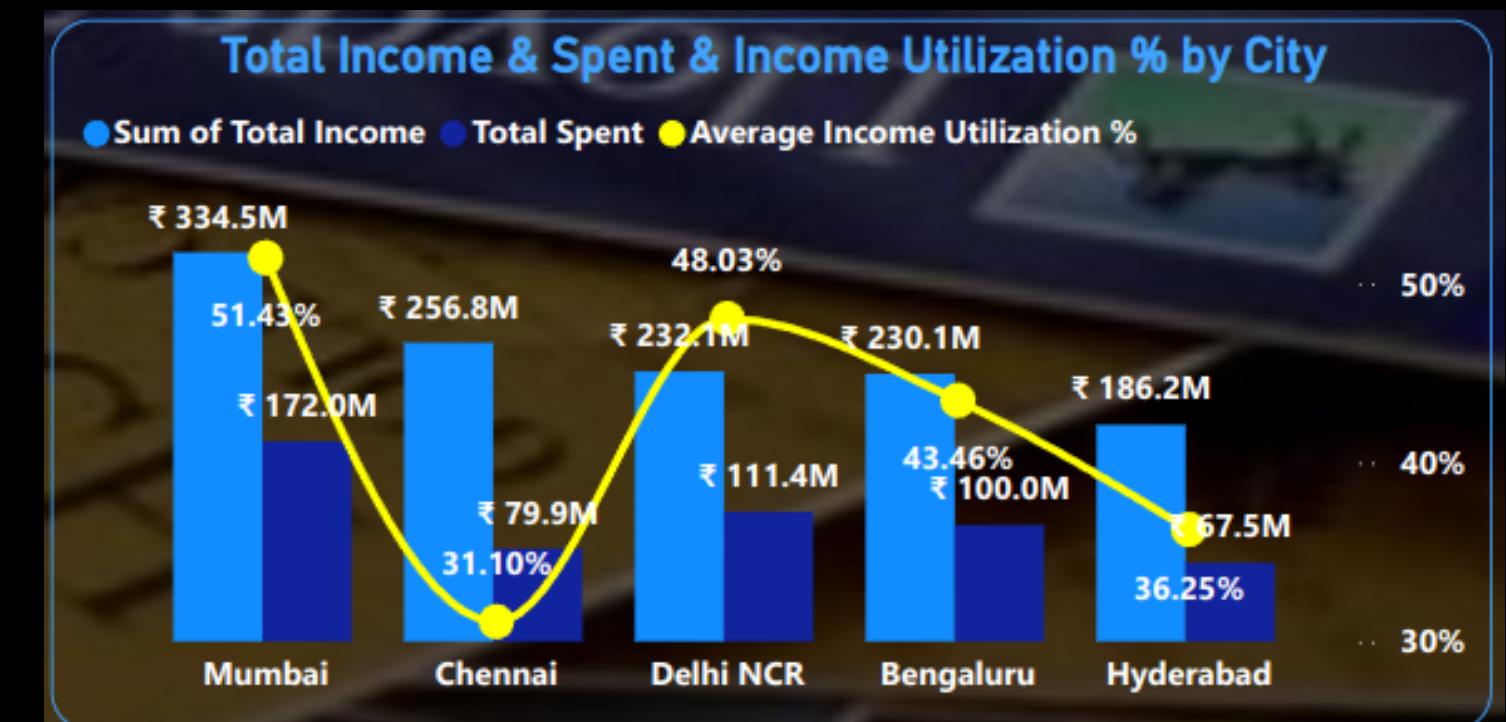
KEY CUSTOMER AREAS

3. Regional Area:

City-specific variations reveal that customers in Mumbai, Delhi NCR, and Bengaluru display higher income and expenditure levels, with utilization rates of 51.43%, 48.03%, and 43.46% respectively. These cities could be prime targets for credit card offerings.

Customizing features to match the spending habits of customers in these particular cities is essential for attracting high-value users.

City	Total Income by Occupation in Different Cities				
	Business Owners	Freelancers	Government Employees	Salaried IT Employees	Salaried Other Employees
Bengaluru	₹ 48.60M	₹ 40.24M	₹ 24.12M	₹ 83.89M	₹ 33.29M
Chennai	₹ 48.46M	₹ 31.84M	₹ 28.75M	₹ 96.52M	₹ 51.25M
Delhi NCR	₹ 47.28M	₹ 28.87M	₹ 20.73M	₹ 95.72M	₹ 39.45M
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Mumbai	₹ 77.64M	₹ 38.83M	₹ 30.92M	₹ 131.97M	₹ 55.17M

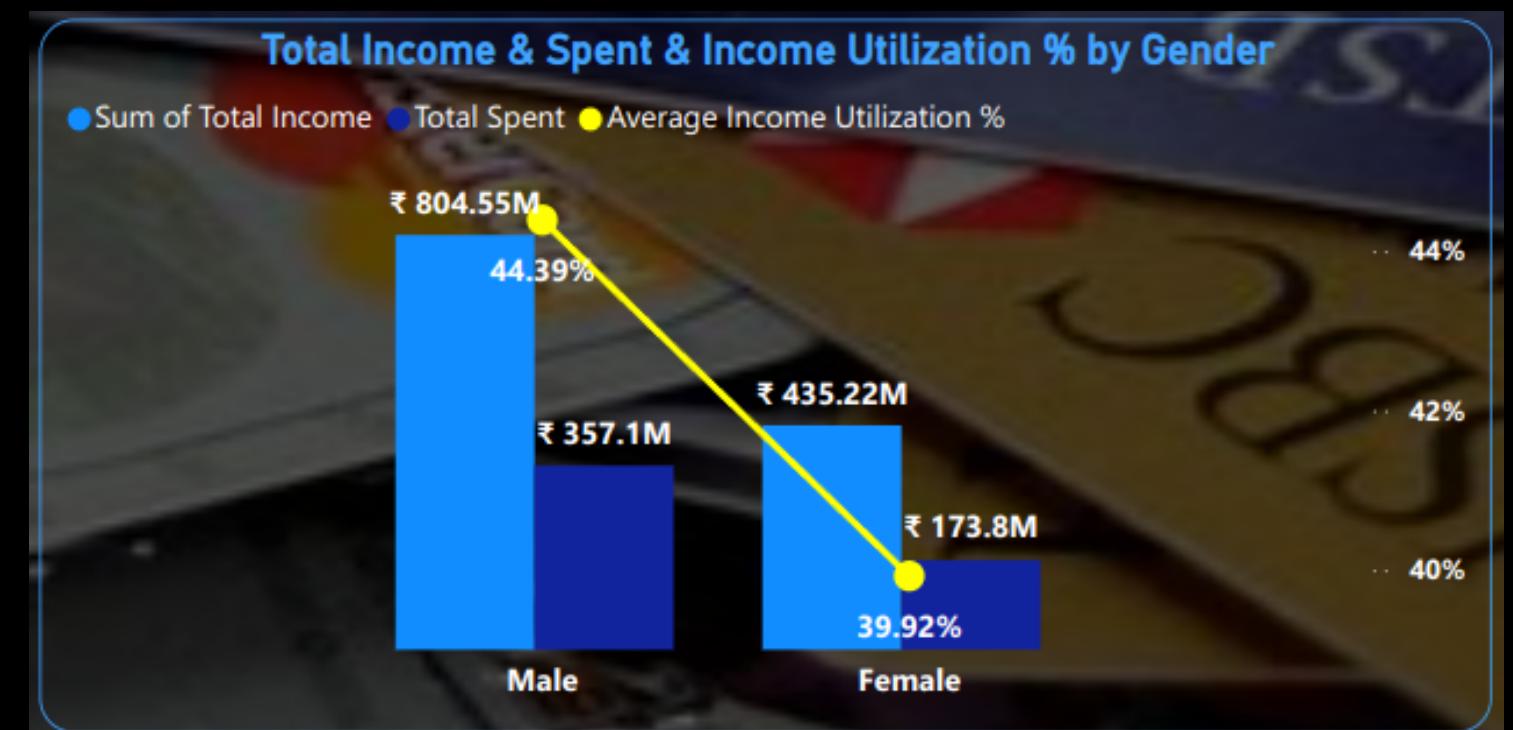
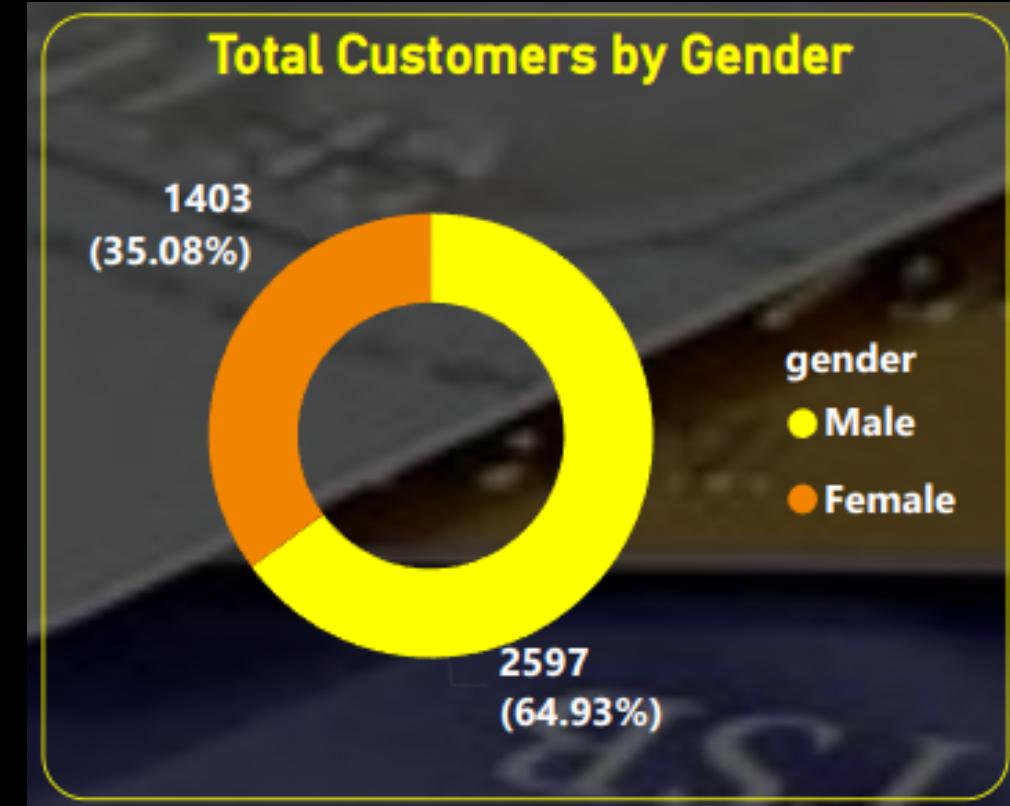


KEY CUSTOMER AREAS

4. Gender Area:

The gender-based examination highlights that men, typically, have higher earnings and expenditures compared to women, demonstrating a greater rate of utilization.

This indicates that men, due to their increased financial engagement and utilization patterns, form a focused customer segment for the new credit card offerings.



RECOMMENDATIONS

To optimize credit card usage, it's essential to incorporate features that align with customer behaviors and expectations. The following recommendations are based on comprehensive data analysis and supported by findings from secondary research, ensuring a holistic approach:

PERSONALIZED REWARDS:

Insights:

- The 25-34 and 35-45 age groups show a strong preference for credit card utilization.
- To boost credit card usage among the target audience of 25-40-year-olds, who tend to have higher spending and earning power, consider integrating the following features into your credit card offerings:

Recommendations:

1. **Rewards Program:** Offer cashback, points, or miles for every transaction to encourage daily credit card usage.
2. **Low or No Annual Fees:** A credit card with minimal or no annual fees will be more appealing to potential users.
3. **Flexible Reward Redemption:** Allow users to redeem rewards for various options, including statement credits, travel, merchandise, or gift cards.
4. **Higher Credit Limits:** Provide higher credit limits to align with the spending habits and financial capabilities of the target audience.
5. **Sign-Up Bonuses:** Offer attractive sign-up bonuses, such as bonus points or cash rewards upon card activation, to entice new users.

RECOMMENDATIONS

To optimize credit card usage, it's essential to incorporate features that align with customer behaviors and expectations. The following recommendations are based on comprehensive data analysis and supported by findings from secondary research, ensuring a holistic approach:

CATEGORY-CENTRIC REWARDS:

Insights: Significant expenses in bills, groceries, and electronics.

Recommendations:

Enhance rewards for essential spending categories by introducing dynamic cashback rates, loyalty points, or partner discounts, thereby creating a compelling reason for cardholders to frequently use their credit cards.

Forge strategic alliances with renowned brands to offer cardholders exclusive discounts, early access to sales, or special financing options for products in popular spending categories. Partner with utility companies to provide exclusive discounts or cashback for bill payments made with a credit card.

Collaborate with grocery chains and electronics retailers to provide special promotions or discounts for cardholders.

Extend the warranty on electronic purchases made with the credit card and offer purchase protection, giving peace of mind for expensive items.

RECOMMENDATIONS

To optimize credit card usage, it's essential to incorporate features that align with customer behaviors and expectations. The following recommendations are based on comprehensive data analysis and supported by findings from secondary research, ensuring a holistic approach:

TECH-DRIVEN CONVENIENCE:

Insights: Salaried IT Professionals, freelancers, and other salaried employees constitute a significant user base with substantial spending potential.

Recommendations: To enhance the likelihood of credit card usage among the identified target customers (salaried IT professionals, other salaried employees, and freelancers), consider integrating the following key features into the credit card:

Reward Categories Aligned with Spending Patterns: Offer rewards specifically tailored to the spending habits of IT professionals, such as for technology purchases, software subscriptions, and online services.

Travel-Related Perks: Include benefits like airport lounge access, travel insurance, and discounts on flights or hotel bookings, recognizing that IT professionals often travel for work.

Exclusive Brand Partnerships: Partner with popular brands and retailers to provide exclusive discounts, promotions, or special offers to cardholders.

Extended Interest-Free Grace Period: Offer an extended interest-free grace period for business-related expenses, allowing users more time to make payments without incurring interest charges.

**Thank You
Anugya Singhal**

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