



MITRON BANK CREDIT CARD ANALYSIS



Centralized insights hub providing quick access to key metrics and visualizations for streamlined data exploration.



Insightful customer profile capturing essential demographics, meeting unique needs and preferences.



Comprehensive income analysis to empower informed financial decisions and optimize banking solutions for individual prosperity.



Strategic expenditure analysis ensuring fiscal efficiency and personalized financial management for optimal banking outcomes.



Precision-driven income utilization analysis, guiding strategic financial planning for maximum value and client satisfaction in banking services.



CUSTOMER DEMOGRAPHICS

City 

All

Marital Status 

All

Occupation 

All

Gender 

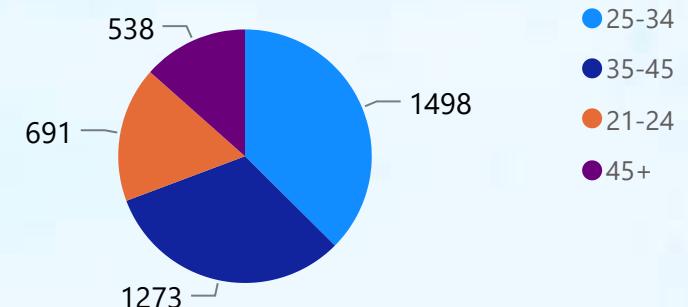
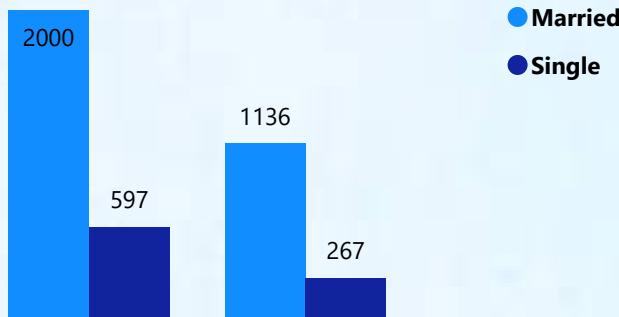
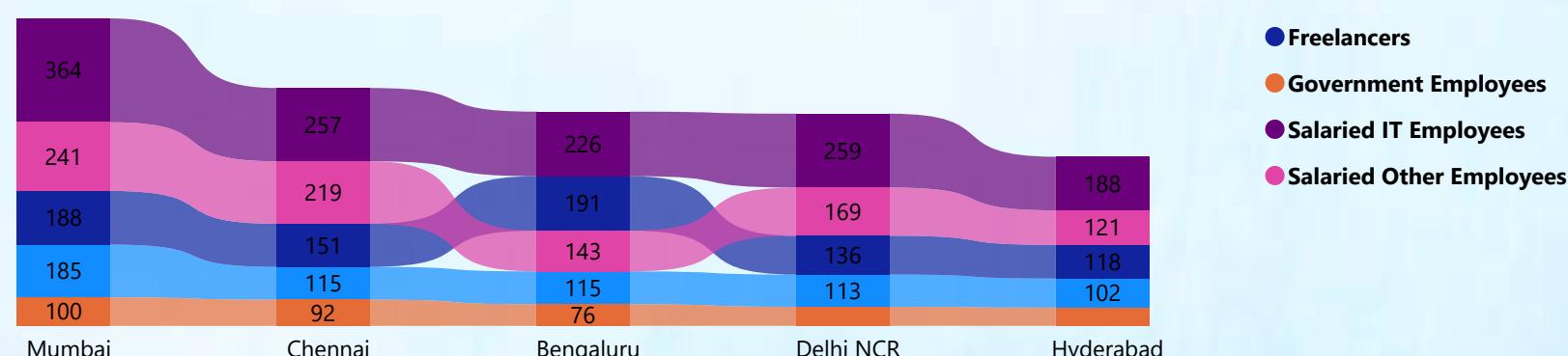
All

Age Group 

All



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Total Customer**4000****Female****1403****Male****2597****Average Income****52K****Total Customers by age_group****Total Customers by gender and marital status****Total Customers by city and occupation**



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INCOME ANALYSIS



City

All 

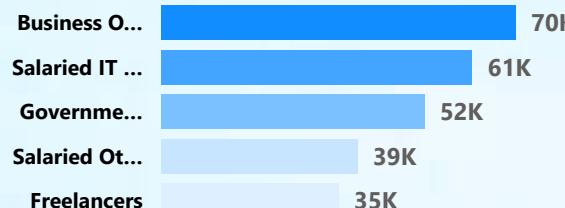
Marital Status

Occupation

Gender

Age Group

Average Income by occupation



Total Customer

4000

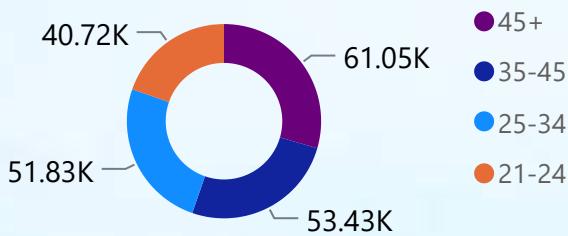
Average Income

52K

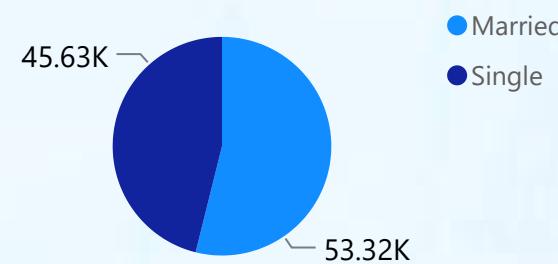
Average Spend

614

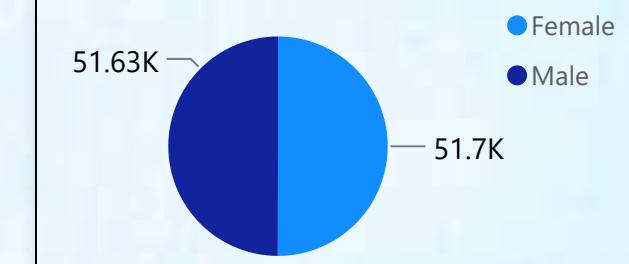
Average Income by age_group



Average Income by marital status



Average Income by gender



gender	Average Income	Average Monthly Spending
Female	 51,700.73	2,89,59,953.00
Male	 51,633.43	5,95,23,006.17



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EXPENDITURE ANALYSIS



City

Marital Status

Occupation

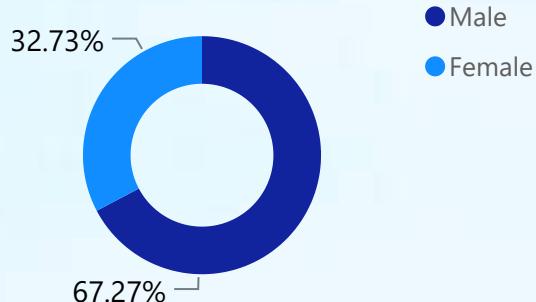
Gender

Age Group

Total Transactions

864K

Total Spending by gender



Total Income

207M

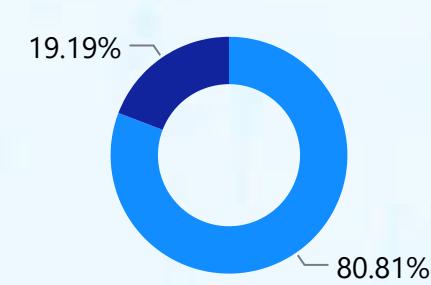
Total spending

531M

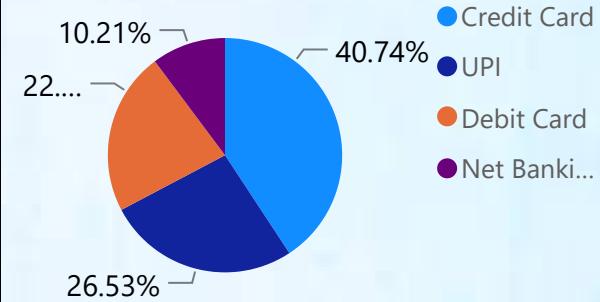
Avg Utilization

1.19%

Total Spending by marital status



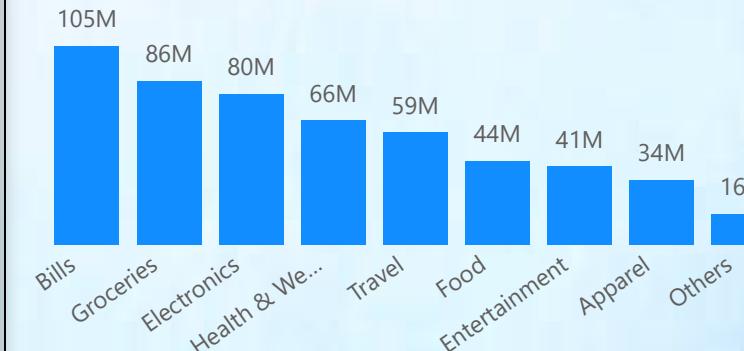
Total Spending by payment_type



Total Spending by month and occupation

	Business Owners	Freelancers	Government Employees	Salaried IT Employees	Salaried Other E...
September	16.69%	14.17%	14.17%	45.89%	16.47%
August	16.60%	14.20%	14.20%	45.82%	16.53%
October	16.63%	14.27%	14.27%	45.82%	16.50%
July	16.40%	14.30%	14.30%	45.95%	16.52%
June	16.54%	14.22%	14.22%	46.01%	16.46%
May	16.54%	14.24%	14.24%	46.01%	16.41%

Total Spending by category



Average Utilization Overview

City

Bengaluru
Chennai
Delhi NCR
Hyderabad
Mumbai

Occupation

Business Owners
Freelancers
Government Employees
Salaried IT Employees
Salaried Other Employees

Average Income

51.66K

Average Spend

614

Avg. Monthly spend

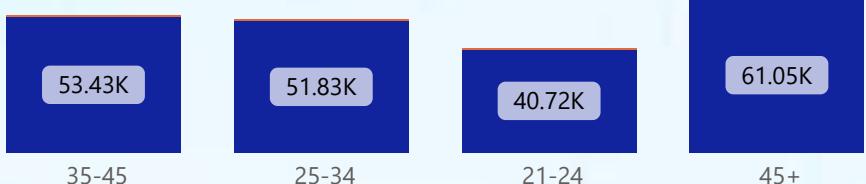
88.48M

Avg. Utilization %

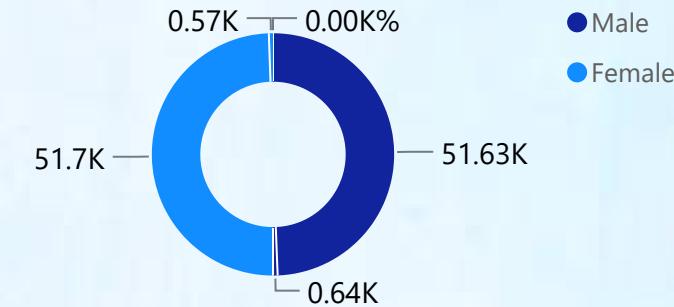
1.19%

Income Utilization by Age Group

● Average Utilization % ● Average Income ● Average Spend



Average Utilization % by Gender and Avg. Income



Gender



Female

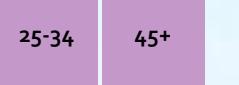
Age Group



21-24

35-45

Male



25-34

45+

occupation	Average Income	Average Spend	Average Utilization %
Salaried IT Employees	61,499.67	871.97	1.42%
Freelancers	35,058.25	446.07	1.27%
Salaried Other Employees	38,793.44	453.69	1.17%
Business Owners	70,091.18	646.71	0.92%
Government Employees	52,034.83	419.13	0.81%
Total	51,657.03	614.46	1.19%

Average Utilization % by payment_type

