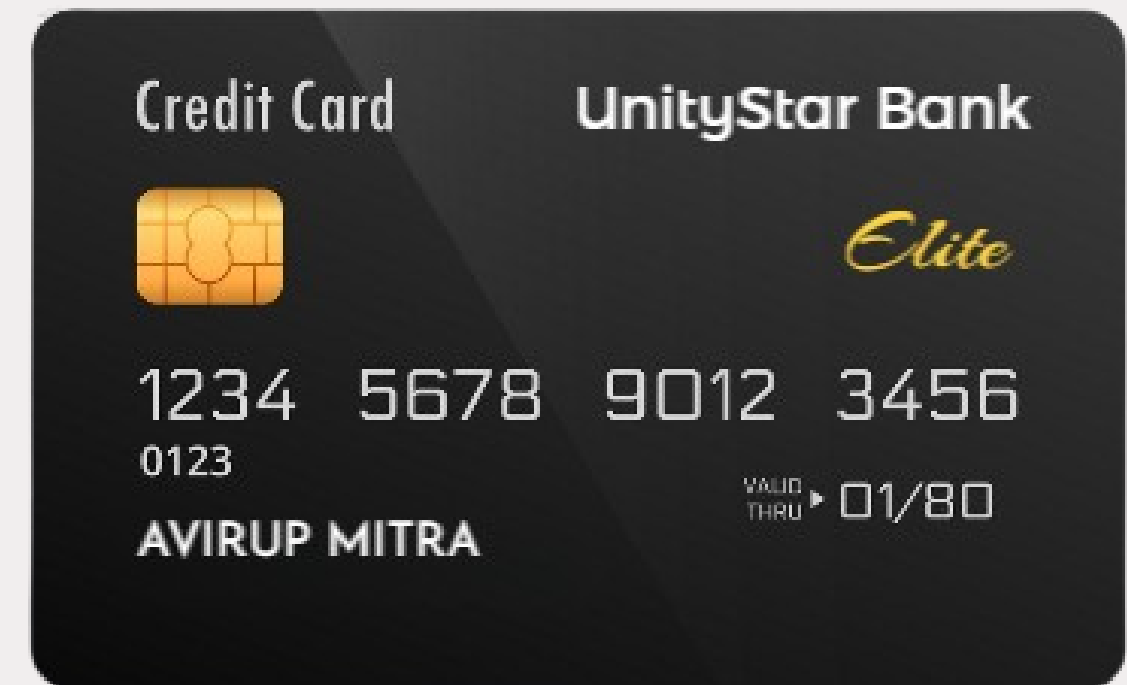


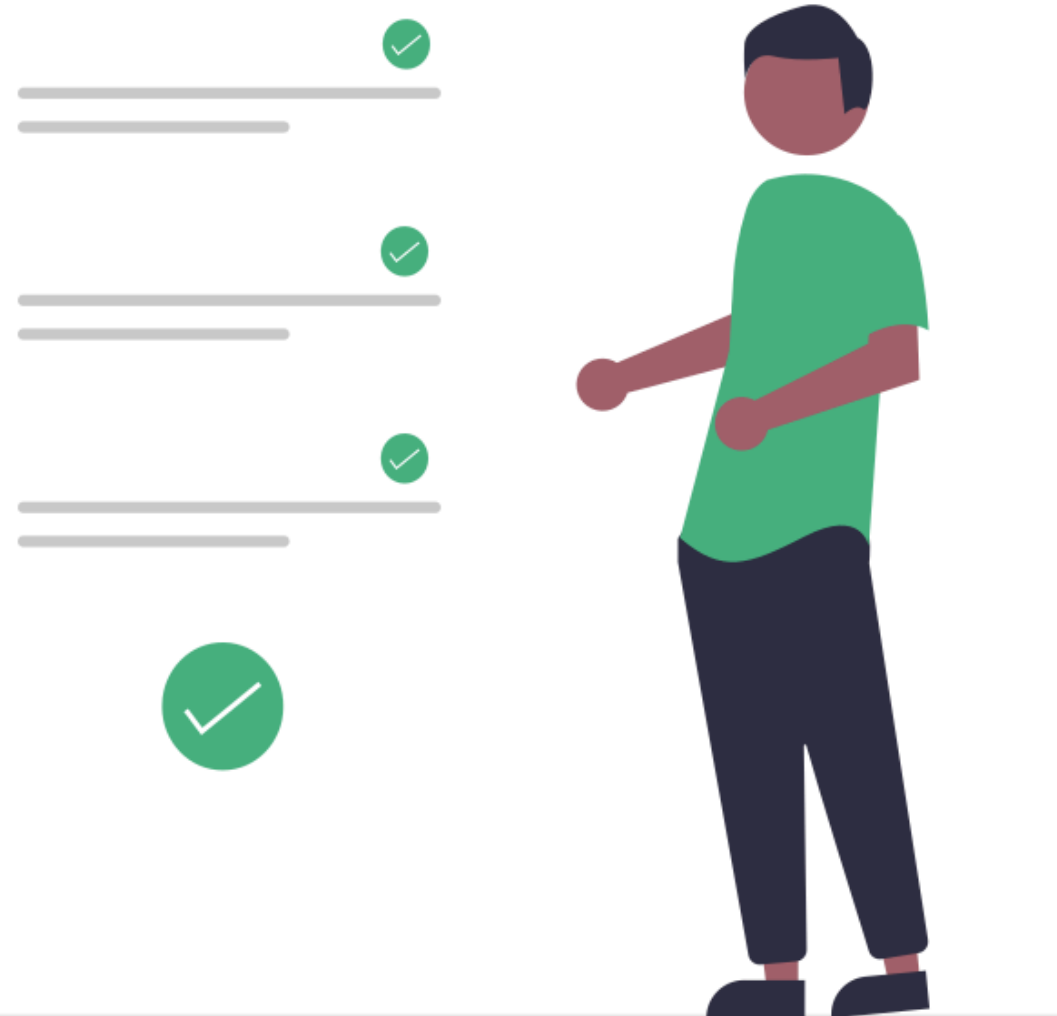
UnityStar Bank

CUSTOMER BEHAVIOR ANALYSIS

Created by Avirup Mitra



AGENDA



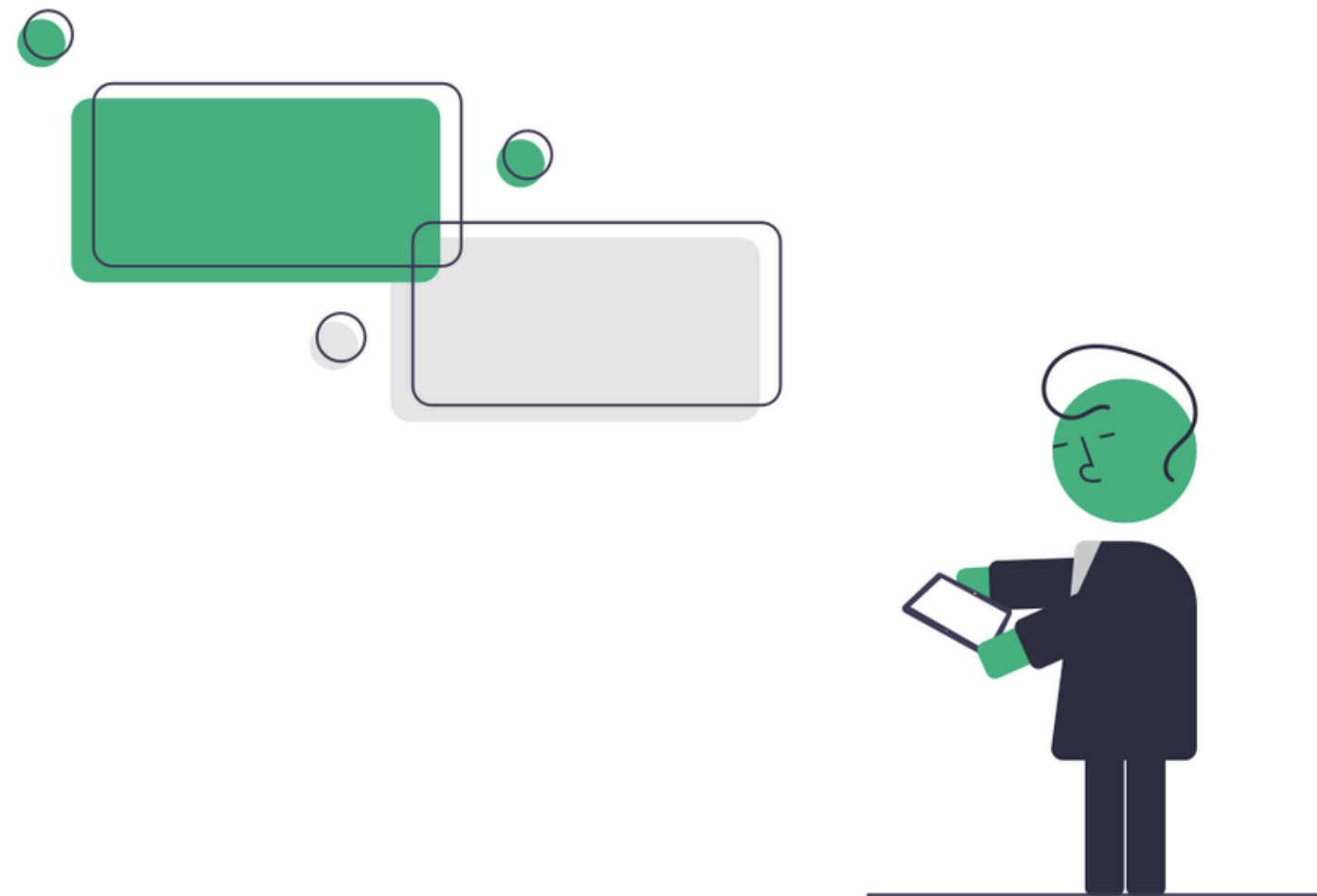
- Introduction
- Problem Statement
- Goal
- Dashboard / Report
- Key Insights
- Recommendations

INTRODUCTION

UnityStar Bank is a legacy financial institution headquartered in Hyderabad. They want to introduce a new line of credit cards, aiming to broaden its product offerings and reach in the financial market.



PROBLEM STATEMENT



The Manager of the Bank wants to understand the Customers' demographics, spending behavior and their income utilization trend along with the preferred payment method. The bank has given a data of 4000 customers to analyze.

- Prepare and Analyze the data of 4000 customers thoroughly.
- Create dashboard/report to display the KPIs.
- Produce insights after the proper analysis.
- Give recommendations to the bank manager for the successful launch of the credit card

GOAL



UnityStar Bank

Dashboard

Demographics

Spendings

Income Utilization

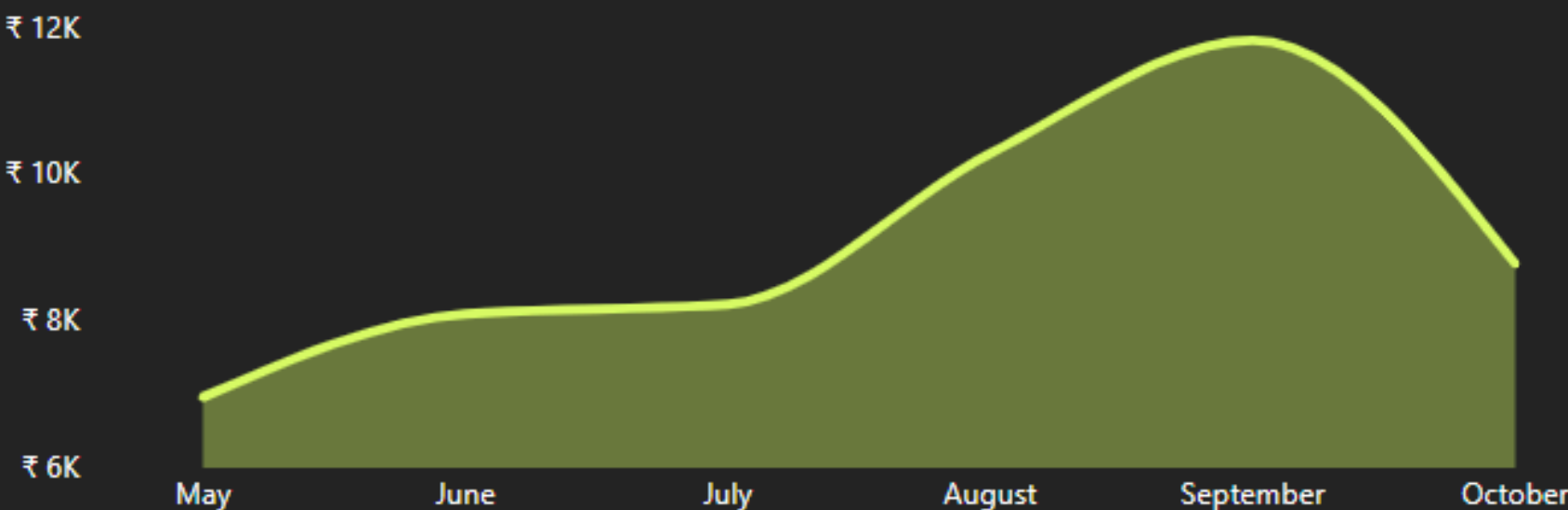
Avg. Credit card Utilization

40.74%

Credit card spendings : ₹ 216M
Total spendings : ₹ 531M



Average Spending/Customer Trend



Avg. Income Utilization

17.45%

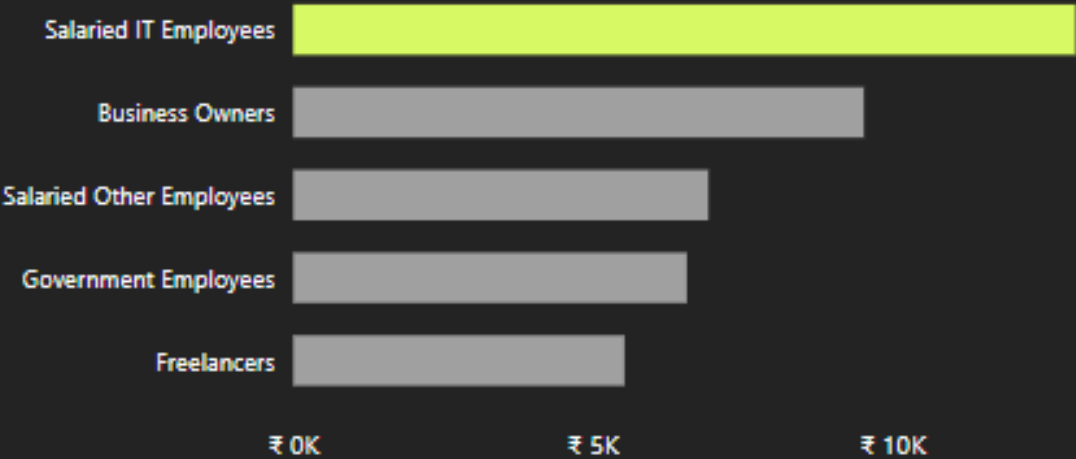
Spending/Month

₹ 9,013

Key Customer Segment

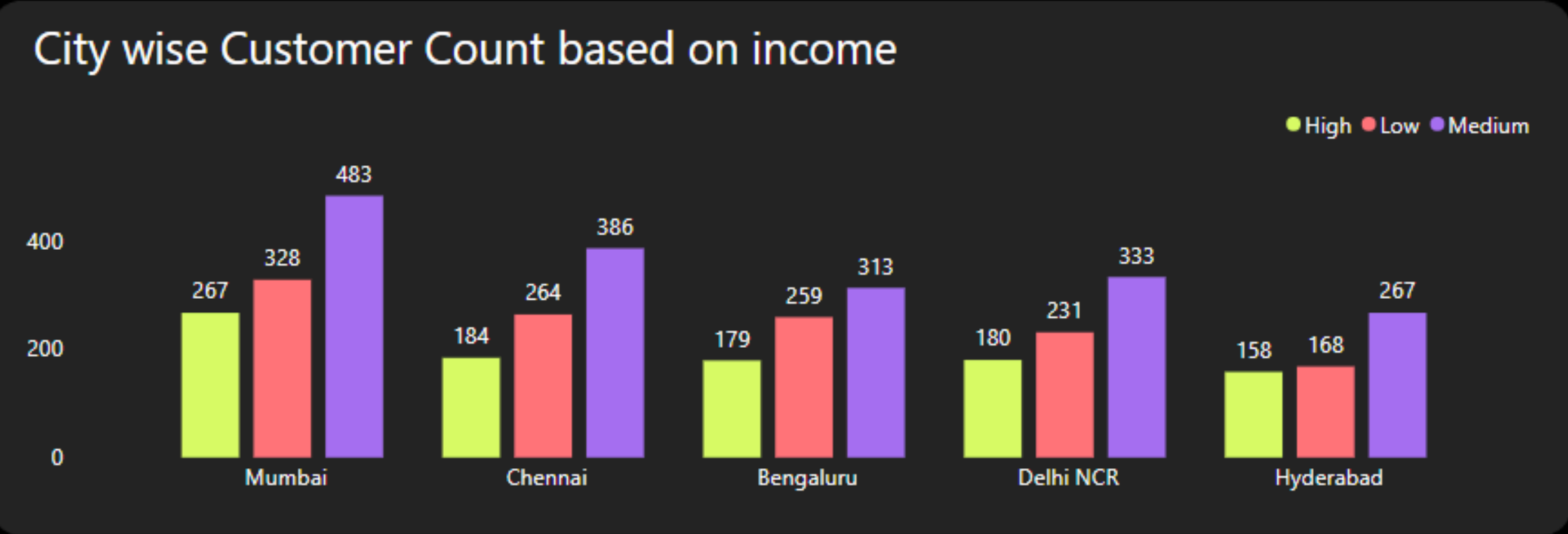
Age Group
25-34

Avg. Spend/month by Occupation (C.C)



City and Category-wise Income Utilization

	Apparel	Bills	Electronics	Entertainment	Food	Groceries	Health & Wellness	Others	Travel
Bengaluru	6.29%	21.63%	16.15%	7.86%	7.11%	12.64%	12.71%	3.14%	12.47%
Chennai	5.99%	22.00%	16.38%	7.29%	6.97%	12.81%	12.93%	3.17%	12.47%
Delhi NCR	6.39%	21.51%	16.21%	7.70%	7.09%	12.61%	12.85%	3.20%	12.44%
Hyderabad	6.17%	21.79%	16.44%	7.79%	7.04%	12.76%	12.75%	3.13%	12.13%
Mumbai	6.94%	20.82%	16.25%	8.41%	7.29%	12.28%	12.76%	3.15%	12.10%

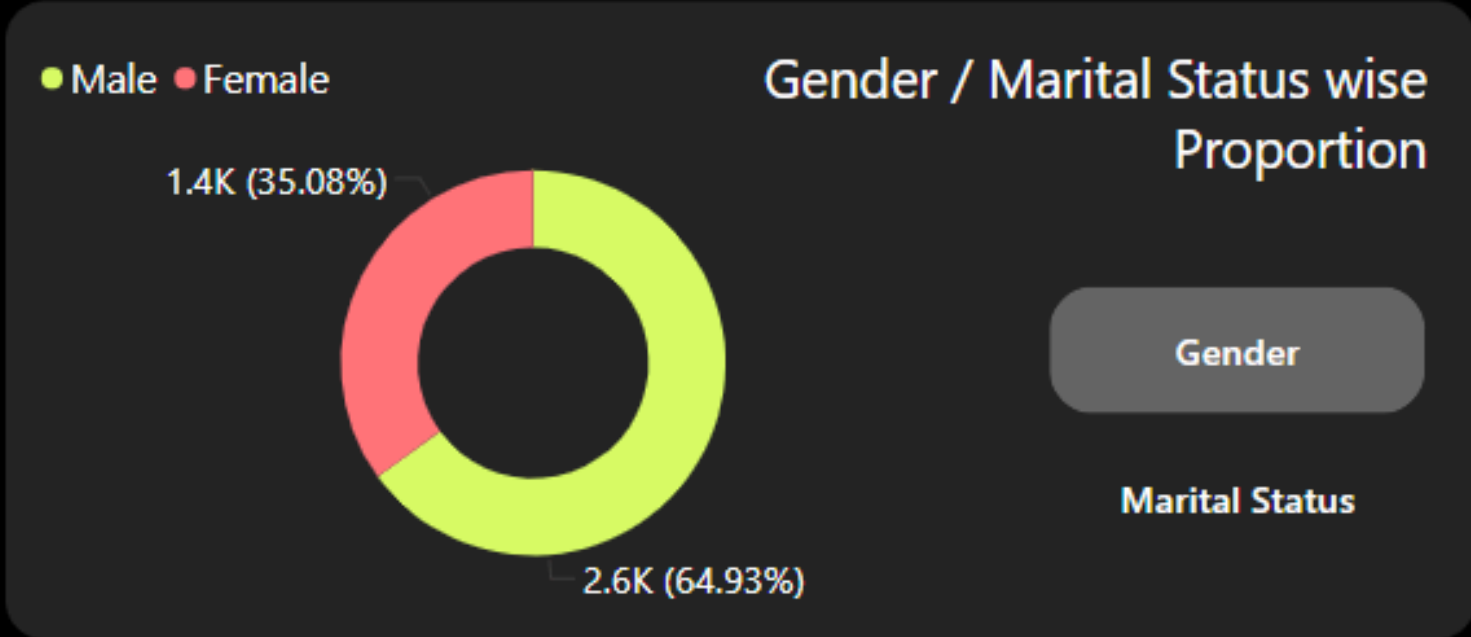


Average Income

₹ 51.66K

Total Customers

4000

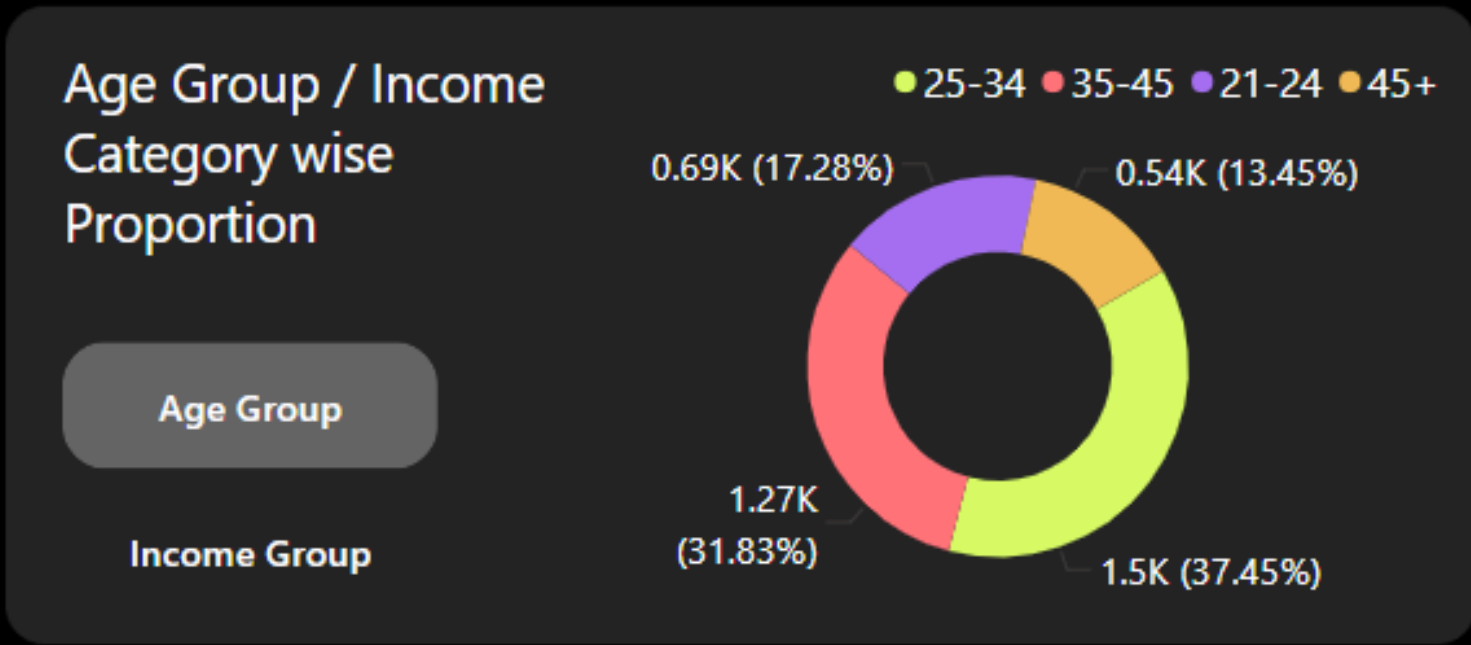


City wise Customer Count based on Occupation

Customer Count

Avg Income

	Bengaluru	Chennai	Delhi NCR	Hyderabad	Mumbai
Business Owners	115	115	113	102	185
Freelancers	191	151	136	118	188
Government Employees	76	92	67	64	100
Salaried IT Employees	226	257	259	188	364
Salaried Other Employees	143	219	169	121	241



UnityStar Bank

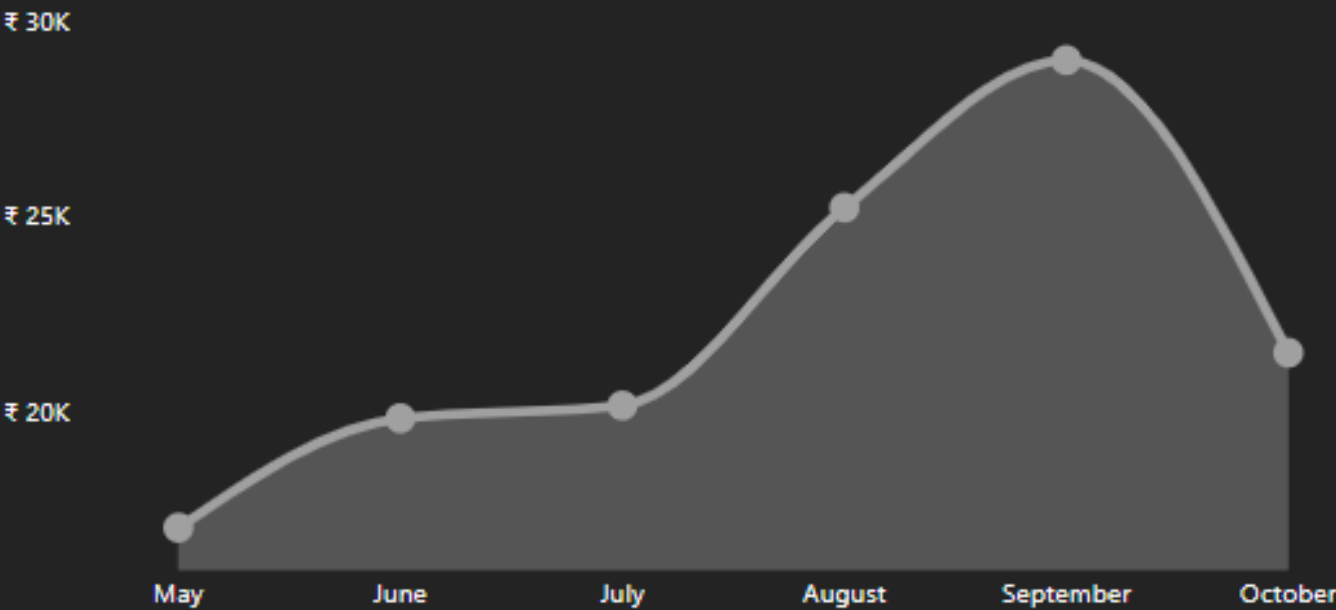
Dashboard

Demographics

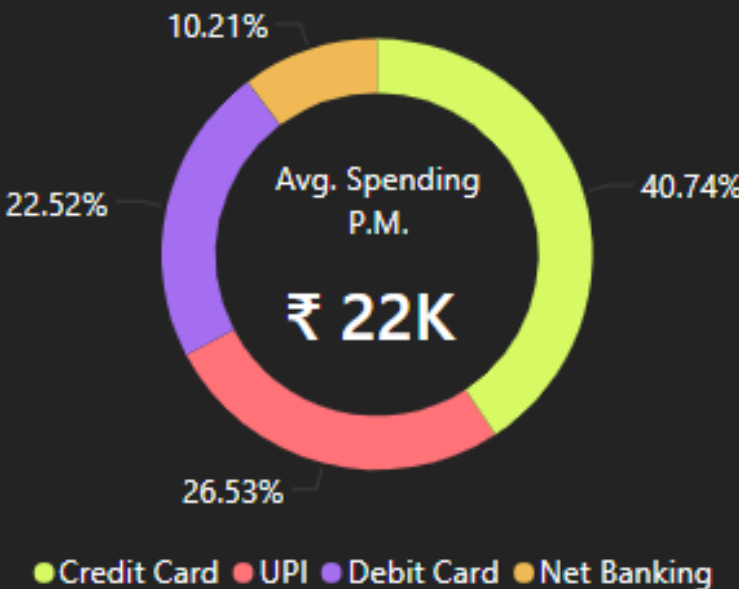
Spendings

Income Utilization

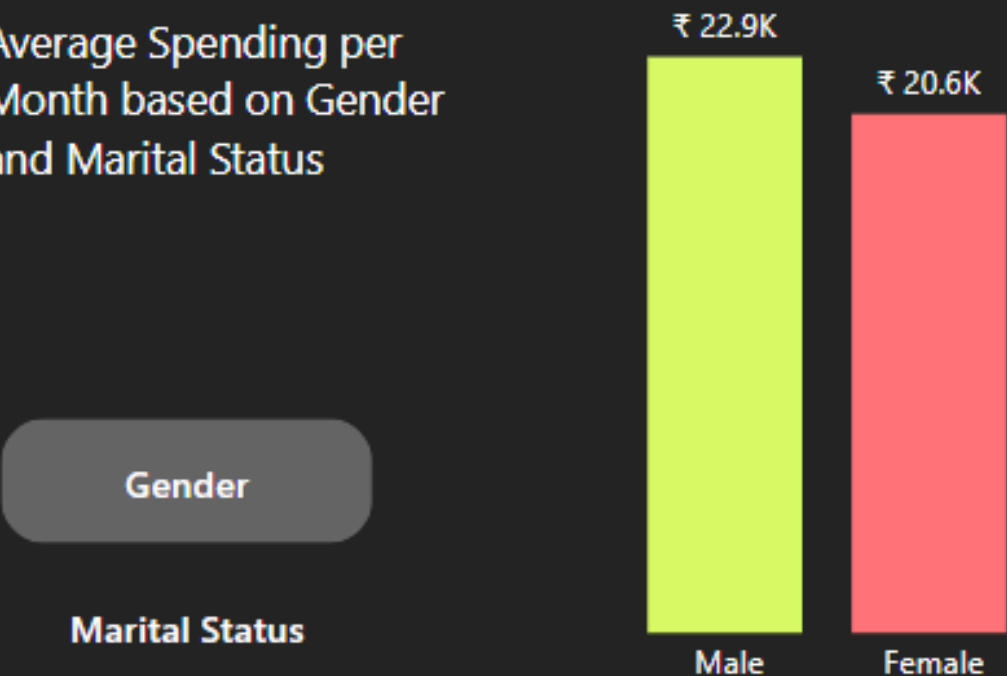
Average Spending per Month



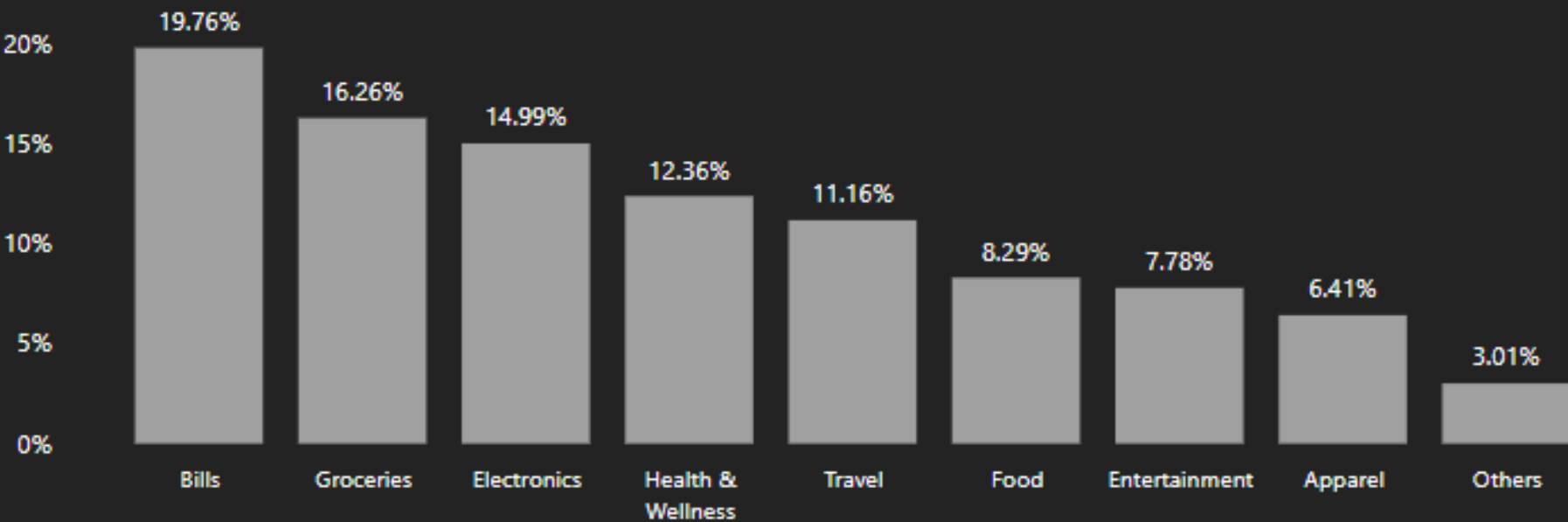
Avg. Spending P.M & Payment Method Usage



Average Spending per Month based on Gender and Marital Status



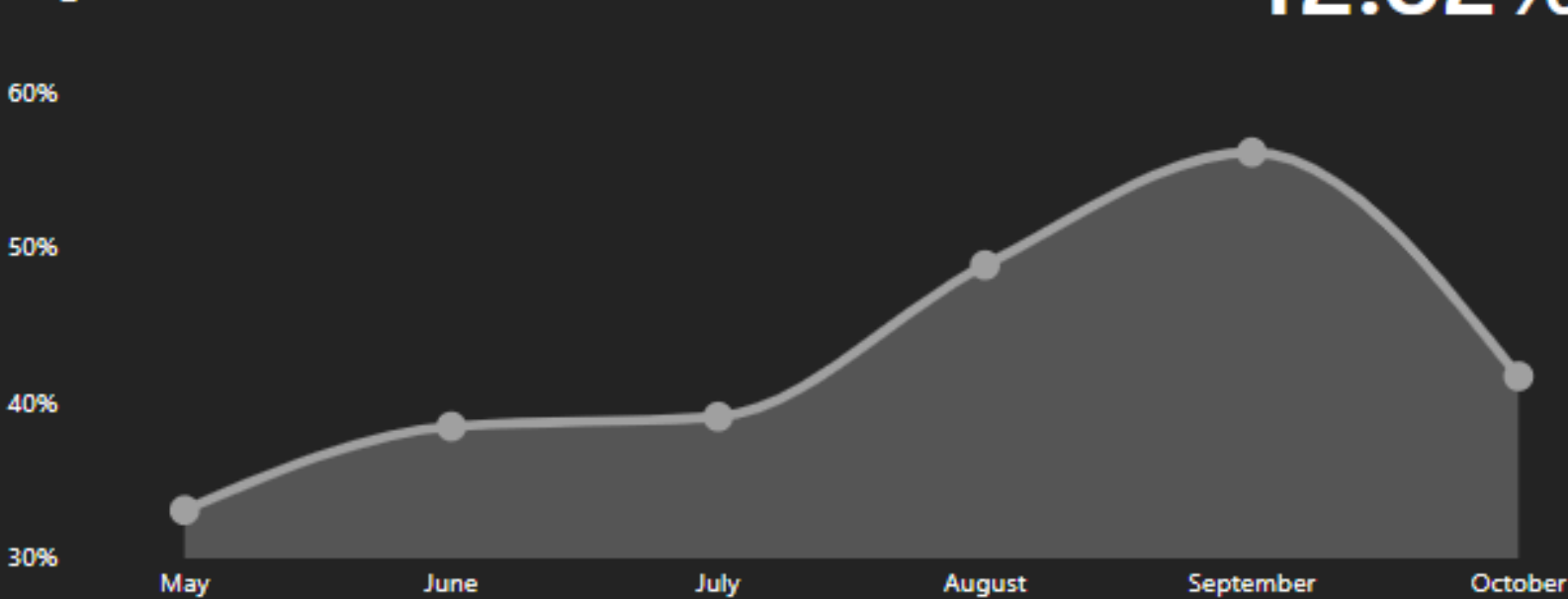
Average Spending P.M by Occupation, Age, Income



Average Spending P.M by Occupation, Age, Income

	21-24	25-34	35-45	45+
Business Owners	₹ 16,879	₹ 24,054	₹ 26,692	₹ 22,380
Freelancers	₹ 11,520	₹ 16,342	₹ 17,646	₹ 15,340
Government Employees	₹ 10,791	₹ 15,816	₹ 16,848	₹ 14,847
Salaried IT Employees	₹ 22,781	₹ 32,643	₹ 36,065	₹ 29,712
Salaried Other Employees	₹ 11,681	₹ 16,876	₹ 18,441	₹ 15,531

Avg Income Utilization % Trend

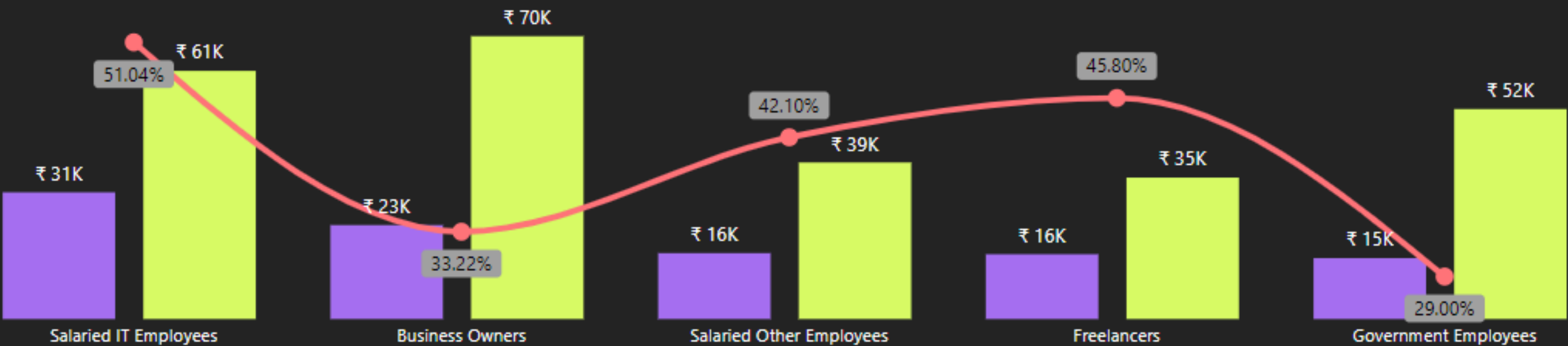


Avg Income Utilization % based on Age, Gender, Income and Occupation City Wise

Occupation	Bengaluru	Chennai	Delhi NCR	Hyderabad	Mumbai
Business Owners	33.31%	24.18%	36.84%	28.32%	39.30%
Freelancers	46.65%	33.55%	51.14%	39.57%	55.04%
Government Employees	29.93%	21.47%	32.17%	25.55%	35.38%
Salaried IT Employees	51.77%	36.88%	56.33%	42.88%	61.40%
Salaried Other Employees	43.29%	30.65%	47.35%	36.69%	51.09%

Avg Income Utilization % based on Age, Gender, Income and Occupation

● Avg. spending per month ● Average of avg_income ● Avg income utilisation %



Age Group

Gender

Income Group

Occupation

KEY INSIGHTS

Demographics



- 65% of the customers are Male.
- 78% of the customers are married
- Almost 70% customers are aged between 25–45 years. (Where 25–34 years are 37.45% and 34–45 years are 31.83%).
- Mumbai comprises 27% of total customers, the highest among the 5 cities.
- 45% of the customers are from medium-income category having income between 40000 to 65000 rupees per month.
- Business owners are having highest average income (average 70k per month).

- Highest spending is done in September.
- On an average most money is spent on paying bills and buying groceries overall.
- IT employees spend most money/month compared to others.
- Customers in 35–45 age group are overall highest spenders and customers in 25–34 age group spend the most through credit card
- Credit card is mostly used as payment method (avg of 40.74%)
- Only the youngest customers (age group 21–24 years) use UPI more over credit card.
- Customers from Mumbai spend more money per month on an average.
- Female customers spend most money for Health and Wellness, whereas male customers spend the most in bills.
- Married customers spend most money on paying bills whereas the single customers spend most money on electronics.
- Customers in age group of 25–34 spend mostly on bills, electronics and travel through credit card.

KEY INSIGHTS

Spendings



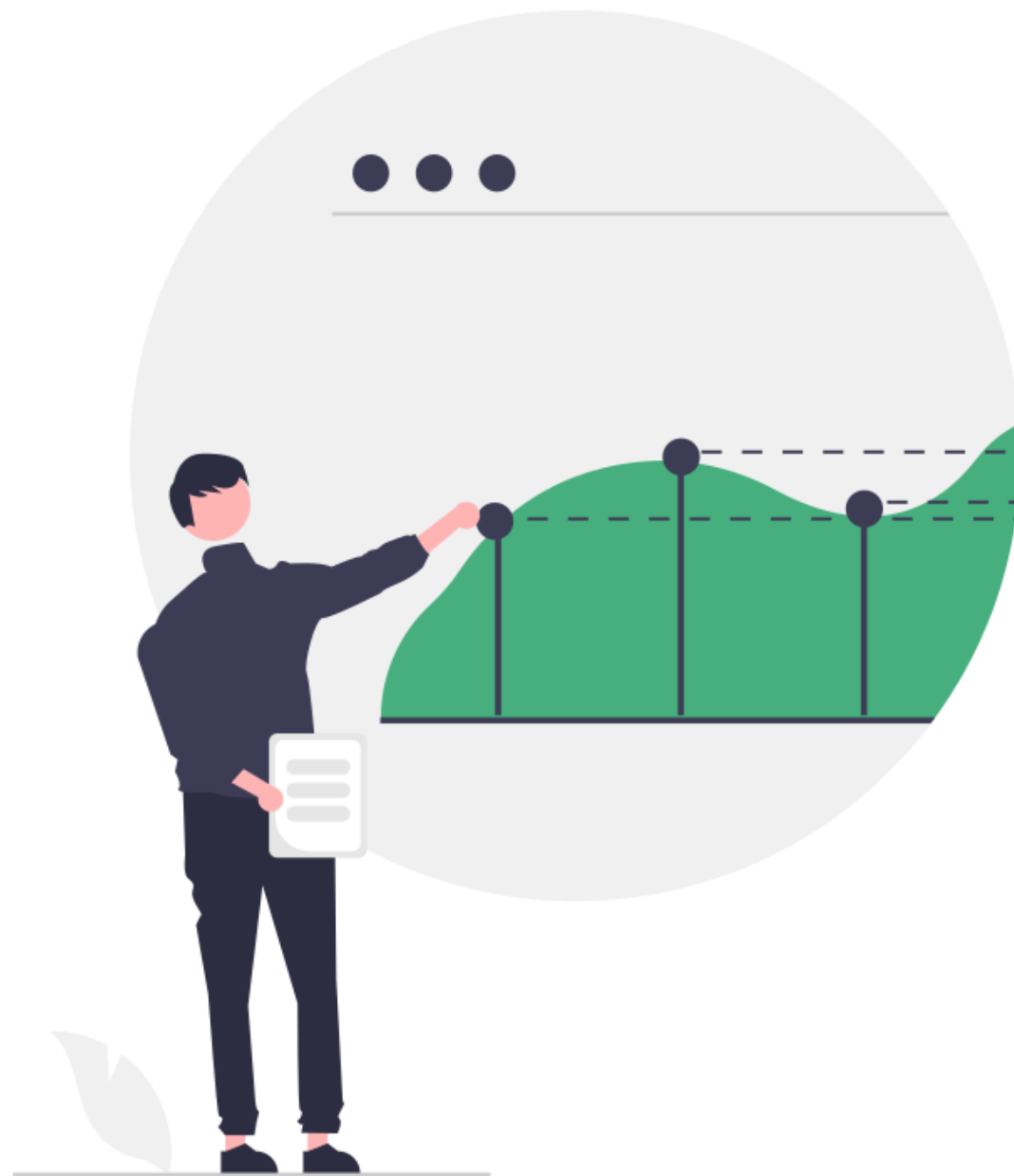
KEY INSIGHTS

Income Utilization



- Average income utilization % is 42.82%.
- Salaried IT employees are the front runners in terms of income utilization (approx. 51%) whereas govt. employees utilize at lowest rate (approx. 29%).
- Customers who fall under the age group of 35–45 years utilize the income at highest rate.
- Income utilization through Credit card is the highest (17.45%).
- Utilization through credit card is highest among the customers who are in Medium income category / IT employee / in 25 – 35 years age group

RECOMMENDATION



- We observed that youngest customers prefer UPI over credit card. Educating about the benefits of using credit cards and providing exciting rewards / cashbacks for transactions due to entertainment, electronics and for purchasing apparel is recommended.
- Tailor the credit card to provide enhanced convenience and rewards for health insurance purchase.
- Enhanced cashback or rewards for bill payments, grocery purchase through credit cards is recommended.
- As customers in age group of 25–34 use the credit most so partnering with online brand of electronics, clothing and sponsor their sale for exclusive rewards for credit cards and special rewards for travel related purchases like hotel or ticket bookings can be beneficial.
- Most of the customers are married, and income utilization is highest among the customers of age group of 35–45 years, therefore giving bonus convenience for family-oriented insurance plans and travel plans is beneficial.
- Considering the fact that most of the customers are from low-income category it is recommended to keep the annual charges minimal or remit the charges as per convenience (if possible) and adjust the interest rates accordingly so that it suits the financial ability of the customers.
- September is the month close to festivals and average spending is also high so festive related offers and discounts on credit card exclusively is beneficial.
- IT employees use the credit card most so giving special benefit for IT related purchases for example Computer, Software, and Courses will be good.

We did thorough analysis after cleaning and preprocessing the data and produced some important insights and also produced some recommendations based on those insights. We hope the bank will be able to make their new line of credit cards successful and achieve targets through leveraging the given recommendations.

CONCLUSION

