



# BANK FINANCIAL

city



occupation



All

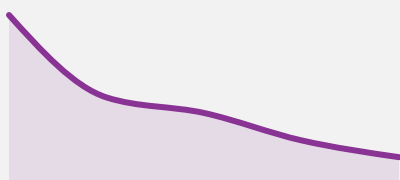


All



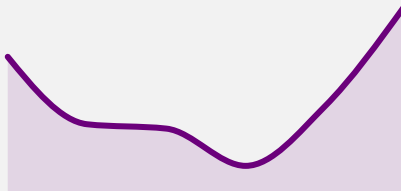
Total Spend by City

₹ 531M



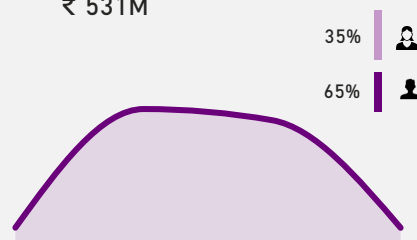
Total Spend

₹ 531M



Total Spend by Age

₹ 531M



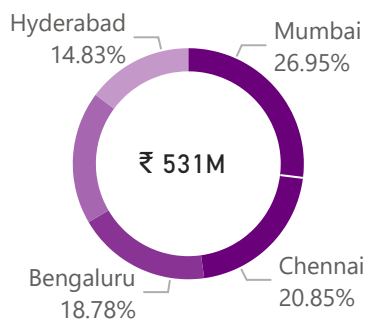
35%



65%



Total Spend by City

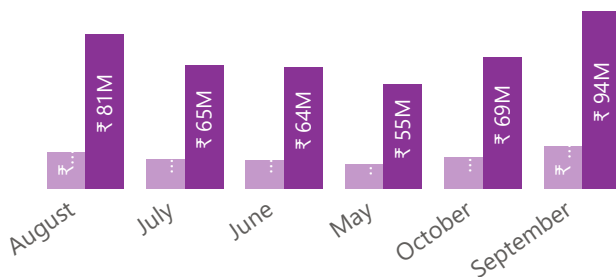


78%

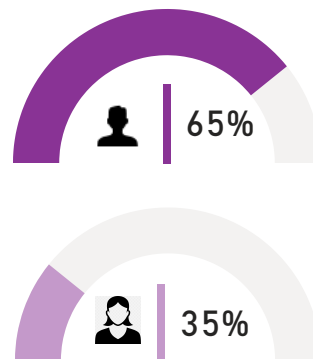
Marital Status



22%



Customer by Gender



₹ 207M

Average Income

₹ 614

Average Spend

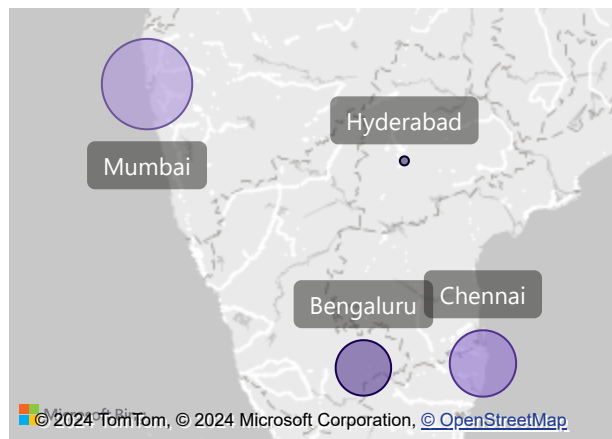
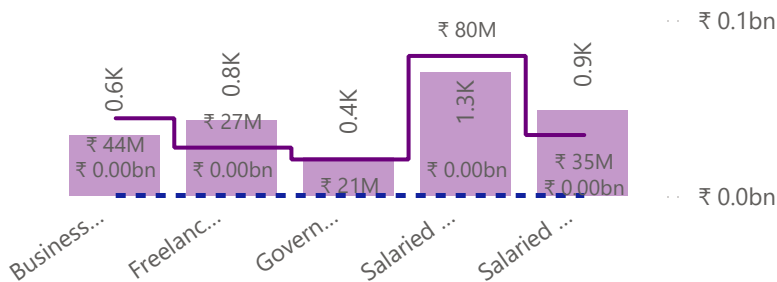
4000

Customer

1.2%

Income Utilisation %

● Customer — Average Income - - - Average Spend



Average Spend vs Average Income vs Income Utilisation %

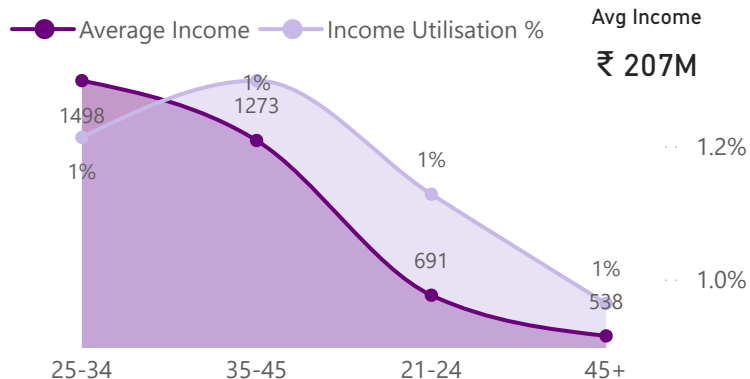
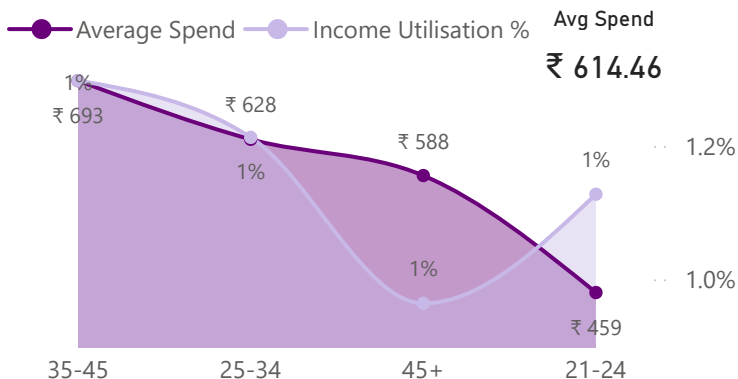
age

city

gender

marital status

occupation





# BANK FINANCIAL

city

All

occupation

All

gender

Male

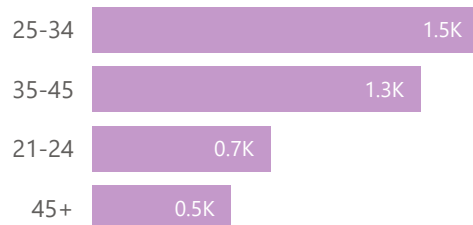
marital status

Married

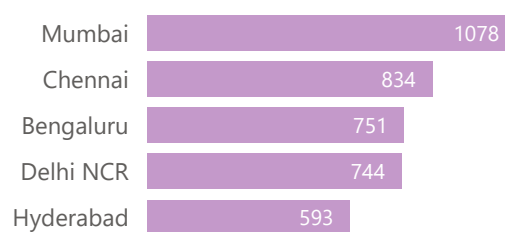
occupation

Customer  
4000Male  
2597Female  
1403Married  
2000Single  
597Salaried IT Emplo...  
542Freelancers  
457Salaried Other E...  
413

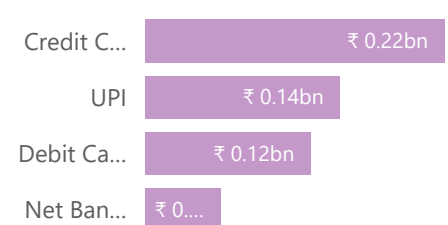
## Customer by Age



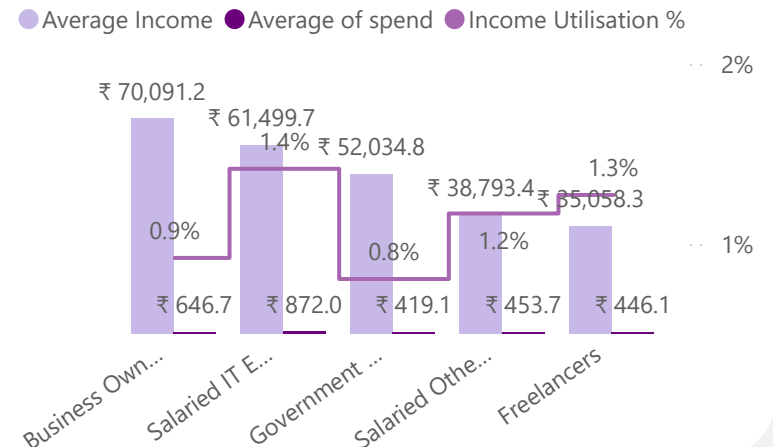
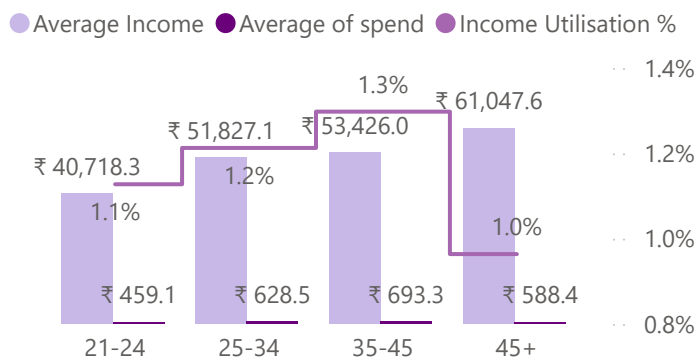
## Customer by City



## Spent by Payment Type



## Average Income, Average Spend, Income Utilisation % by Age and Occupation



| Gender | Marital Status | Average Income | Average Spend | Income Utilisation % |
|--------|----------------|----------------|---------------|----------------------|
| Male   | Married        | ₹ 106,527,899  | ₹ 284,202,665 | 1.2%                 |
| Male   | Single         | ₹ 27,564,111   | ₹ 72,935,372  | 1.2%                 |
| Female | Single         | ₹ 11,863,428   | ₹ 28,932,810  | 1.1%                 |
| Female | Married        | ₹ 60,672,691   | ₹ 144,826,908 | 1.1%                 |
| Total  |                | ₹ 206,628,129  | ₹ 530,897,755 | 1.2%                 |

## Income Utilisation % by Gender

