Mitron Bank Credit Card Expansion

Mitron Bank aims to launch a new credit card line for market expansion.
AtliQ Data Services proposed the project, met with skepticism from Mr. Bashnir Rover, Mitron Bank's Strategy Director. To validate, a pilot with a dataset of 4000 customers across five cities commenced. As the data analyst at AtliQ, my role is to lead the analysis, providing actionable, data-driven insights to tailor credit cards based on customer needs and market trends. Success hinges on delivering recommendations that impress Mr. Bashnir Rover and the strategy team.

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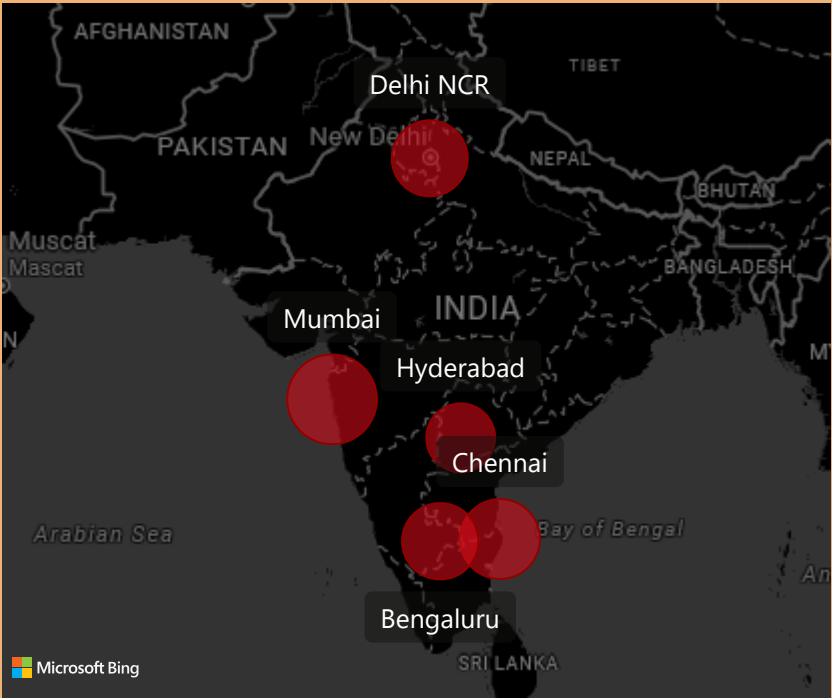- **Demographic**
- **Income Utilization & Spending Patterns**
- **Key Segments**
- **Recommendations**

Customer Distribution Across Cities

Delhi NCR
Mumbai
Hyderabad
Chennai
Bengaluru

Microsoft Bing

Ask a question about your data

Try one of these to get started

| avg spend category | city |

Shaping Mitron Ba

Demographic Classification

Clear

Filters: Bengalu... | Chennai | Delhi... | Hyderab... | Mumbai | Female | Male | Married | Single

age_group: 21-24 | 25-34 | 35-45 | 45+

occupation: All

Key Metrics

Metric	Value
No.Customer	4K
Male	3K
Female	1K
Avg income utilisation %	42.82%
Avg_Spend	22.12K
Avg_Income	51.66K
No.Of Transactions	864K
Avg Monthly Spend	$614

Customer Distribution by Occupation

- Salaried IT Employees: 1.3K
- Salaried Other Employees: 0.9K
- Freelancers: 0.8K
- Business Owners: 0.6K
- Governm... Employees: 0.4K
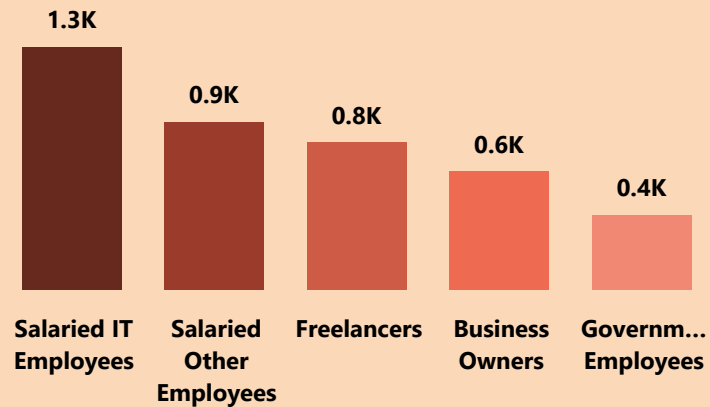
Customer Distribution by Age Group

- 25-34 37.45%
- 35-45 31.83%
- 21-24 17.28%
- 45+ 13.45%

Customer Distribution by City

- Mumbai: 1078
- Chennai: 834
- Bengaluru: 751
- Delhi NCR: 744
- Hyderabad: 593
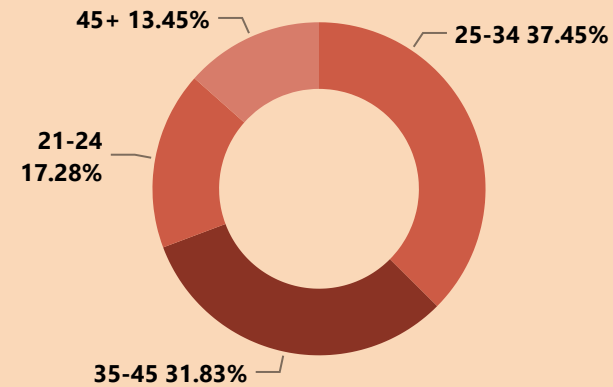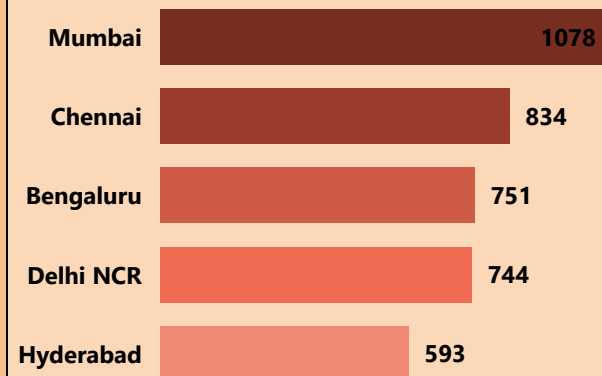
Average Income Distribution by Occupation

- Business Owners 70.09K (27.22%)
- Salaried IT Employees 61.5K (23.89%)
- Government Employees 52.03K (20.21%)
- Salaried Other... 38.79K (15....%)
- Freelancers 35.06K (13.62%)

No.of Transactions by age_group

- 25-34: 0.32M
- 35-45: 0.27M
- 21-24: 0.15M
- 45+: 0.12M
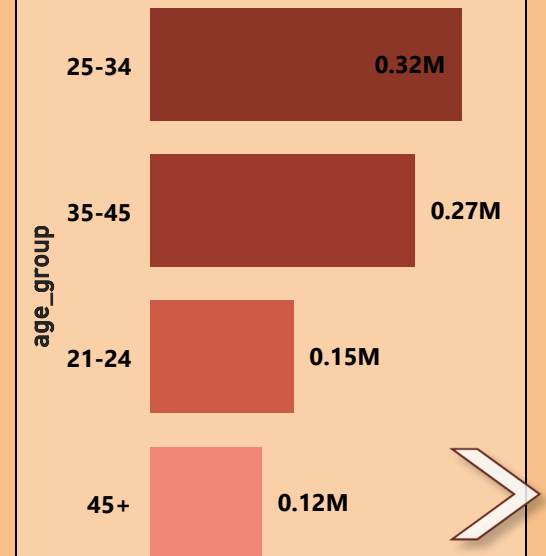
No.of Transactions

Income Utilization

Clear

August | July | June | May | October | Septem...

Female | Male | Married | Single

payment_type
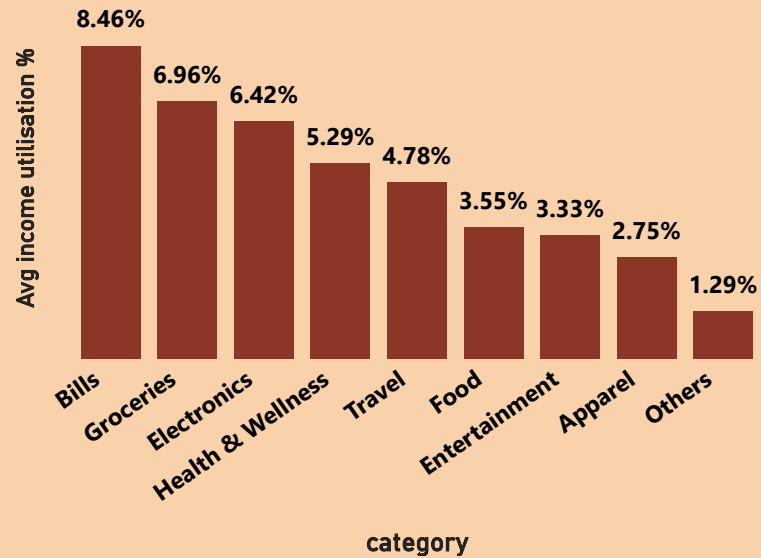
Credit Card
Debit Card
Internet Banking
UPI

Bengaluru
Chennai
Delhi NCR
Hyderabad
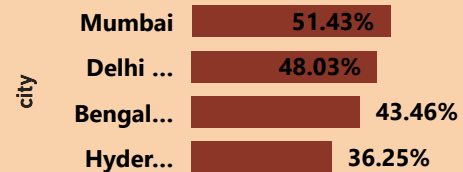Mumbai

Avg income utilisation % by category

- Bills: 8.46%
- Groceries: 6.96%
- Electronics: 6.42%
- Health & Wellness: 5.29%
- Travel: 4.78%
- Food: 3.55%
- Entertainment: 3.33%
- Apparel: 2.75%
- Others: 1.29%

Y-axis: Avg income utilisation %
X-axis: category

Avg income utilisation % by month and payment_type

payment_type: Credit Card | Debit Card | Net Banking | UPI

Credit Card: 1.46% (May), 2.61% (June), 2.65% (July), 2.83% (October), 3.31% (August), 3.81% (September)
Debit Card: 2.24%, 1.44%, 1.47%, 1.56%, (August), 2.10% (September)
Net Banking: 0.56%, 0.65%, 0.66%, 0.71%, 1.83%, 2.48%
UPI: 1.24%, ..., ..., ..., 0.83%, 0.95%

Y-axis: Avg income utilisation %
X-axis: month

Avg income utilisation % by occupation

- Salarie...: 51.04%
- Freela...: 45.80%
- Salarie...: 42.10%
- Busine...: 33.22%
- Gover...: 29.00%

X-axis: Avg income utilisation %
Y-axis: occupation
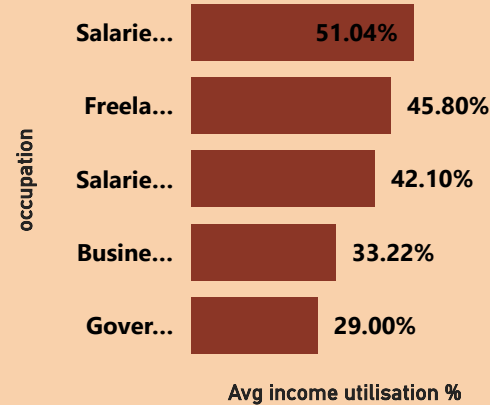
Avg income utilisation % by payment_type

- Credit ...: 17.45%
- UPI: 11.36%
- Debit ...: 9.64%
- Net Ba...: 4.37%

Y-axis: payment_type

Avg income utili % by city

- Mumbai: 51.43%
- Delhi ...: 48.03%
- Bengal...: 43.46%
- Hyder...: 36.25%

Y-axis: city

category | occupation | age_group

All | All | All

Avg Inc Utilz % by Gender, Marital Status, and Age Group

Female: Single (21-24, 25-34, 45+), Married (21-24, 25-34, 35-45)
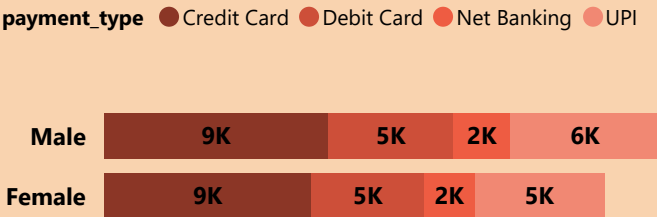Male: Single (35-45, 25-34, 21-24, 45+), Married (35-45, 25-34, 21-24, 45+)
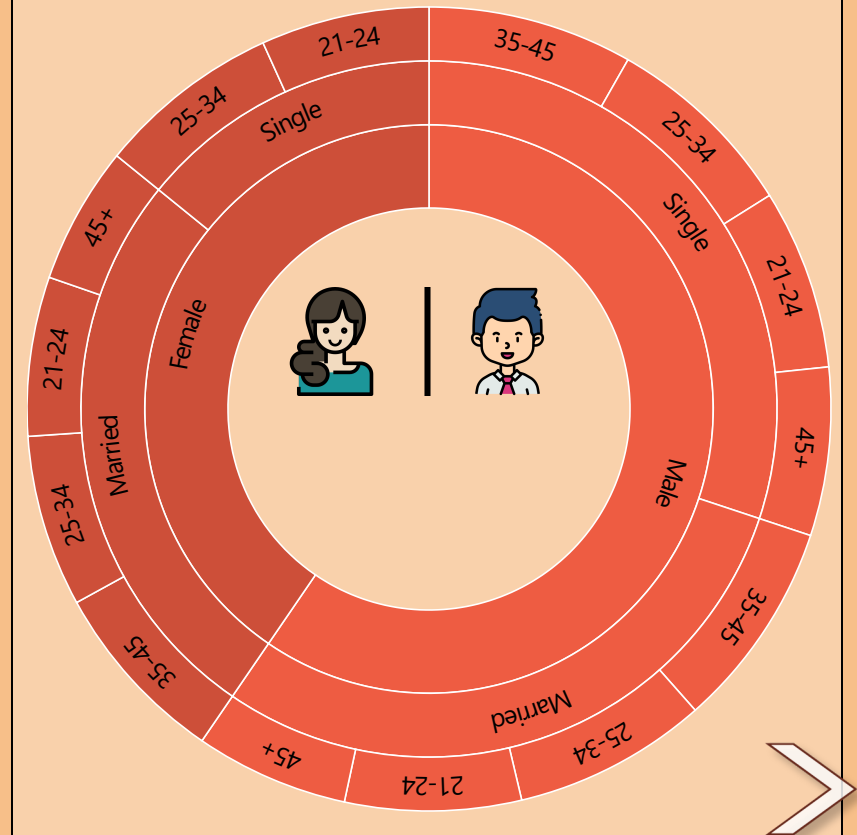
Avg_Income Utilization | **Spending Patterns**

Key Customer Segments&Insights

Avg_Spend by gender and payment_type

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

Male	9K	5K	2K	6K
Female	9K	5K	2K	5K

Avg_Spend by age_group and payment_type

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

35-45	10K	7K	2K	6K
25-34	11K	4K	2K	6K
45+	8K	5K	4K	4K
21-24	6K	4K	2K	6K
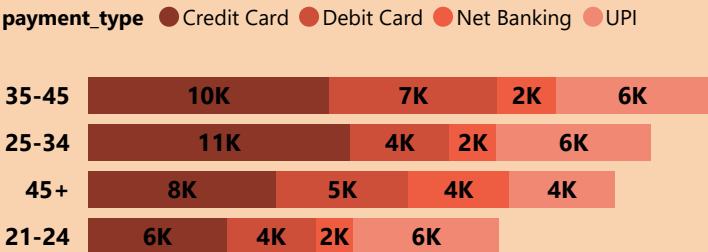
Avg income utilisation % by marital status and payment_type

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

Single	16.93%	8.90%	13.35%
Married	17.57%	9.82%	10.89%
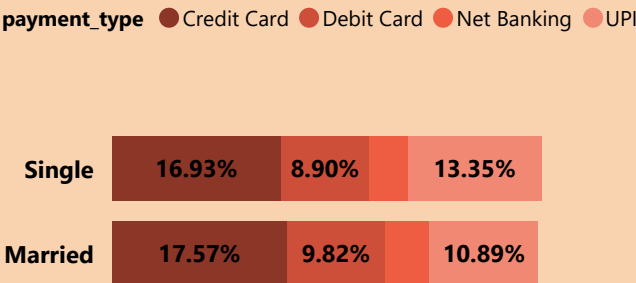
Occupation-wise: Avg Inc, Avg Spend, and Inc Utlz %

● Avg_Income ● Avg_Spend ● Avg income utilisation %

- Business O...: 70K, 23K, 33.22%
- Salaried IT ...: 61K, 31K, 51.04%
- Governmen...: 52K, 15K, 29.00%
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- Freelancers: 35K, 16K, 45.80%
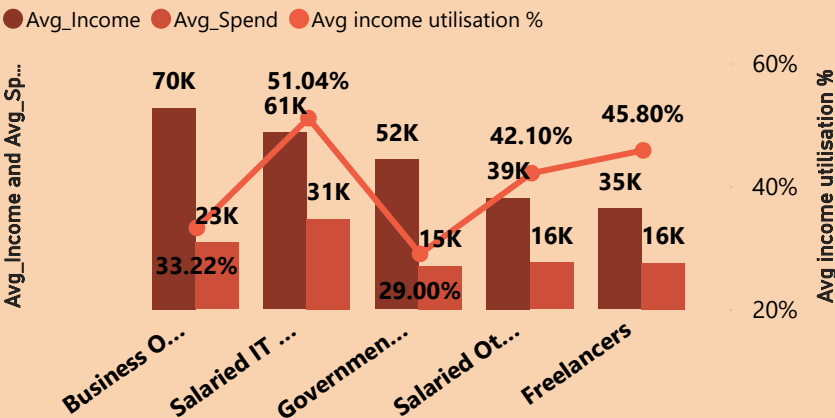
Avg_Spend by category and payment_type

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

- Bills: 1.9K, 1.1K, 0.5K
- Groceries: 1.1K, 0.9K, 0.4K
- Electronics: 1.5K, 0.7K, 0.3K
- Health & W...: 1.2K, 0.7K, 0.3K
- Travel: 1.1K, 0.5K, 0.2K
- Food: 0.6K, 0.4K
- Entertainm...: 0.7K, 0.3K
- Apparel: 0.6K, 0.3K
- Others: 0.3K, 0.1K
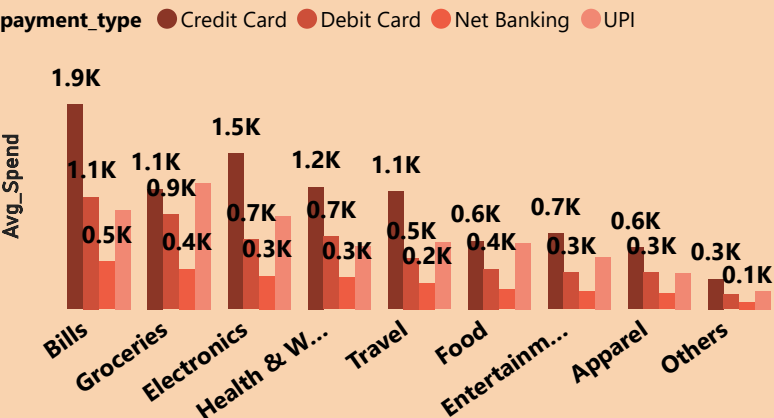
Top 5 Customers by Total Spend

ATQCUS0918
₹3,15,201

ATQCUS0914
₹3,09,425

ATQCUS0922
₹3,06,975

ATQCUS0944
₹3,04,288

ATQCUS0943
₹3,00,422

Key Insights

- Majority are "Salaried IT Employees" (1294).
- Dominant age group: "25-34" (1498).
- Top city: "Mumbai" (1078).
- "Business Owners" have the highest average income.
- "25-34" age group engages in the most transactions.
- "Bills" show the highest income utilization %.

Spending Insights:

- "Credit Card" transactions consistently have high income utilization %.
- "Salaried IT Employees" lead in income utilization %.
- "Mumbai" customers exhibit the highest income utilization %.
- Varied spending patterns across demographics.
- "Business Owners" exhibit the highest average spending.

Credit Card Feature Recommendations

1. Targeted Rewards for High-Spend Categories:
- Implement a rewards program that offers bonus points or cashback for spending in high-consumption categories like "Electronics," "Travel," and "Health & Wellness."
- This will incentivize customers to use the credit card for their significant expenses, increasing card usage and customer satisfaction.

2. Partnerships with Electronic Retailers:
- Forge partnerships with popular electronic retailers to provide exclusive discounts, extended warranties, or special financing options for credit card users.
- This collaboration can attract tech-savvy customers and position the credit card as a preferred choice for electronic purchases.

3. Customizable Credit Limits Based on Occupation:
- Introduce a feature that allows customers to customize their credit limits based on their occupation and income.
- "Business Owners" may require higher limits for business expenses, while "Salaried IT Employees" might prefer more conservative limits.

4. Incentives for UPI Usage:
- Encourage UPI transactions by offering enhanced rewards or cashback for transactions made through UPI.
- This aligns with the growing trend of digital payments and ensures the credit card remains competitive in the evolving financial landscape.

5. City-Specific Benefits and Demographics-Based Features:
- Tailor credit card benefits to suit the specific needs of customers in different cities. For example, exclusive dining offers for customers in "Mumbai" or travel perks for those in "Bengaluru."
- Introduce features that align with the demographics, such as targeted discounts for specific age groups or occupation-based benefits.

6. Personalized Spending Insights:
- Introduce a feature that provides customers with personalized spending insights and budgeting tips based on their transaction history.
- Empowering users with financial management tools can foster a sense of control and build loyalty.

7. Contactless Payment Security Features:
- Emphasize the security of contactless payments by incorporating advanced authentication methods such as biometric verification or