



# MITRON BANK | PILOT STUDY

New Product – Credit Cards

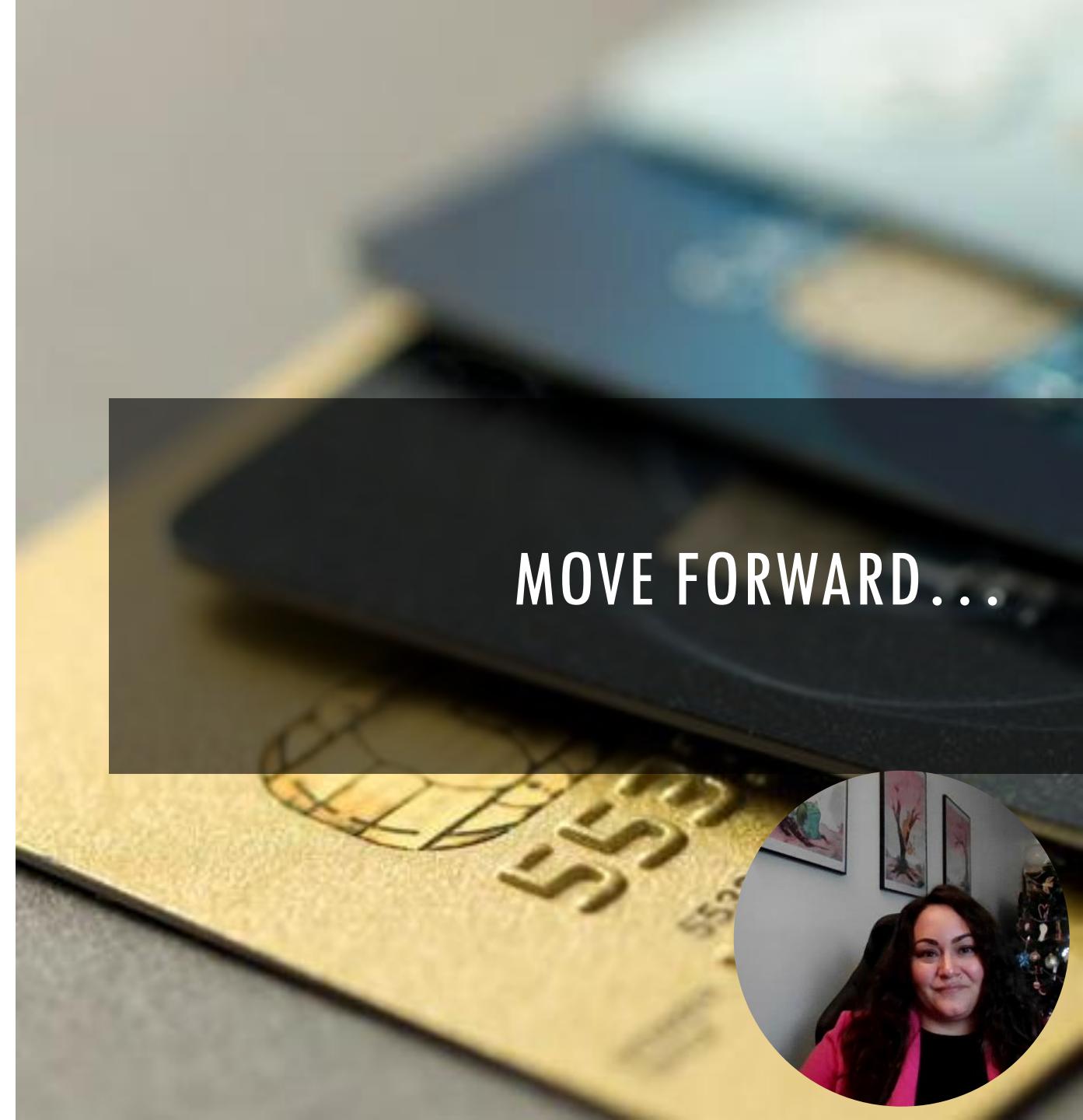


# PILOT STUDY BRIEF

Mitron Bank considers launching **new product: credit cards**

Atliq Data Services completes **pilot study** to...

- Sculpt a demographic picture of Mitron's **existing customers**,
- Answer questions about customer **spending habits**,
- Identify **good-fit customer segments**,
- Provide **data-driven** recommendations for product design & launch.

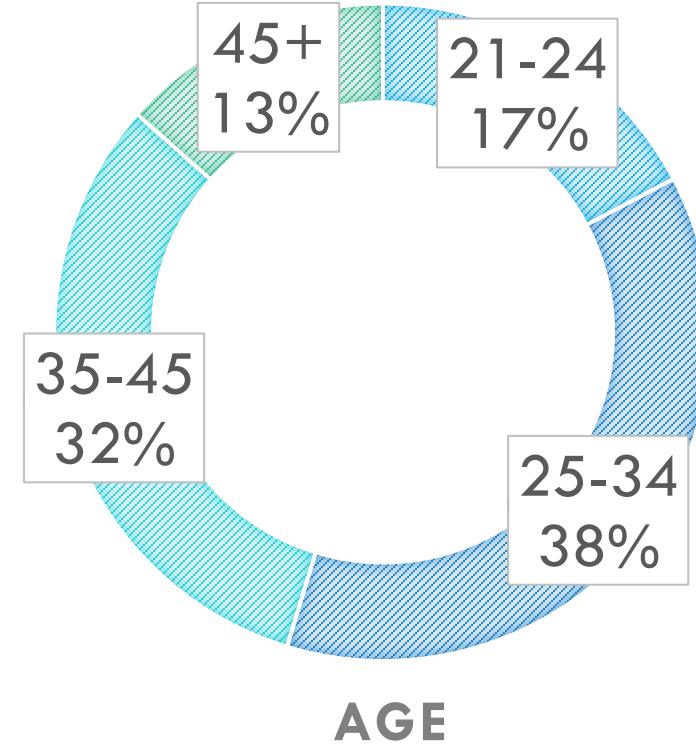
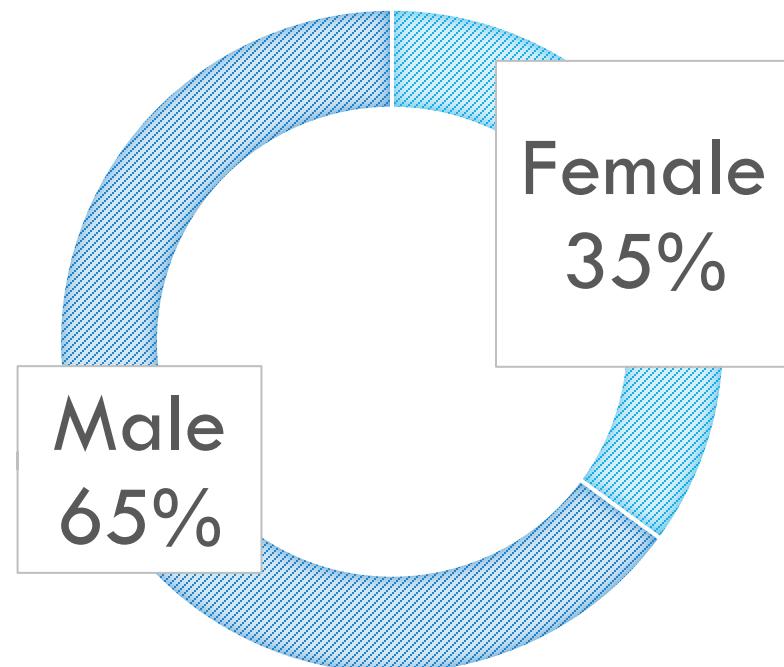




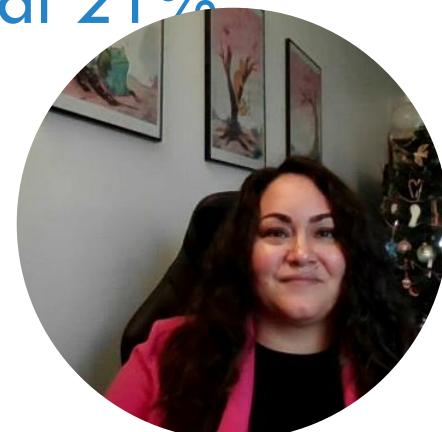
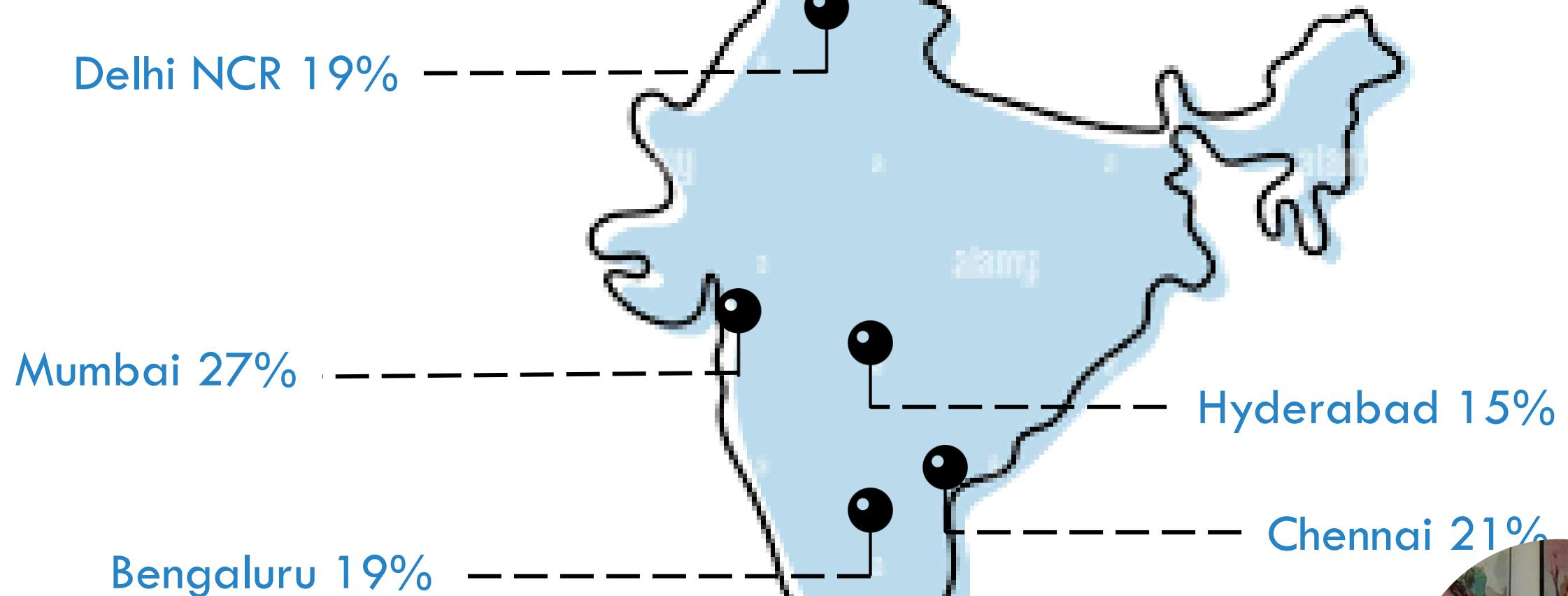
# MITRON BANK'S CUSTOMER BASE



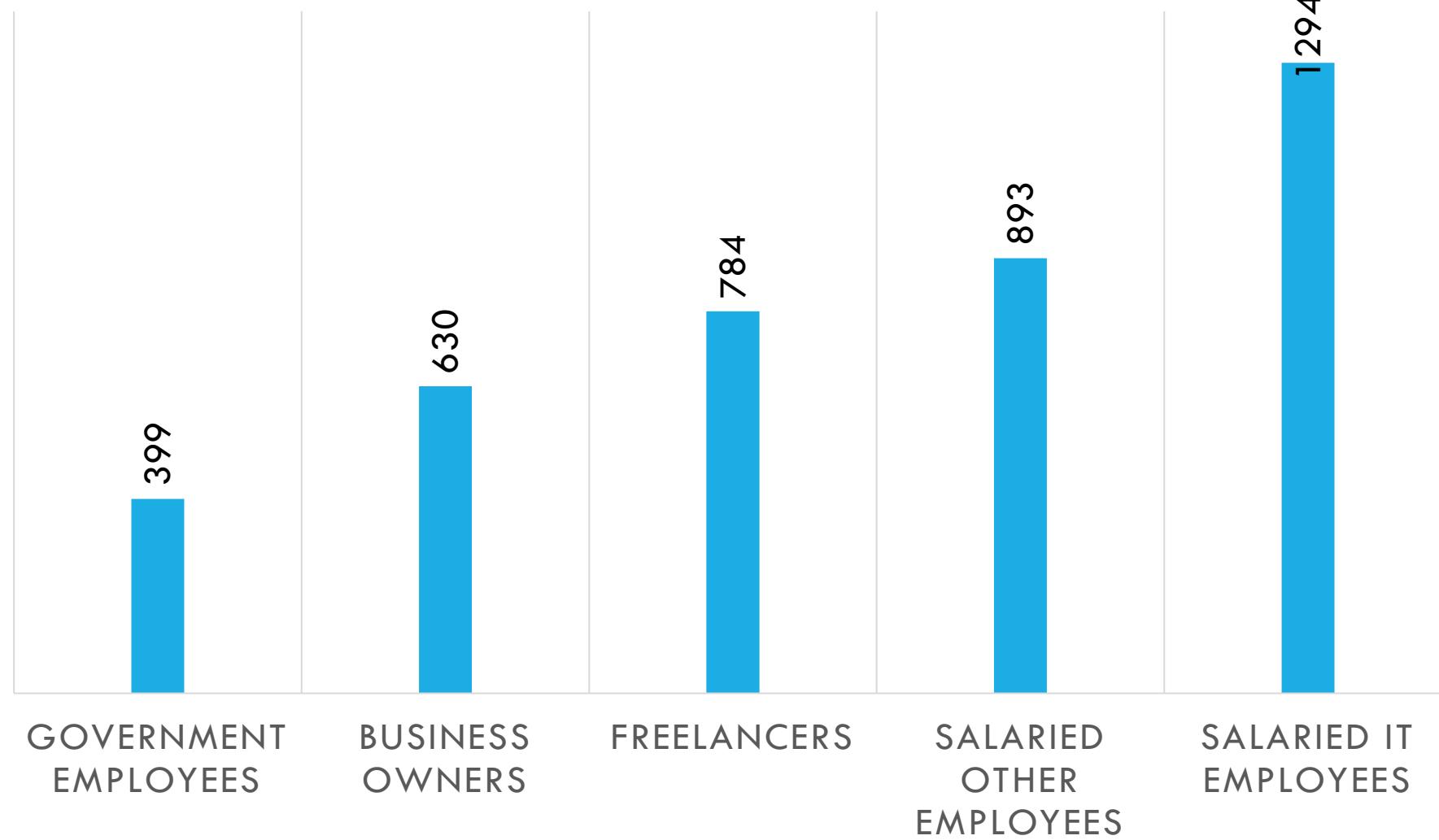
# MITRON'S CUSTOMERS



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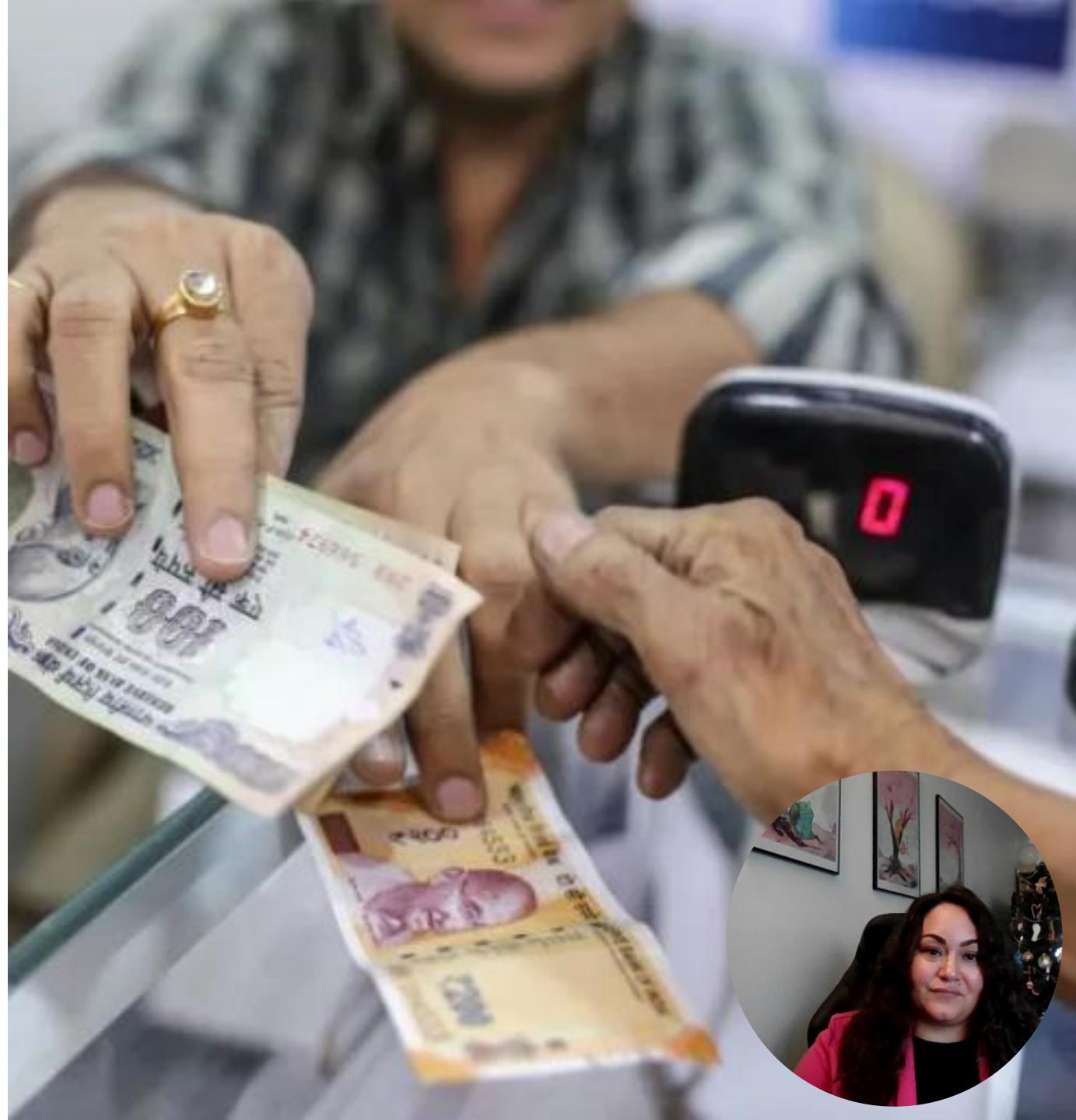


# MITRON'S CUSTOMERS



# DEMOGRAPHICS

- Most customers are **male**.
- Most are **middle-age or younger**.
- Most are **married**.
- Most live in **Mumbai & Chennai**.
- Most are **salaried employees**.

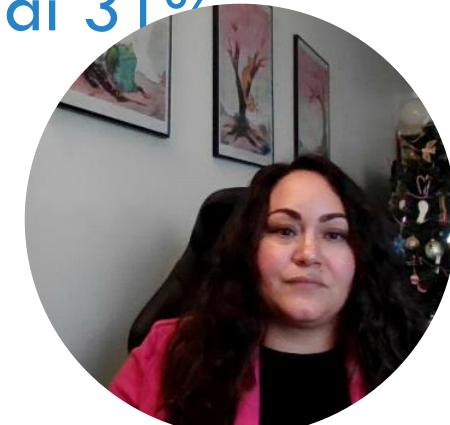
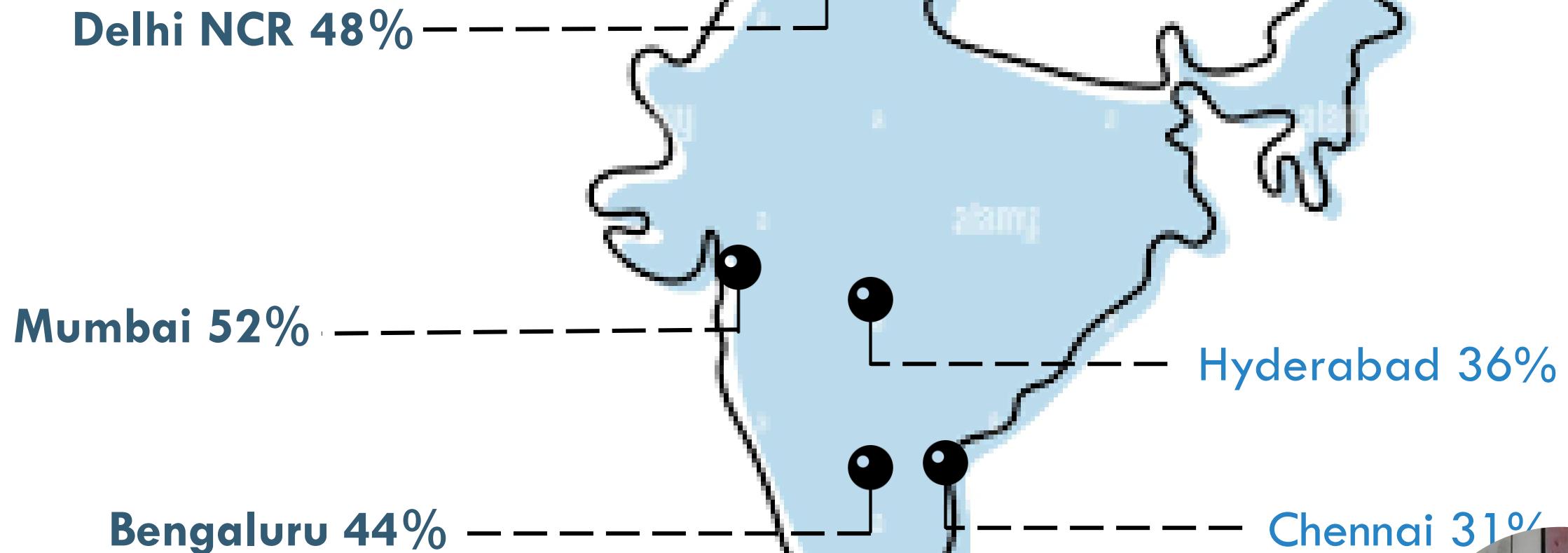




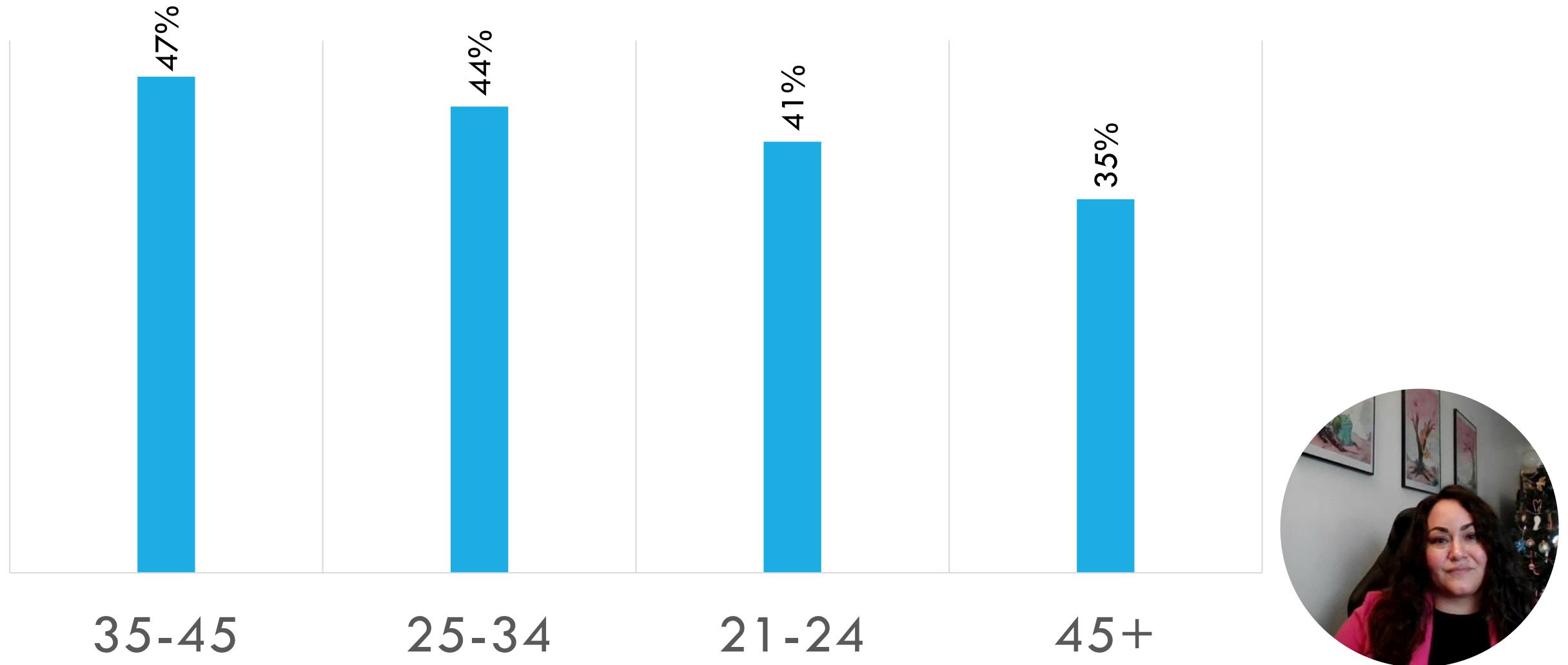
# SPENDING HABITS



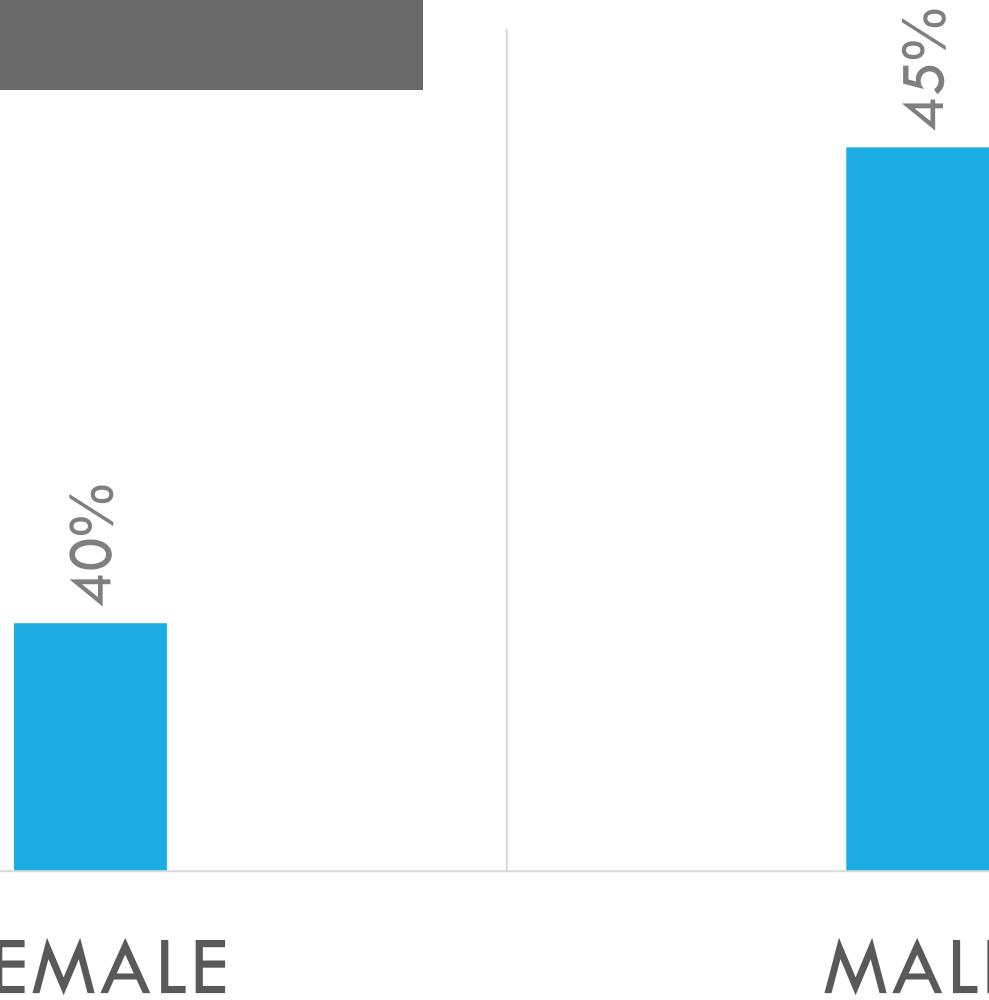
# AVERAGE % INCOME UTILIZATION



# AVERAGE INCOME USE % BY AGE RANGE



# AVERAGE INCOME USE % WOMEN VS. MEN

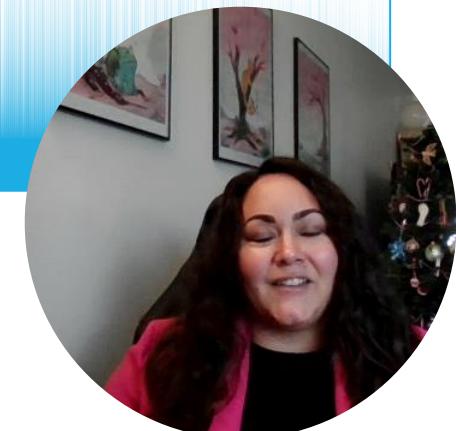
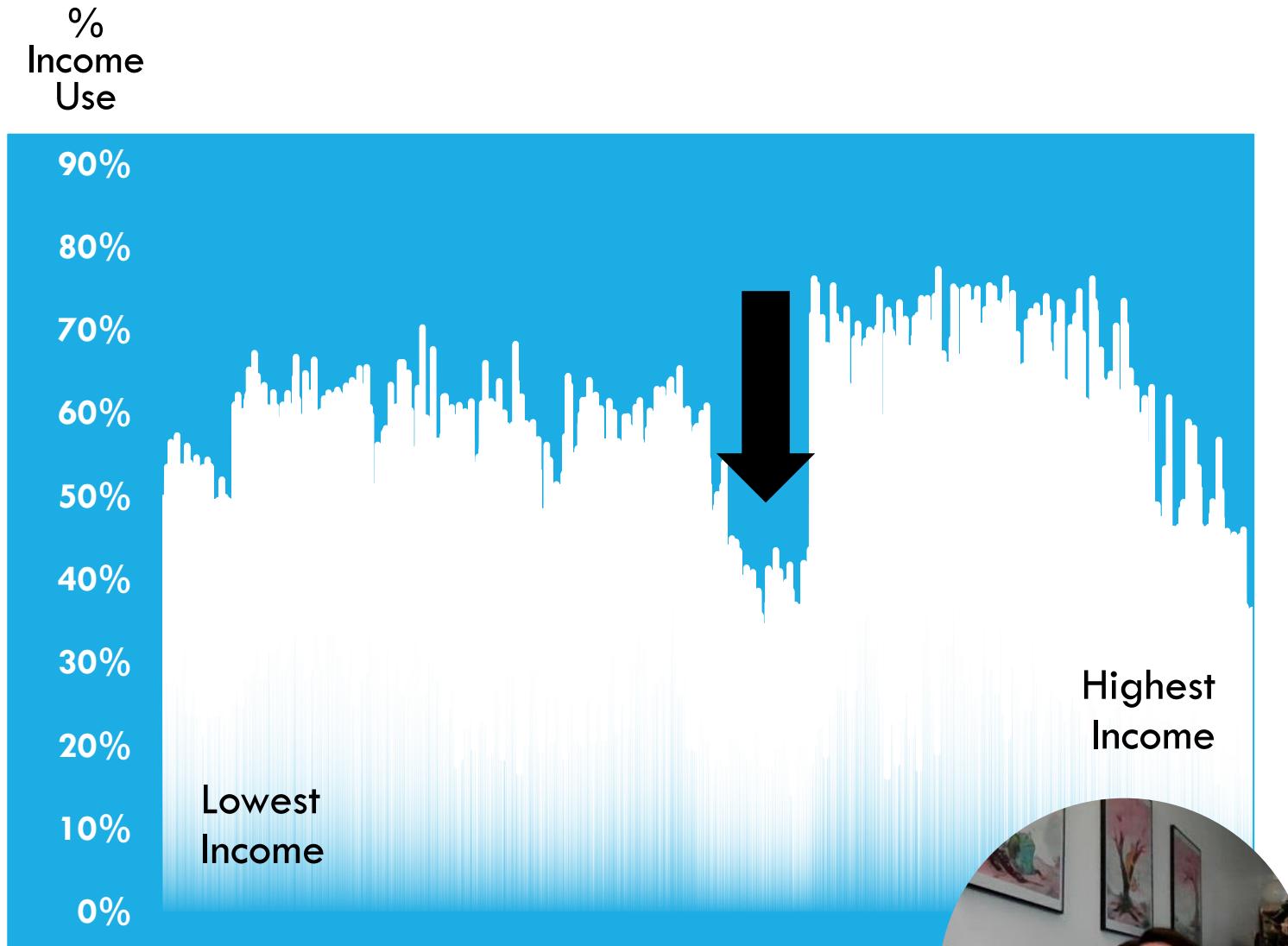


Note: Average income utilization percentage is not impacted by marital status.



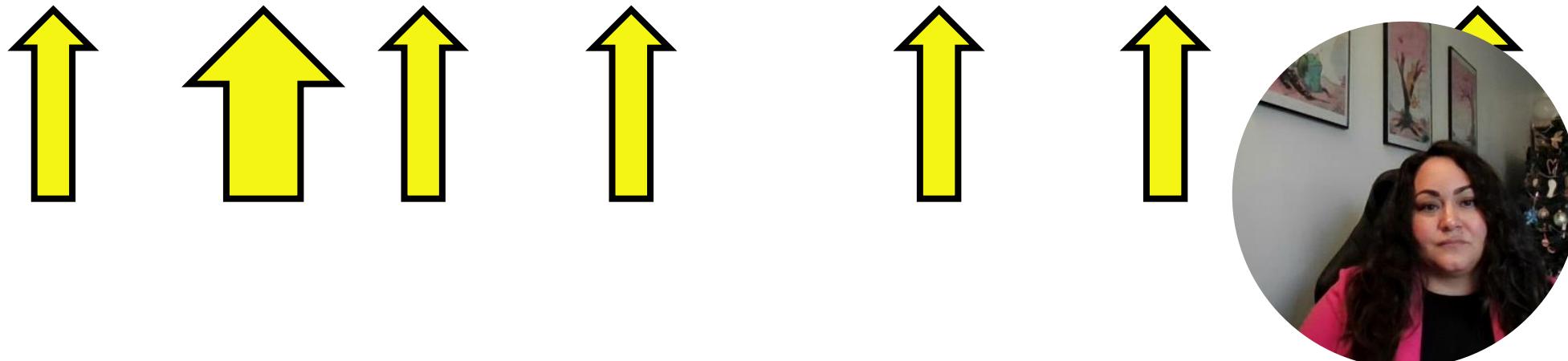
# INCOME USE

- There is no clear association between income and income use.
- One exception: middle class.



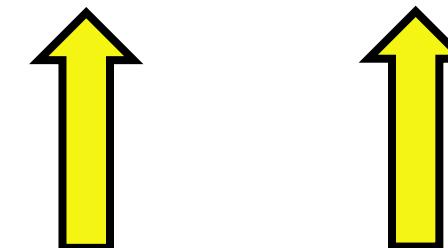
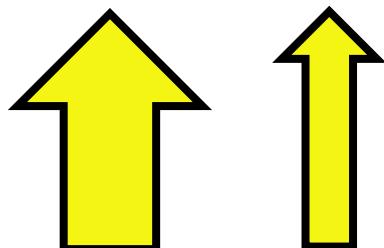
# AVERAGE SPENDING ACROSS CATEGORIES & AGE

Age Range	Apparel	Bills	Electronics	Entertainment	Food	Groceries	Health & Wellness	Others	Travel
21-24	₹ 672	₹ 212	₹ 686	₹ 912	₹ 560	₹ 338	₹ 380	₹ 125	₹ 247
25-34	₹ 251	₹ 1,223	₹ 916	₹ 355	₹ 423	₹ 1,044	₹ 519	₹ 170	₹ 756
35-45	₹ 337	₹ 1,377	₹ 912	₹ 322	₹ 470	₹ 1,036	₹ 985	₹ 187	₹ 614
45+	₹ 278	₹ 1,190	₹ 574	₹ 278	₹ 397	₹ 892	₹ 815	₹ 159	₹ 712



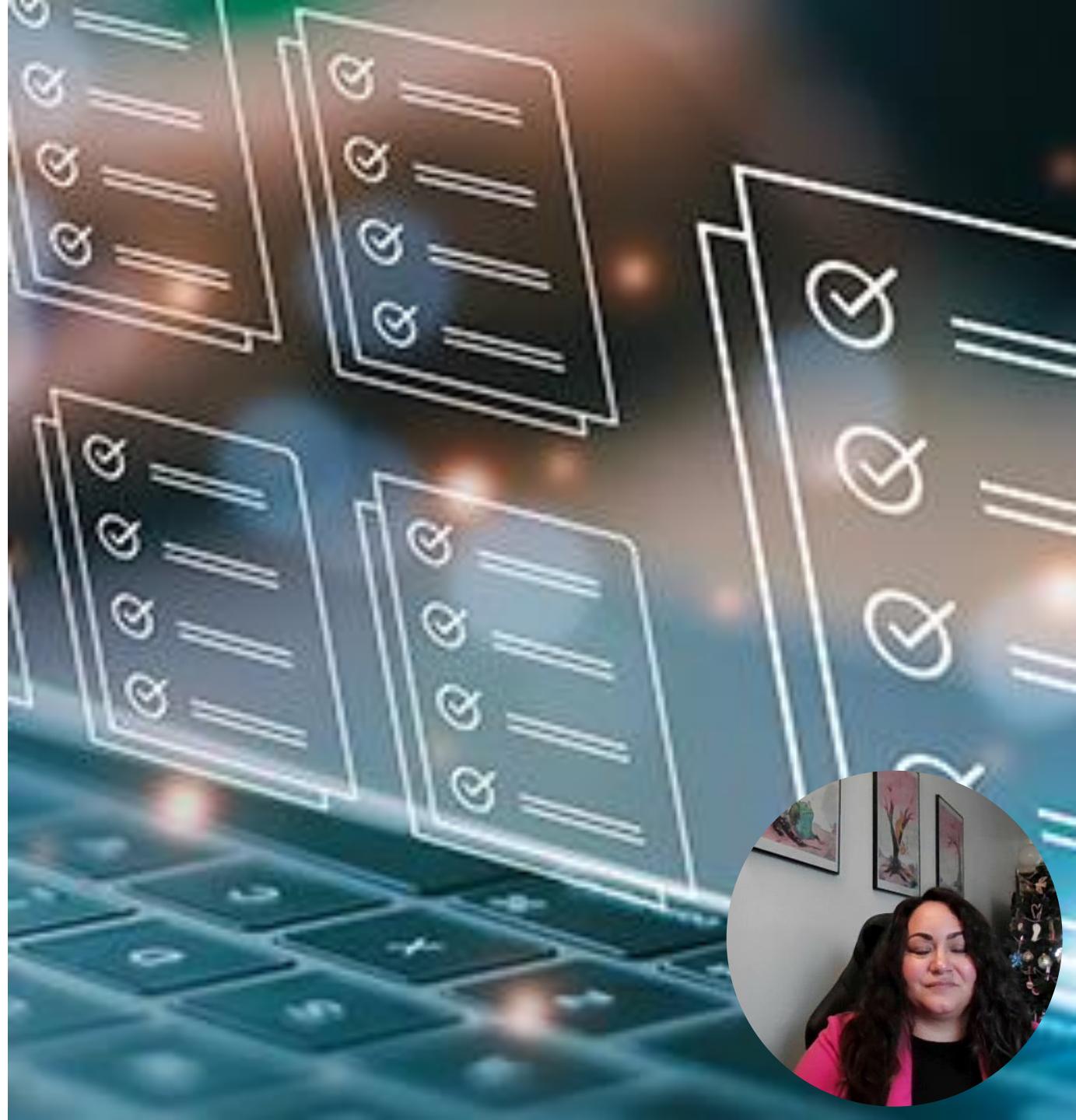
# AVERAGE SPENDING ACROSS CATEGORIES & CITY

Age Range	Apparel	Bills	Electronics	Entertainment	Food	Groceries	Health & Wellness	Others	Travel
Bengaluru		₹ 345	₹ 1,109	₹ 825	₹ 428	₹ 458	₹ 910	₹ 680	₹ 166
Chennai		₹ 234	₹ 815	₹ 603	₹ 283	₹ 320	₹ 664	₹ 499	₹ 120
Delhi NCR		₹ 395	₹ 1,241	₹ 933	₹ 471	₹ 513	₹ 1,019	₹ 774	₹ 190
Hyderabad		₹ 291	₹ 955	₹ 717	₹ 361	₹ 387	₹ 783	₹ 586	₹ 142
Mumbai		₹ 461	₹ 1,270	₹ 995	₹ 556	₹ 567	₹ 1,054	₹ 819	₹ 199



# INSIGHTS: CUSTOMER SEGMENTS

- Target product launch towards customers in **Mumbai, Bengaluru & Delhi.**
- Target product launch to customers **under 45 years of age.**
- Target **lower & higher income clients.**



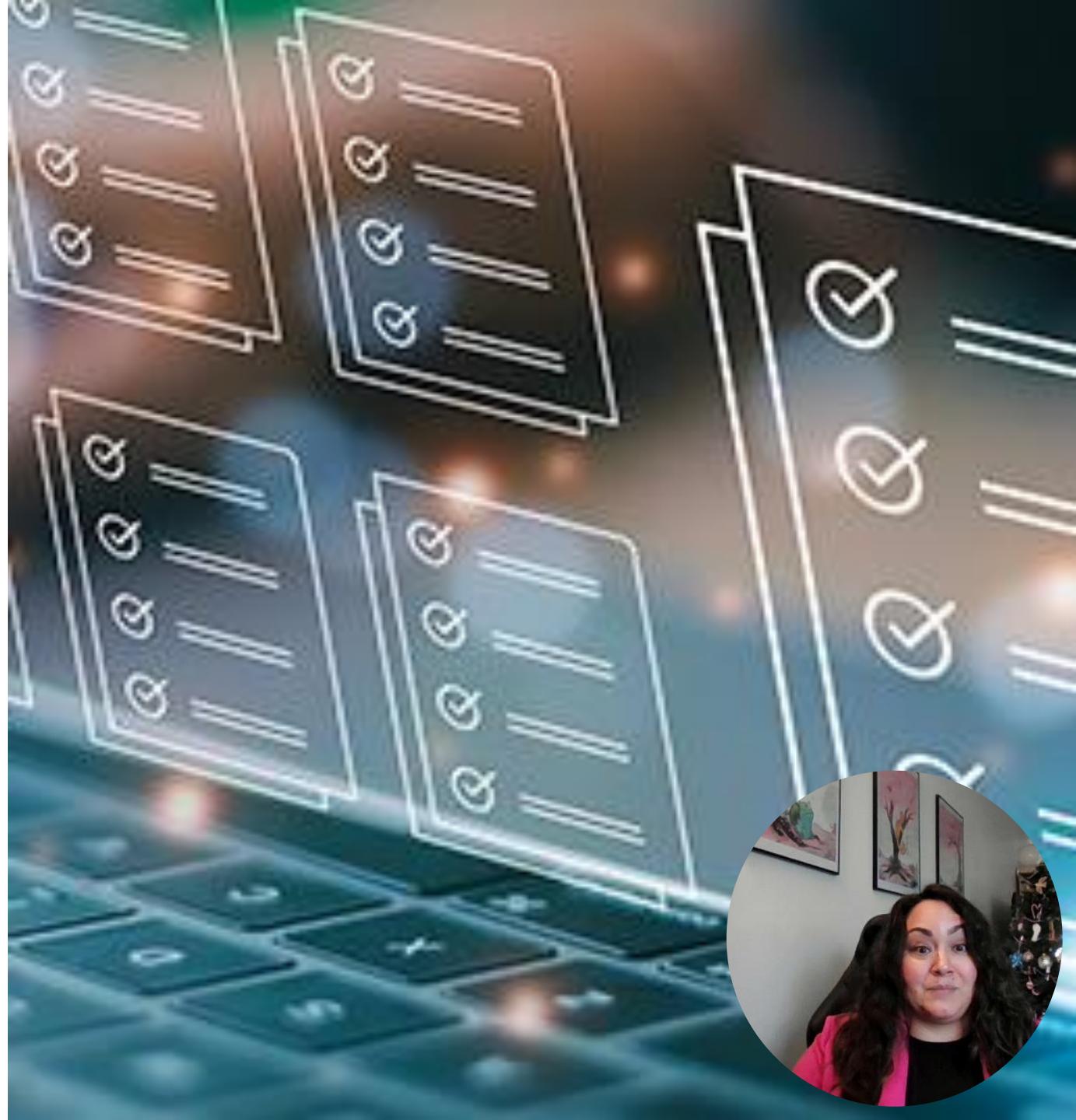
# INSIGHTS: PRODUCT FEATURES

## Age Range Based:

- Youngest clients will likely respond to rewards for apparel & entertainment purchases
- Older clients will likely respond to rewards for bills, groceries, wellness & travel purchases

## Location Based:

- Across all locations clients are most likely to respond to rewards for bills, groceries, wellness & travel purchases.



# RECOMMENDATIONS

## Incentivize Current Spending Trends

- Target youngest customers in Mumbai with credit card offering rewards for apparel & entertainment purchases.
- Target customers aged 35-45 with credit card offering rewards for electronics, wellness, & travel purchases.

## Cultivate New Spending

- Target youngest customers with credit card offering rewards for travel purchases.
- Target customers in Bengaluru, Delhi and Mumbai with credit card offering rewards for entertainment purchases.

Credit card rewards are known to activate the reward center of the brain and can thus be used to generate product interest and to influence spending habits. [See this study from the MIT Sloan School of Management.](#)



# NEXT STEPS

- Drill deeper into **full data set**
- Data-driven product development **strategy**
- Data-driven marketing **strategy**
- Real time **assessment of progress** towards strategic goals

