

MITRON FINANCE BANK

Customer Segmentation by age, marital_status, and gender

● High_Value ● Mid_Value ● Low_Value

140K

120K

100K

80K

60K

40K

20K

0K

Male
Single

Male
Married

Female

Male
Single

Male
Married

Female
Married

Male
Single

Female
Married

Male
Married

Female
Single

Male
Single

Female
Married

Male
Single

Female
Married

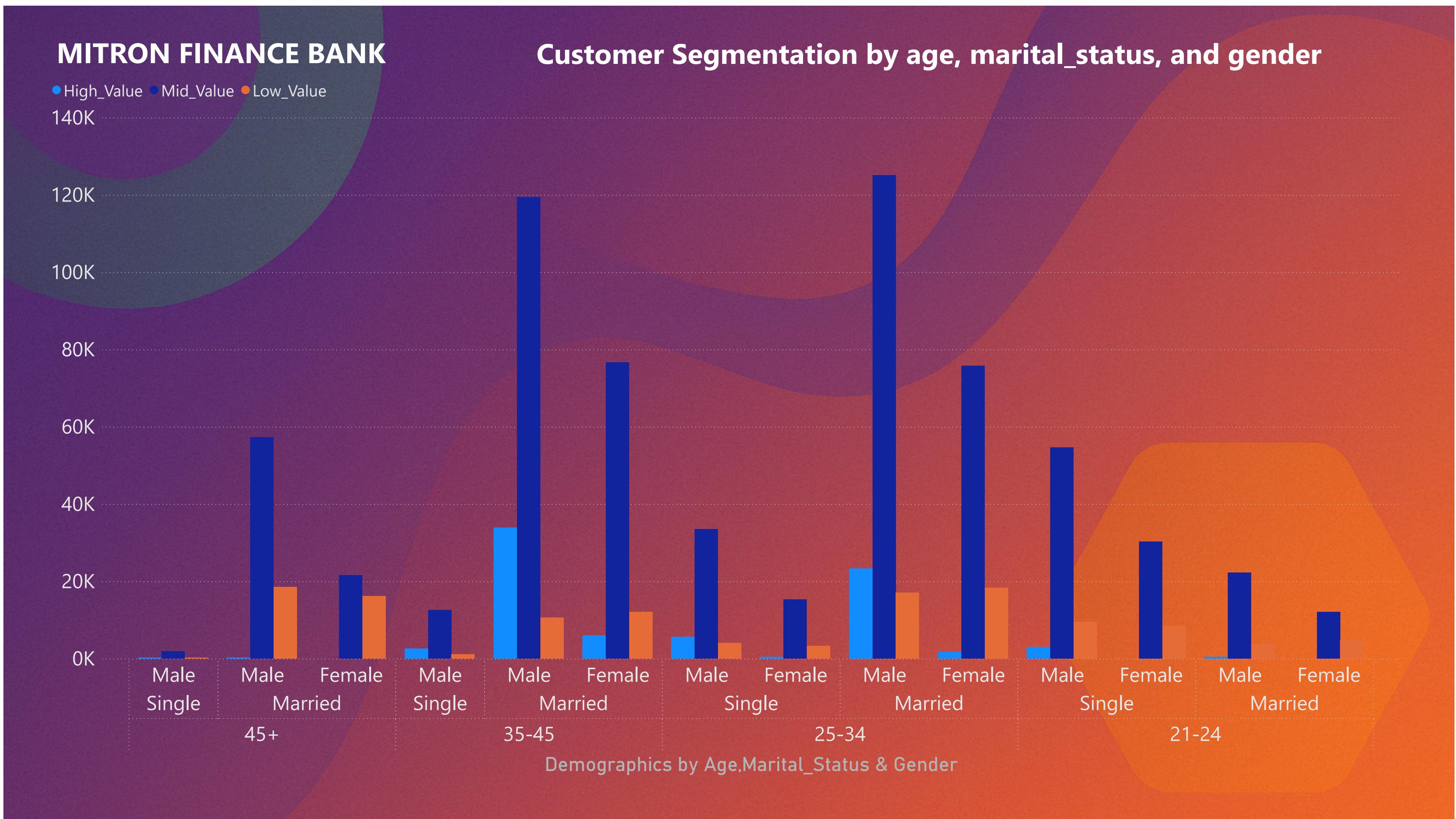
45+

35-45

25-34

21-24

Demographics by Age,Marital_Status & Gender



MITRON FINANCE BANK

Customer Segmentation by age, marital_status, and city

High_Value Mid_Value Low_Value

50K

40K

30K

20K

10K

0K

Bengaluru

Chennai

Mumbai

Bengaluru

Chennai

Delhi NCR

Hyderabad

Mumbai

Single

Married

Single

Married

Single

Married

Single

Married

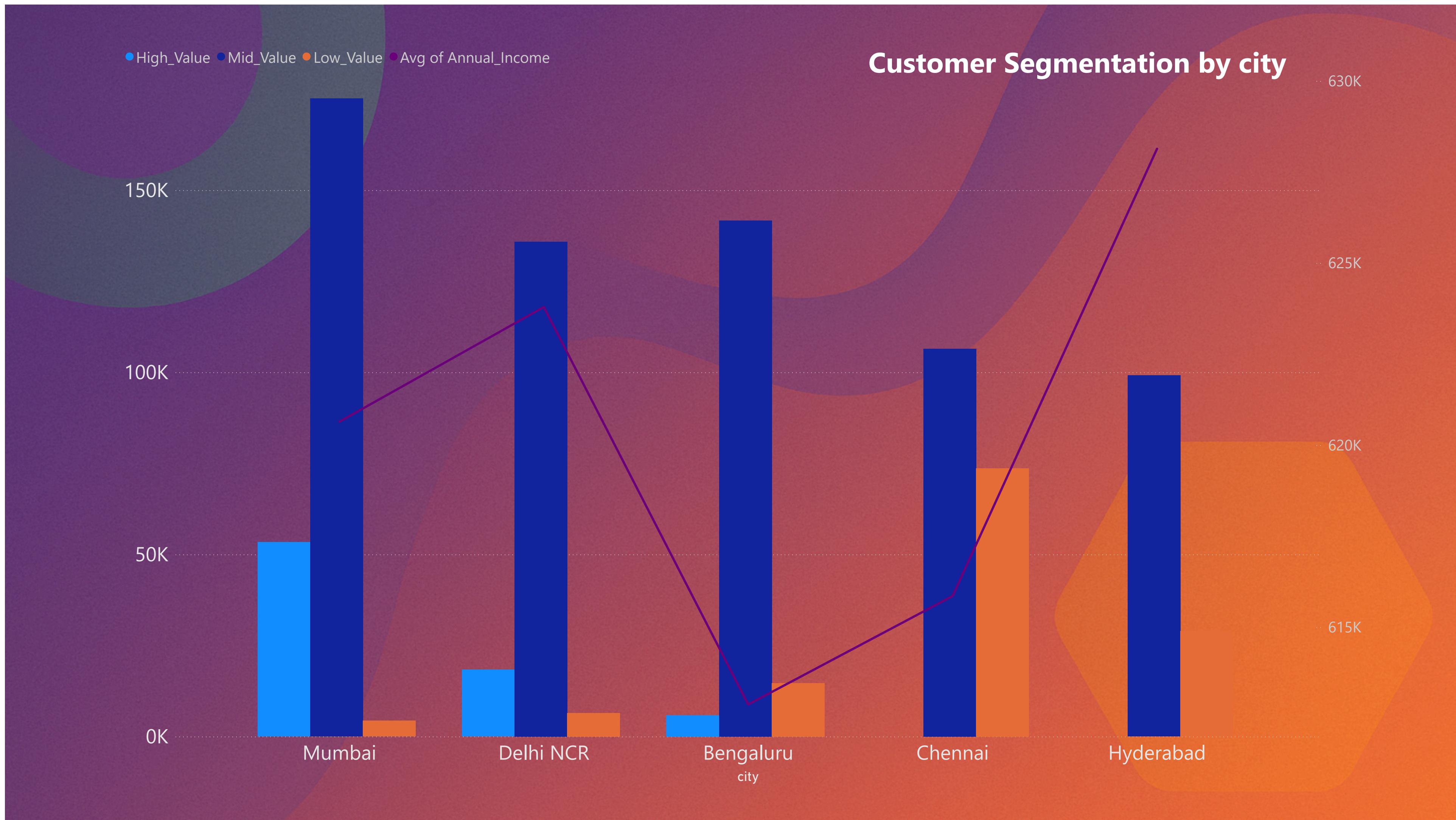
45+

35-45

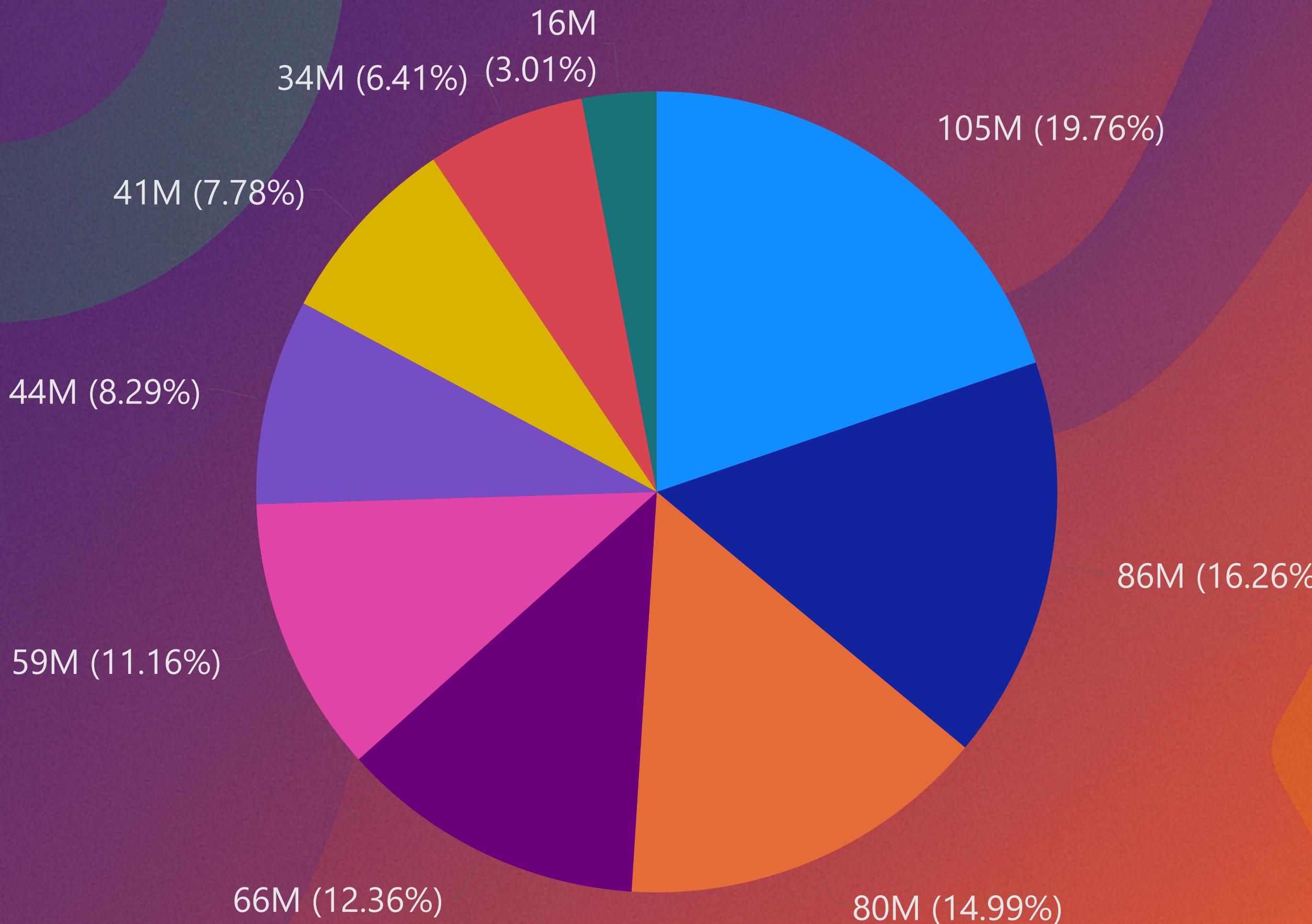
25-34

21-24

Demographics by Age, Marital_Status & Gender



Total_Expenditure by category



- category**
- Bills
 - Groceries
 - Electronics
 - Health & Wellness
 - Travel
 - Food
 - Entertainment
 - Apparel
 - Others

● High_Value ● Mid_Value ● Low_Value

Top Category by Customer Segmentation

