

BANK INSIGHTS

INTRODUCTION

- Mitron bank is a financial institution having headquarter in Hyderabad.
- They want to introduce a new line of credit cards , aiming to broaden its product offering and reach in the financial market.
- They had their customers in across five cities.
- AtliQ data services know about this and approached to the bank with a proposal to implement this project.
- Strategy director , Mr. Bashin Rover provide dataset of 4000 customers and asked them to do this pilot project first.

Strategic Insights Dashboard



Demographics Analysis

This view analyses customers across various dimensions to ta..



Detailed View

The Detailed View is consolidated view of overall customers information.



Income analysis

The Income analysis analyzes average income utilisation by customers for various demographics for tailoring services effectively.



City Analysis

This city analysis view analyzes average income utilisation and demographics for various cities to provide services accordin..

Strategic Insights Dashboard



Demographic



Detailed



Income



City

Filters

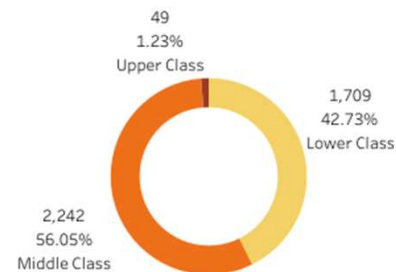
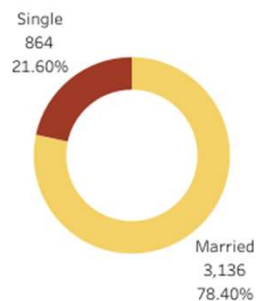
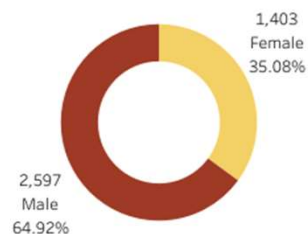
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- customer segmentation
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- Customer Id
All

Total customers
4,000

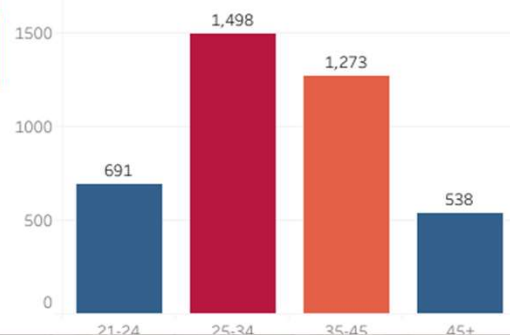
Average Income
206.63M

Average Spend
88.48M

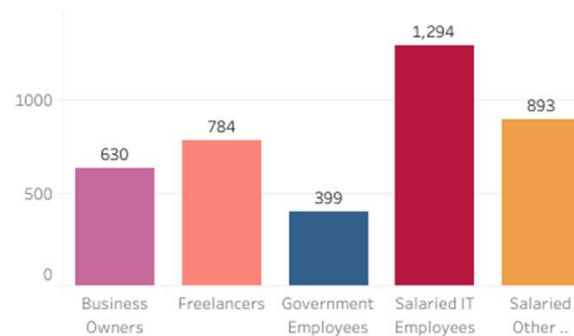
Demographic Analysis



Demographics by Age and Occupation



Visual Analysis
Tabular Analysis



Demographics by Cities



Strategic Insights Dashboard



Demographic



Detailed



Income



City

Filters

Age Group
All

Category
All

Gender
All

City
All

Marital Status
All

Month
All

Occupation
All

Payment Type
All

customer segmentation
All

Customer Id
All

Customer Id

Gender

Marital Status

customer segmen..

Occupation

Average income

Spend

Average Income Utilisation

ATQCUS0001

Male

Married

Middle Class

Salaried IT Employees

49,767

28,424

57.11%

ATQCUS0002

Male

Married

Middle Class

Salaried IT Employees

47,336

28,086

59.33%

ATQCUS0003

Male

Married

Middle Class

Salaried IT Employees

48,851

26,256

53.75%

ATQCUS0004

Male

Married

Middle Class

Salaried IT Employees

45,425

27,109

59.68%

ATQCUS0005

Male

Married

Middle Class

Salaried IT Employees

46,732

26,216

56.10%

ATQCUS0006

Male

Married

Middle Class

Salaried IT Employees

50,620

30,855

60.95%

ATQCUS0007

Male

Married

Middle Class

Salaried IT Employees

48,756

26,474

54.30%

ATQCUS0008

Male

Married

Middle Class

Salaried IT Employees

46,854

26,162

55.84%

ATQCUS0009

Male

Married

Middle Class

Salaried IT Employees

47,879

29,625

61.87%

ATQCUS0010

Male

Married

Middle Class

Salaried IT Employees

49,465

29,958

60.56%

ATQCUS0011

Male

Married

Middle Class

Salaried IT Employees

45,444

26,505

58.33%

ATQCUS0012

Male

Married

Middle Class

Salaried IT Employees

47,586

26,282

55.23%

ATQCUS0013

Male

Married

Middle Class

Salaried IT Employees

46,713

25,742

55.11%

Strategic Insights Dashboard



Demographic



Detailed



Income



City

Filters

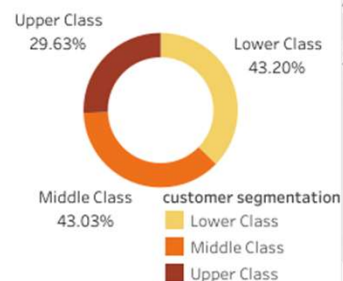
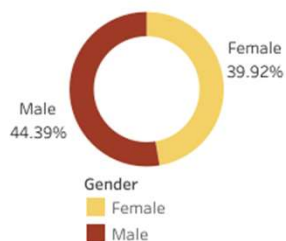
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All
- Customer Id
All

Average Income
Utilisation
42.82%

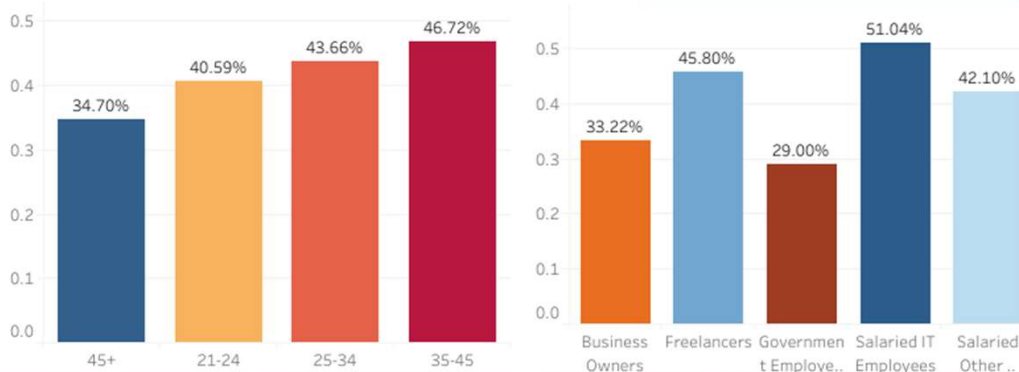
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Average Spend
88.48M

Average income utilisation analysis



Average income utilisation by Age-Group/ Occupation and Category / Payment Type



Average Income Utilisation by Cities



Strategic Insights Dashboard



Demographic



Detailed



Income



City

Filters

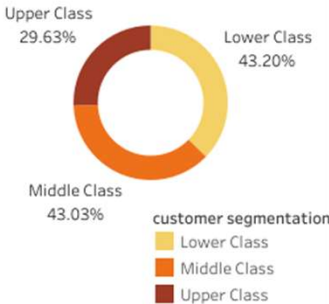
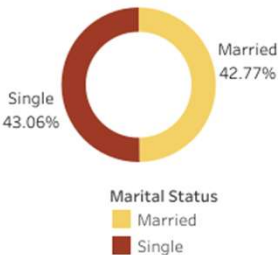
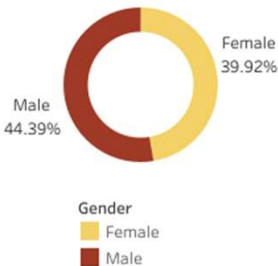
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Average Income Utilisation
42.82%

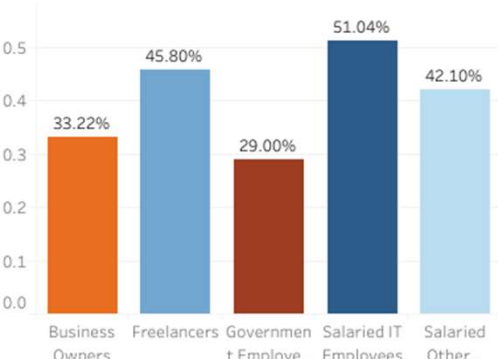
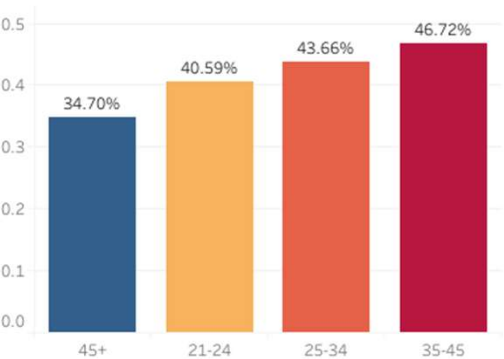
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Average Spend
88.48M

Average Income Utilisation / Demographics



Average income utilisation / Demographics by Age and Occupation



Map selector
Average income utilisation
Demographics

Average Income Utilisation / Demographics by Cities

