

Introducing Mitron Bank's New Line of Credit Cards

**Code basics Resume
Project Challenge #8**



**Presented By:
Shanthan
Kondaiahgari**

Agenda :

- 1 . Problem Statement**
- 2 . Objective**
- 3 . Task**
- 4 . Data Set**
- 5 . Dashboard**
- 6 . Insights**



Problem Statement



Mitron Bank is a legacy financial institution headquartered in Hyderabad. They want to introduce a new line of credit cards to broaden its product offerings and reach in the financial market.



Objective

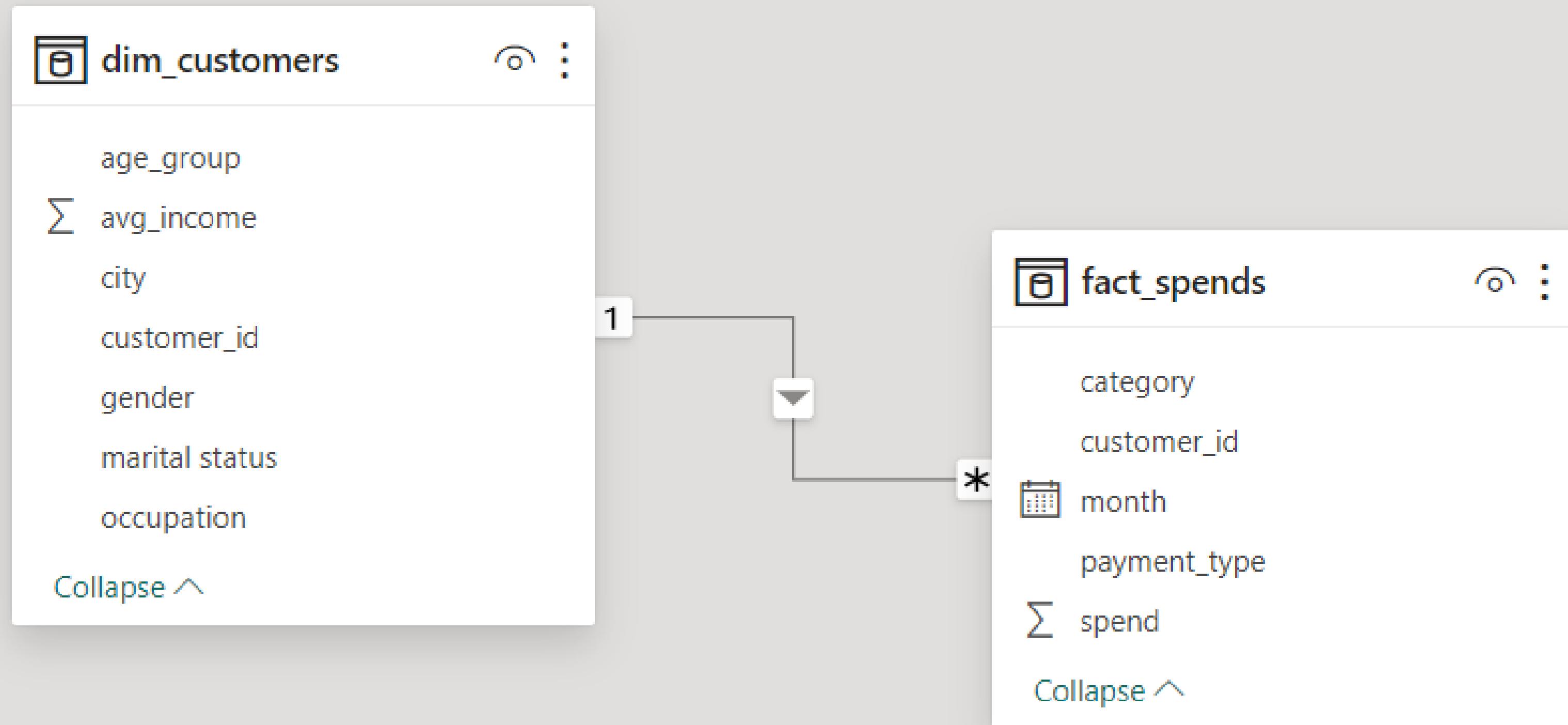
The objective is straightforward: enhance Mitron Bank's credit card portfolio and extend their presence in the dynamic and evolving financial market.



TASK

Crafting a user-friendly dashboard for Mitron Bank's top-level management and product strategy team, the design ensures self-explanatory metrics and analysis. In presenting insights to Mr. Bashnir Rover and the team, employ a creative and concise approach, utilizing the intuitive dashboard to effectively communicate key strategic information.

Data Set



Mitron Bank Customer Insights Dashboard



Home



**DemoGraphic
Classification**



Income Utilization



Credit Card Overview



Demographic classification and Spending Insights

No Of Customers

4000

Total Spends

₹ 531M

Total Avg income

₹ 206.63M

Male

2597

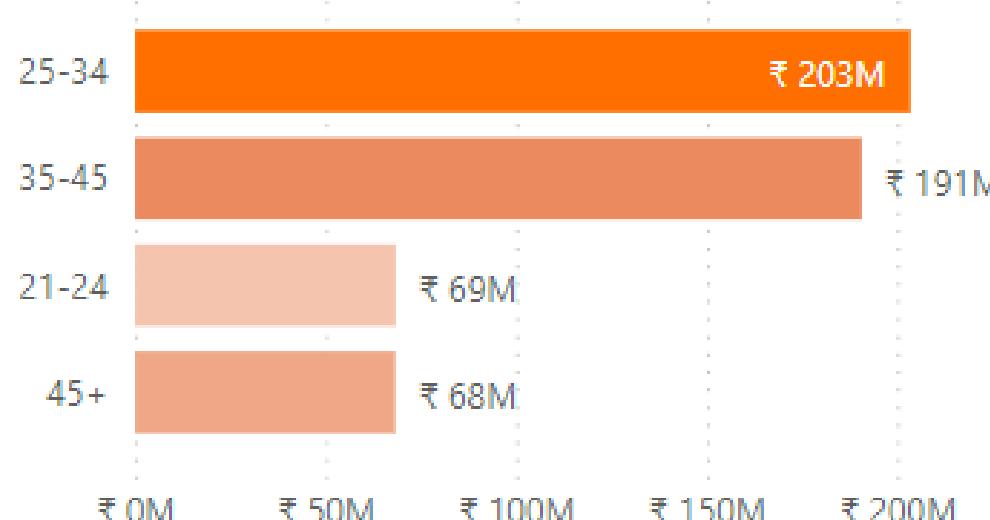
Female

1403

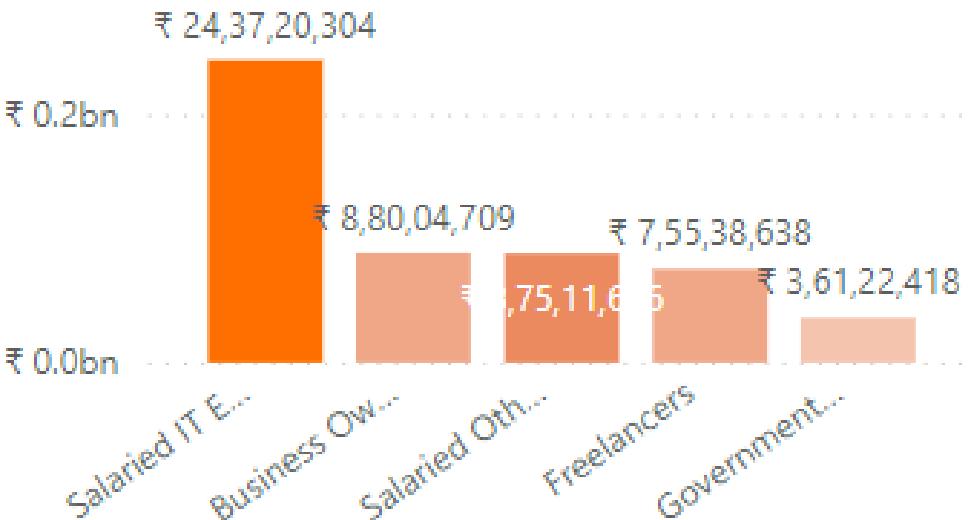
Income Utilization %

38.92%

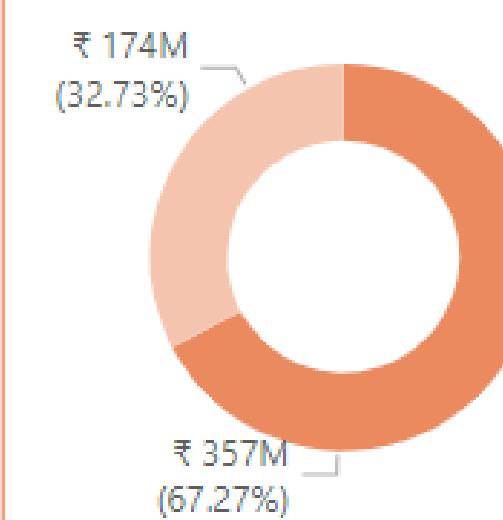
Total Spends by age_group



Total Spends by Occupation



Total Spends by gender



city

All

gender

- Male
- Female

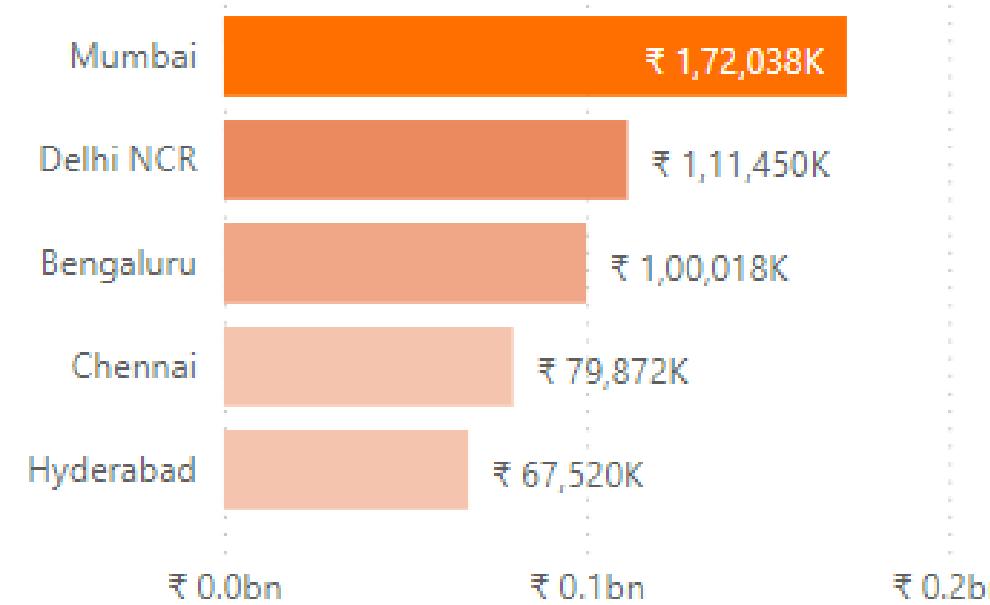
gender

All

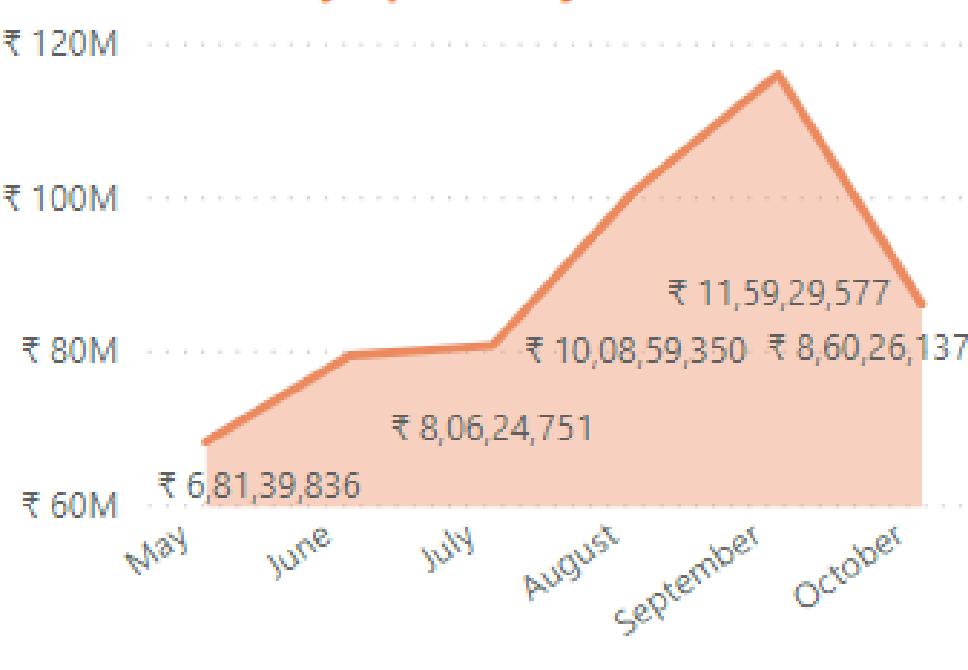
marital status

All

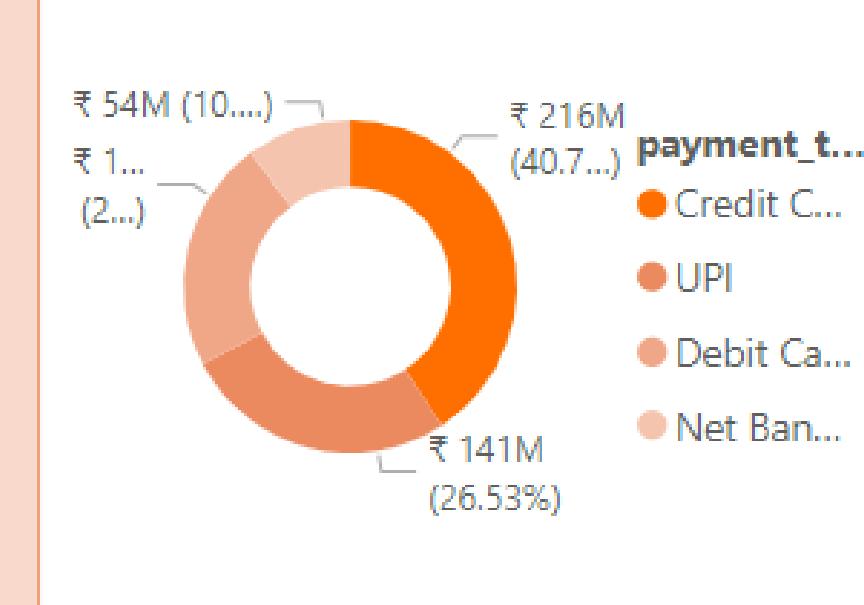
Total Spends by city



Monthly Spends by Customer



Total Spends by payment_type



occupation

All

payment_type

All



Average Income Utilization % Overview

Avg Income

₹ 51.66K

Avg Spend

₹ 132.72K

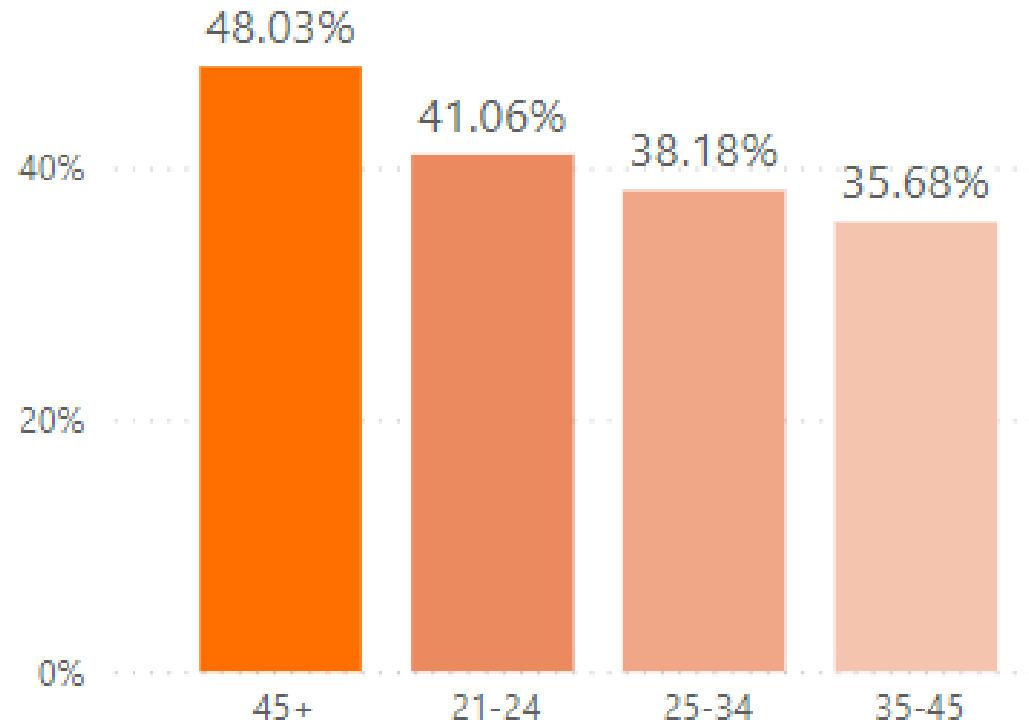
Income Utilization %

38.92%

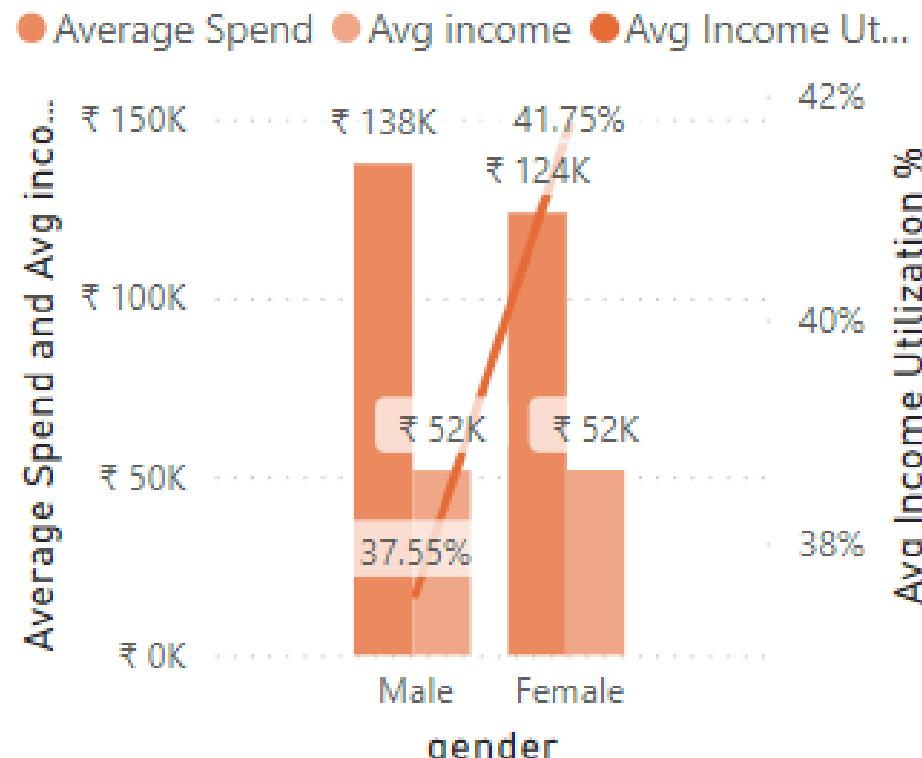
Income Utilization LM %

46.45%

Avg Income Utilization % by age_group



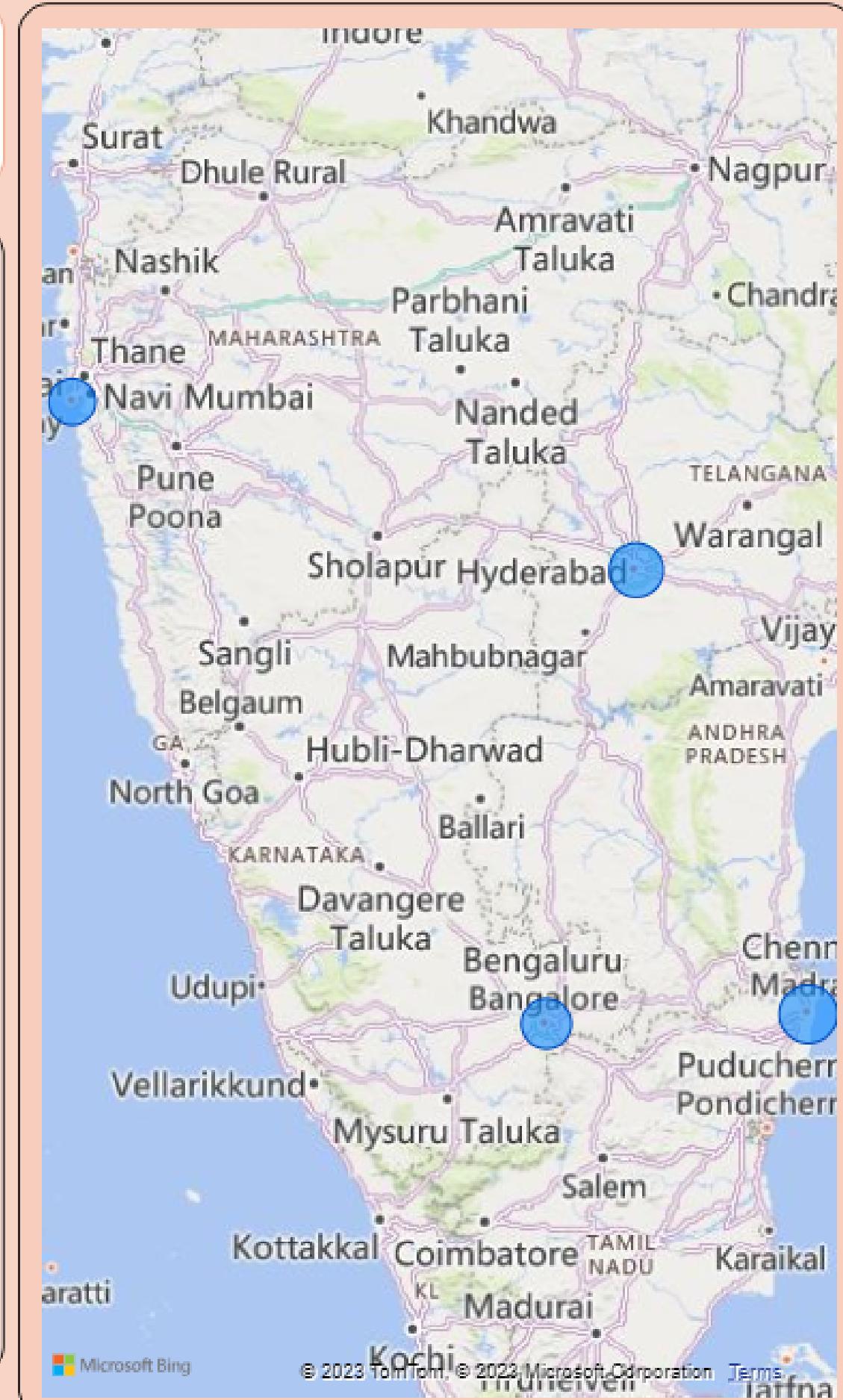
Avg income by Utilization by Gender



occupation

Avg income | Average Spend | Avg Income Utilization

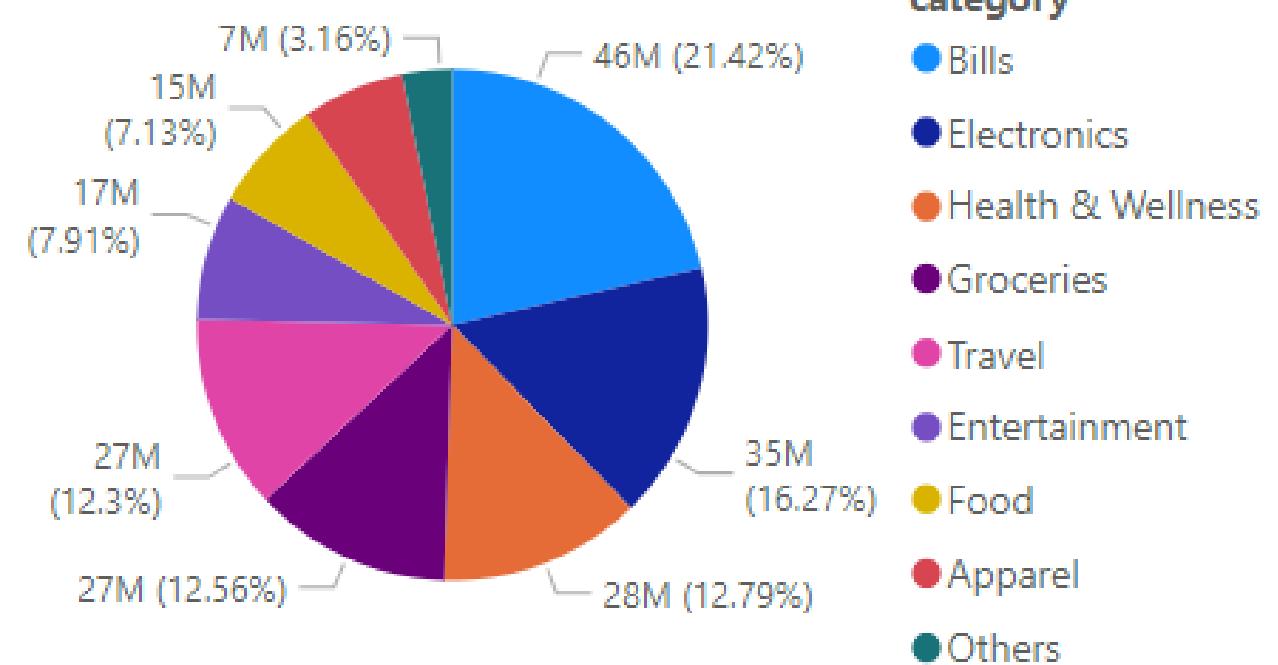
occupation	Avg income	Average Spend	Avg Income Utilization
Salaried IT Employees	₹ 61,499.67	₹ 1,88,346.45	32.6
Freelancers	₹ 35,058.25	₹ 96,350.30	36.3
Salaried Other Employees	₹ 38,793.44	₹ 97,997.41	39.5
Business Owners	₹ 70,091.18	₹ 1,39,690.01	50.1
Government Employees	₹ 52,034.83	₹ 90,532.38	57.4
Total	₹ 51,657.03	₹ 1,32,724.44	38.9



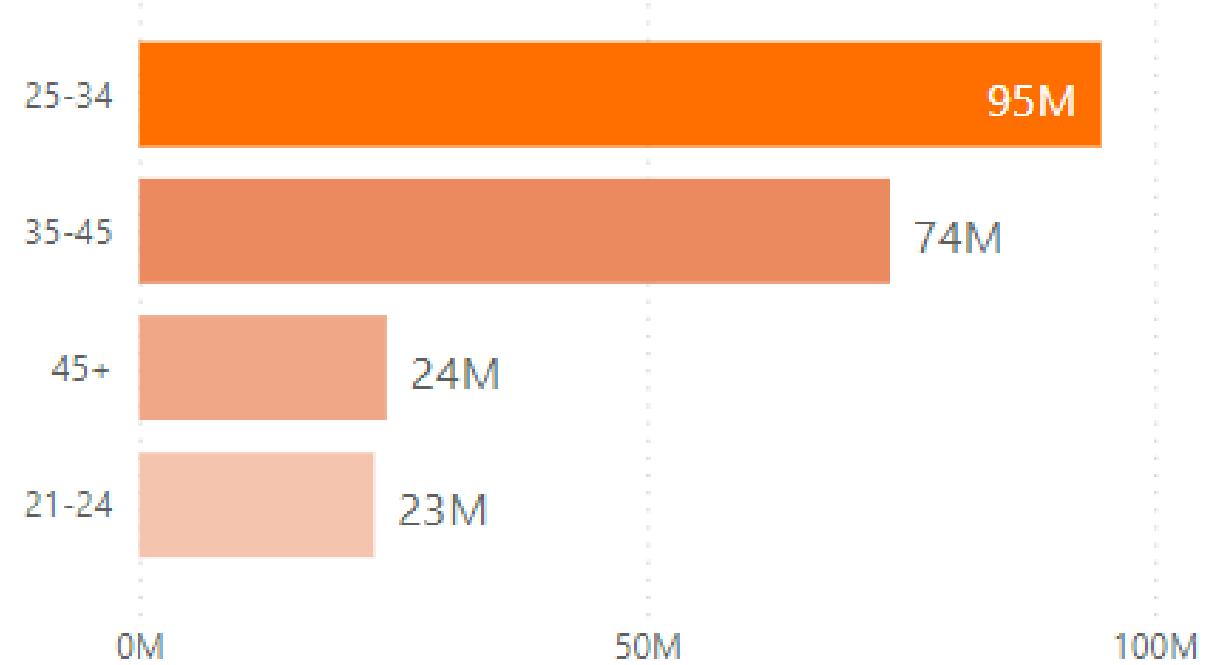
Credit Card Spending Overview



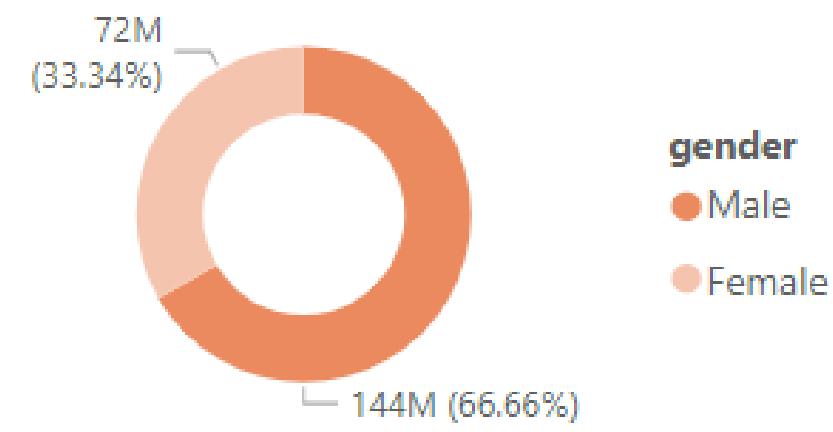
Credit Card Expenses in Different Category



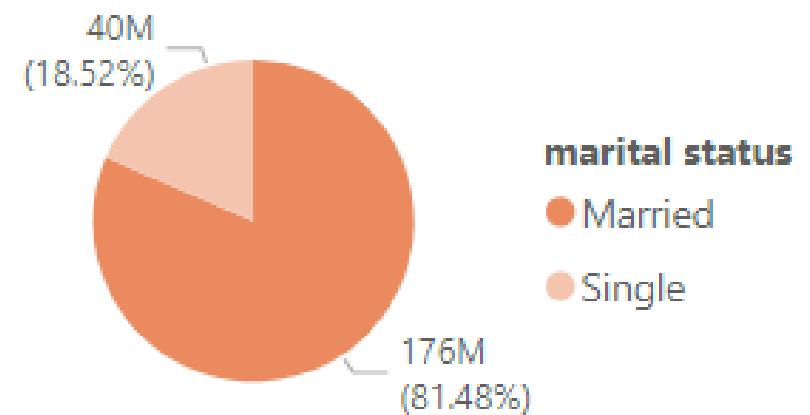
Spend by credit card by age_group



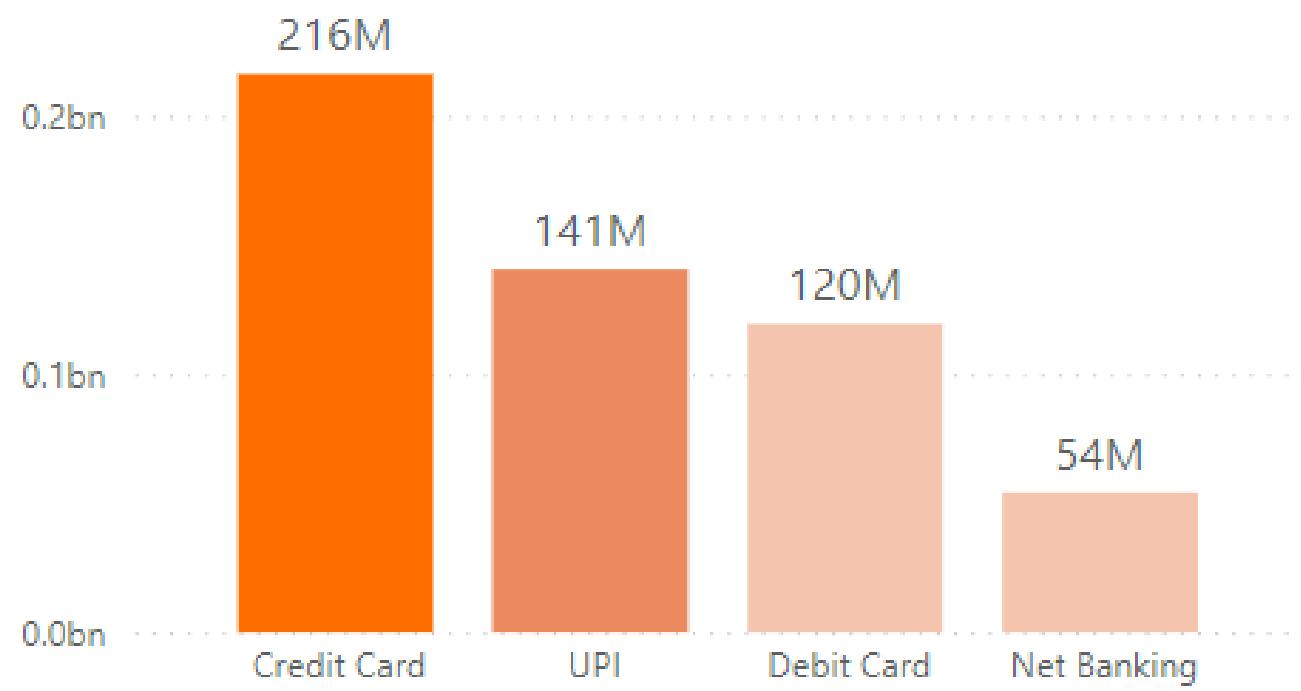
Credit card spend by gender



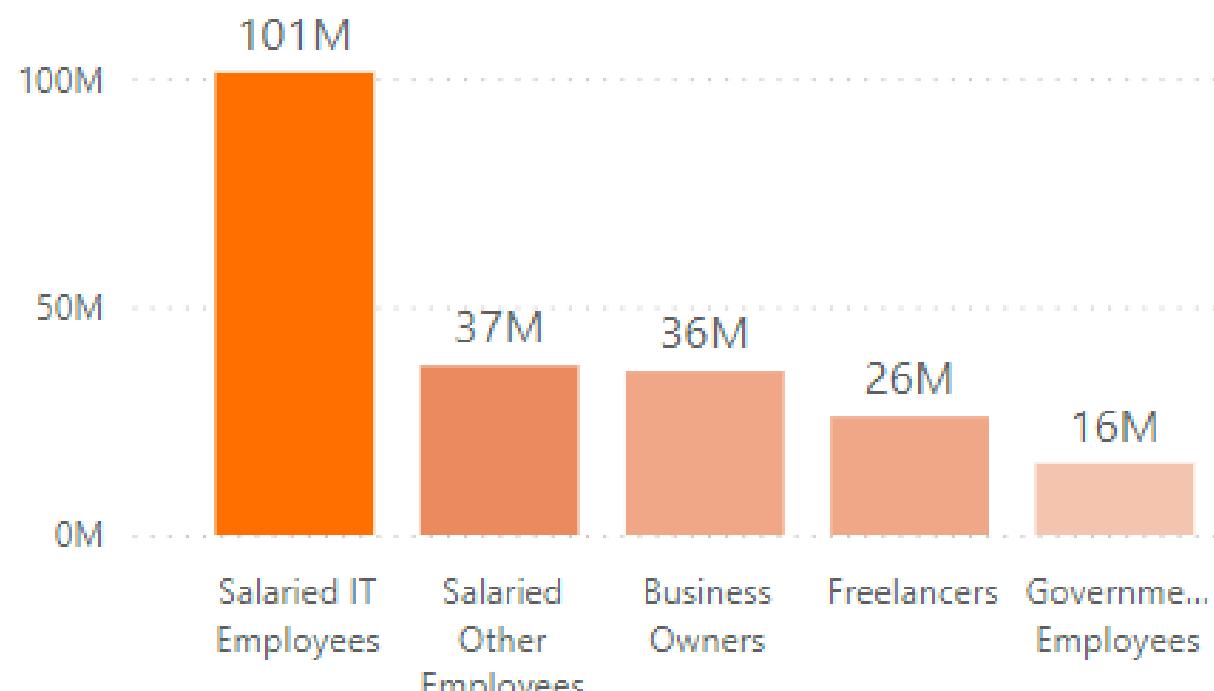
Spend by credit card by marital status



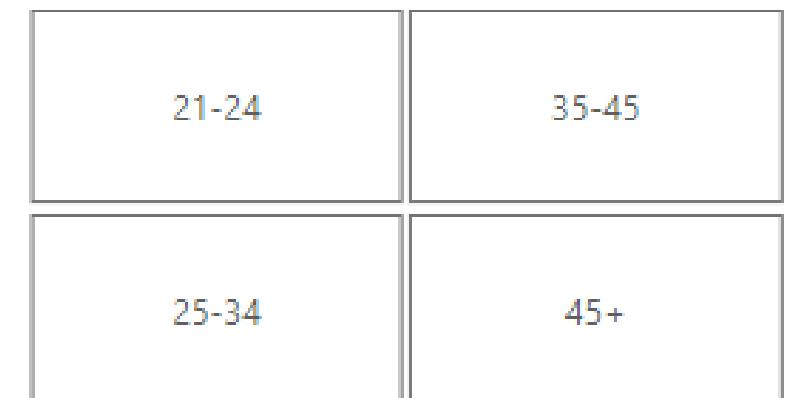
Sum of spend by payment_type



Spend by credit card by occupation



age_group





- 1) Customers in Chennai and Hyderabad have higher income utilization scores.
- 2) Generally, females may have a slightly higher likelihood of obtaining our credit card due to a more favorable income utilization score.
- 3) Mumbai has the Highest number of Customers Out of Total 4000 and followed by Chennai with 834 Customers.
- 4) The youngest (21-24) and the oldest (45+) customers have higher income utilization scores.
- 5) Business Owners and Salaried Employees has the high income utilization.
- 6) Compared to single individuals, married people tend to spend a higher amount on credit cards.



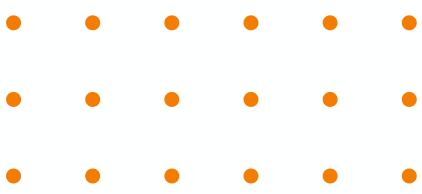
**Thanks to
Codebasics for
this Amazing
Challenge**

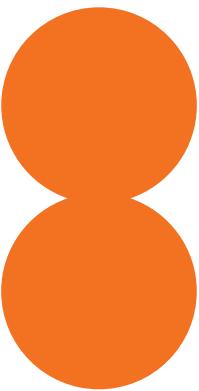


Dhaval Patel



Hemanand
Vadivel





GOT QUESTIONS?

Reach out.





shanthans861@gmail.com

