

# Mitron Bank Customer Insights Dashboard

**Home**

**Demo Graphic  
Classification**

**Income  
Utilization**

**Credit Card  
Overview**

# Demo Graphic Classification and Spending Insights

No.of Customers

4000

Total Spends

531M

Total avg\_income

206.6M

Males

2597

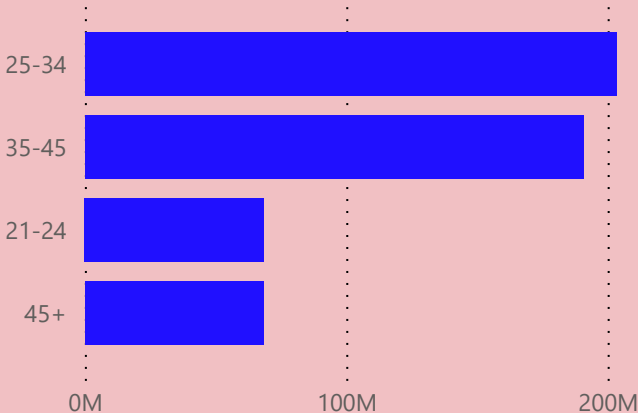
Females

1403

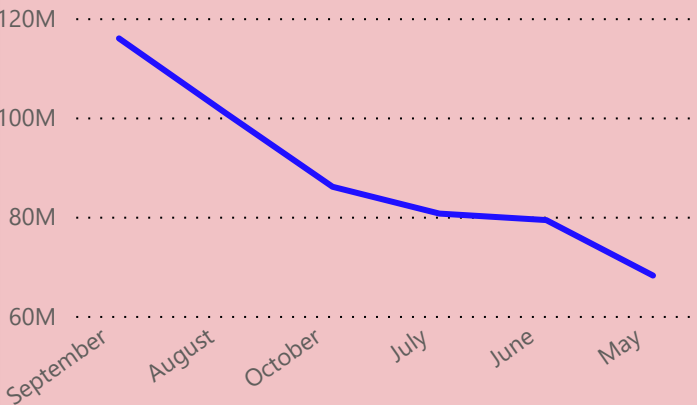
city

All

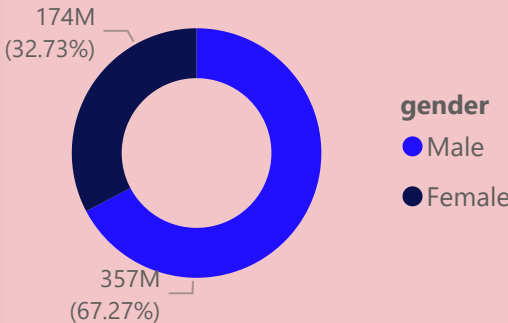
Total spends by age\_group



Monthly spends by Customer



Total spends by gender



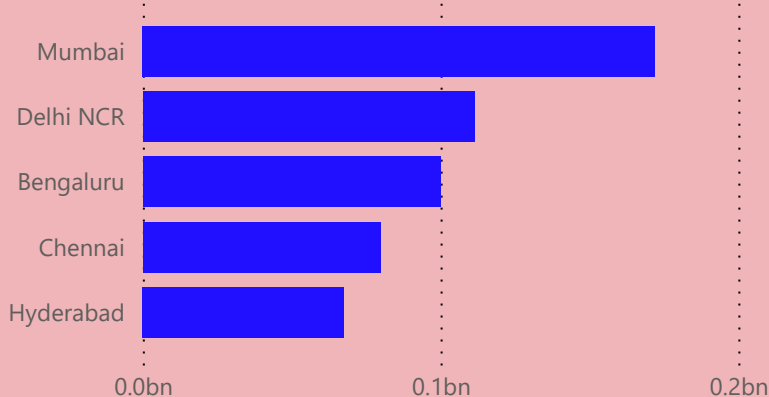
gender

All

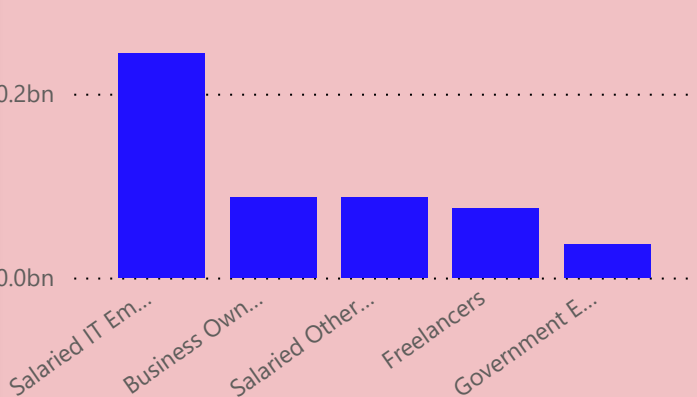
marital status

All

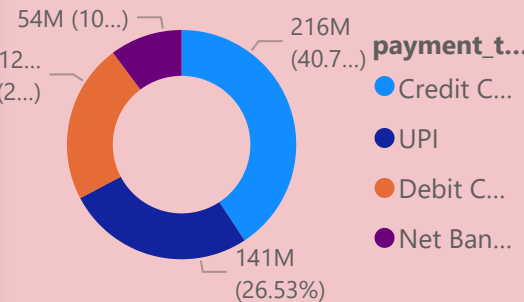
Total spends by City



Total spends by Occupation



Total spends by gender



occupation

All

payment\_type

All

# Average Income Utilization % overview

Average Income

51.66K

Average Spends

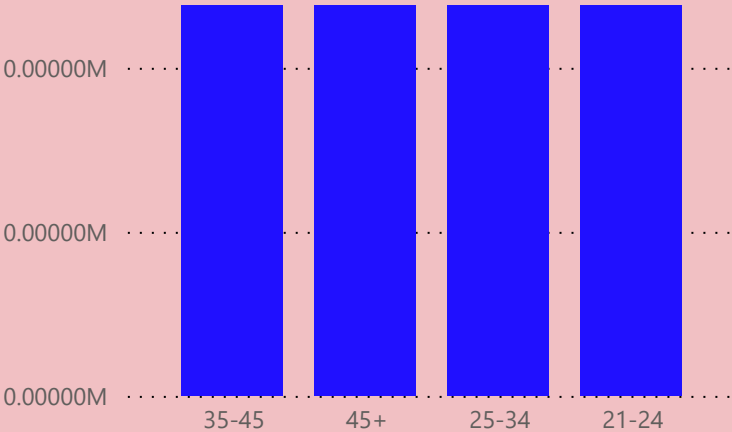
1K

Income  
Utilization  
38.92%

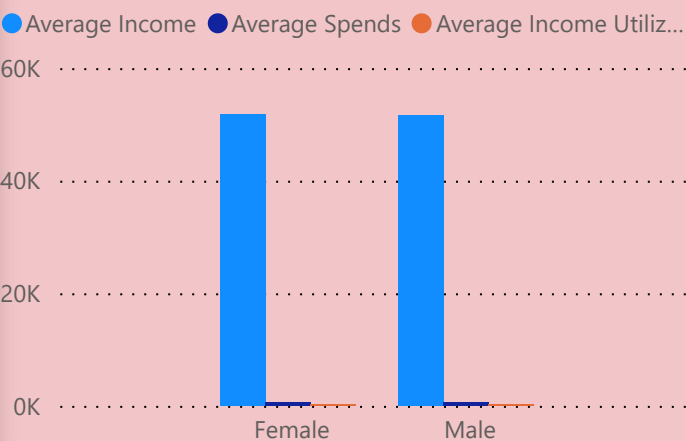
city

All

Total spends by age\_group



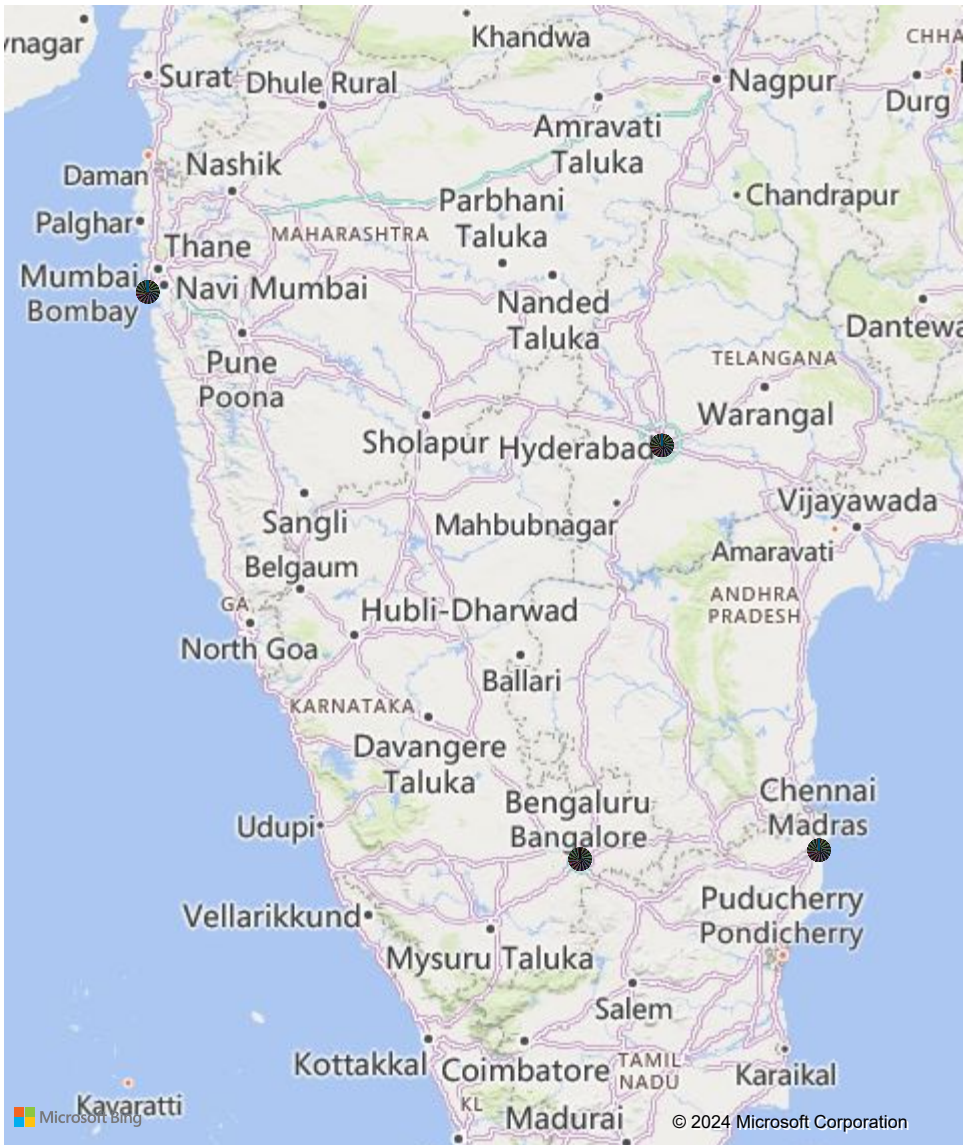
Total spends by City



| occupation               | Average Income | Average Spends | Average Income Utilization Rate |
|--------------------------|----------------|----------------|---------------------------------|
| Freelancers              | 35,058.25      | 446.07         | 1.19                            |
| Salaried Other Employees | 38,793.44      | 453.69         | 1.19                            |
| Business Owners          | 70,091.18      | 646.71         | 1.19                            |
| Government Employees     | 52,034.83      | 419.13         | 1.19                            |
| Salaried IT Employees    | 61,499.67      | 871.97         | 1.19                            |
| Total                    | 51,657.03      | 614.46         | 1.19                            |

city and spend

spend 6 7 8 9 10 11 12 13 14 15 16 17 18



# Credit Card Spending Overview

Average Income

51.72K

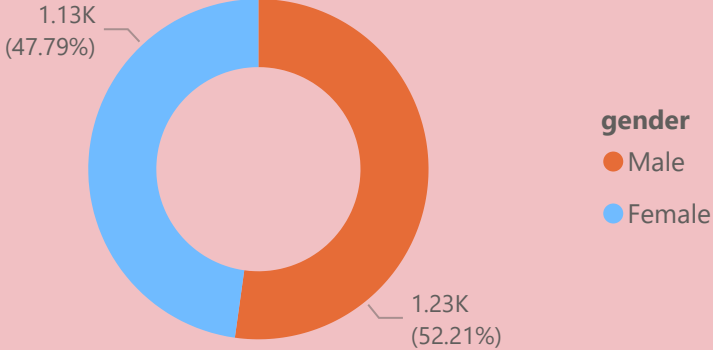
Average Spends

1K

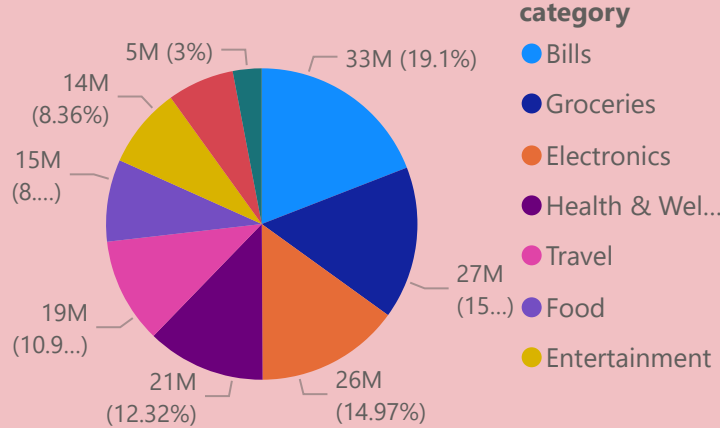
city

Mumbai

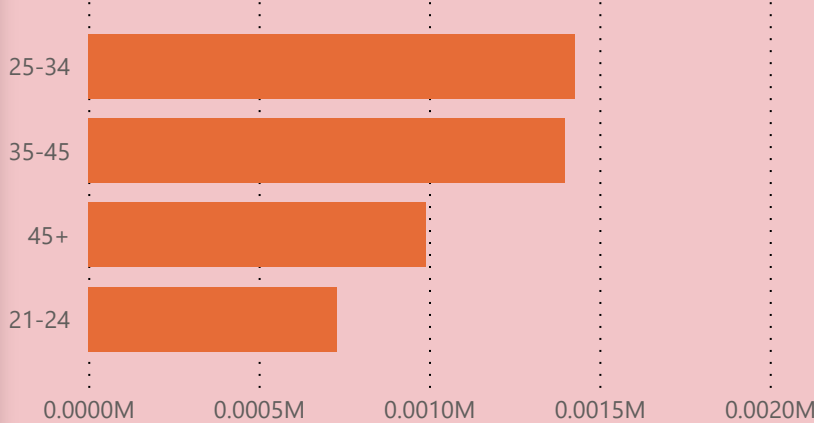
Credit card spends by gender



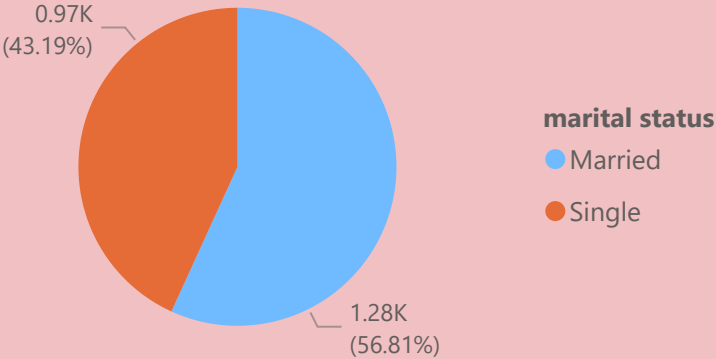
Credit card spends in different category



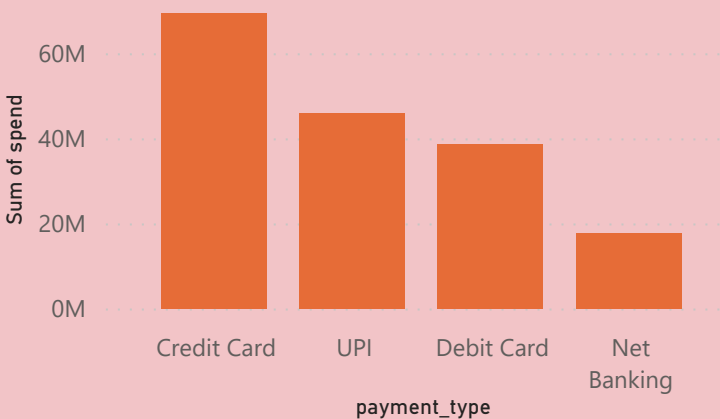
Credit card spends by Age group



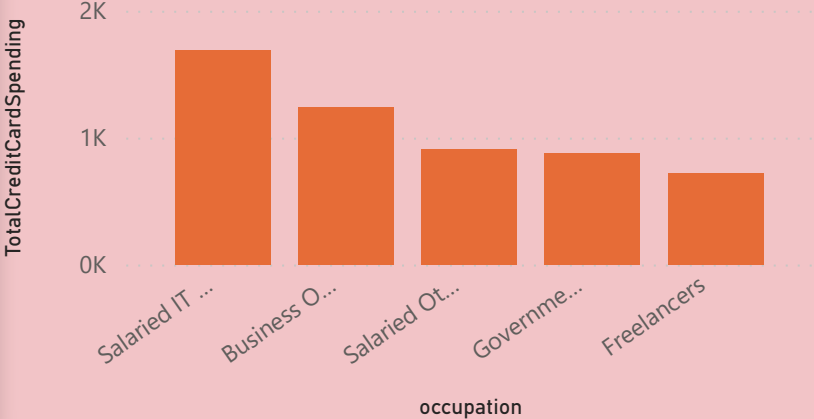
Credit card spends by marital status



Sum of spend by payment\_type



Credit Card Spends by occupation



age\_group

21-24

25-34