



Mitron Credit card Launch Analysis

organized bt codebasics Resume
Challenge

CREDIT CARD ANALYSIS

Created BY
KARTHIGA LAKSHMANAN



2022 2022 2022 2022

MIRON BANK



Home

Demographic
View

Spending View

Insights

RE



Mitron Bank Credit Card Analysis for New Credit Card Launch

Home

Demographic

Spending View

Insights

RE



4000



2597

Total Customers



1403

₹ 207M

Total Income

₹ 88.48M

Total Spend

42.82%

Avg Income Utilisation %

Clear All Filters

City



All



Month



All



Occupation



All



Payment Type



All



Marital status



All



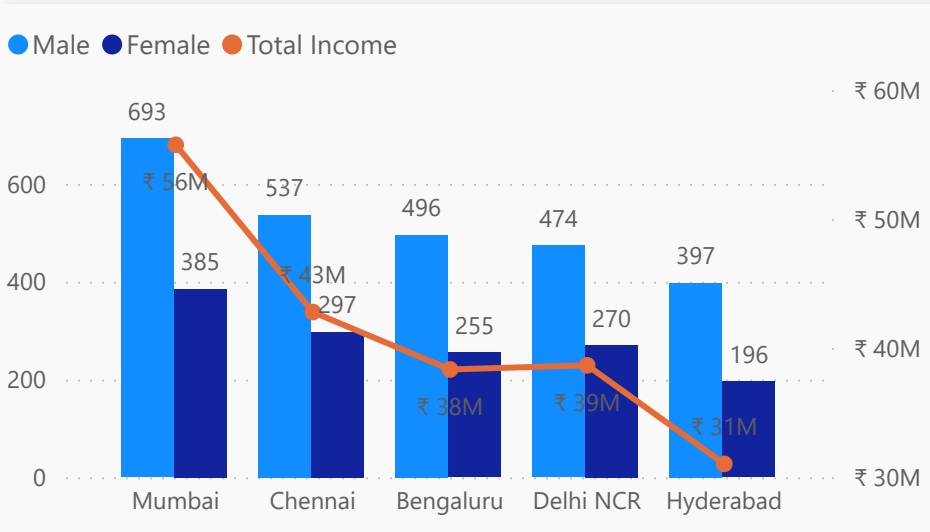
Gender



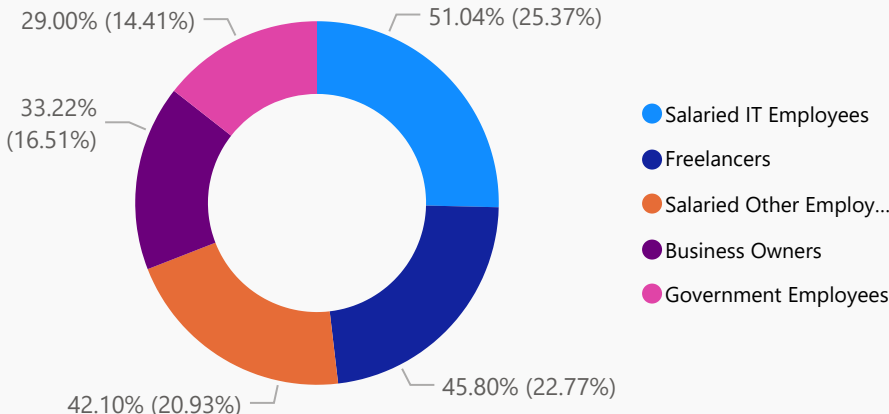
All



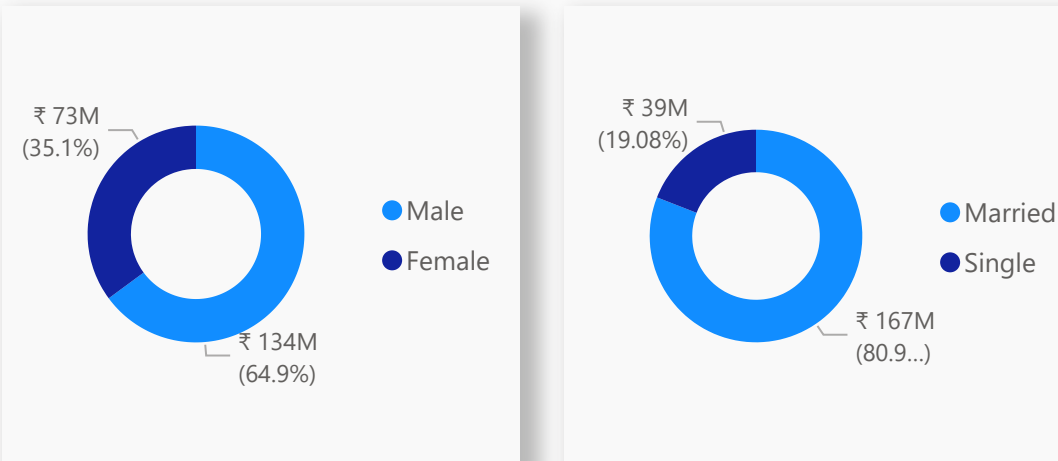
City wise Gender and Income Distribution



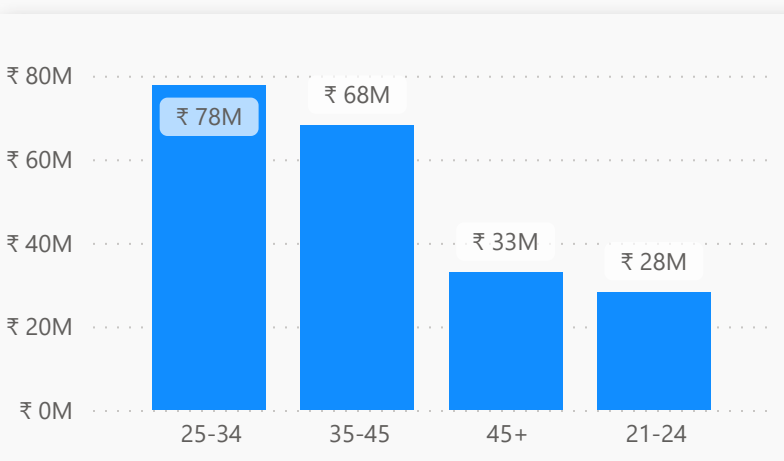
Avg Income Utilization by Occupation



Income Distribution by Gender and Marital Status



Income Distribution by Age Group





Mitron Bank Credit Card Analysis for New Credit Card Launch

[Home](#)[Demographic View](#)[Spending...](#)[Insights](#)[RE](#)

2597



2597

Total Customers



1403

₹ 134M

Total Income

₹ 59.52M

Total Spend

44.39%

Avg Income Utilisation %

Reset All Filters

City



All



Month



All



Occupation



All



Payment Type



All



Marital status



All



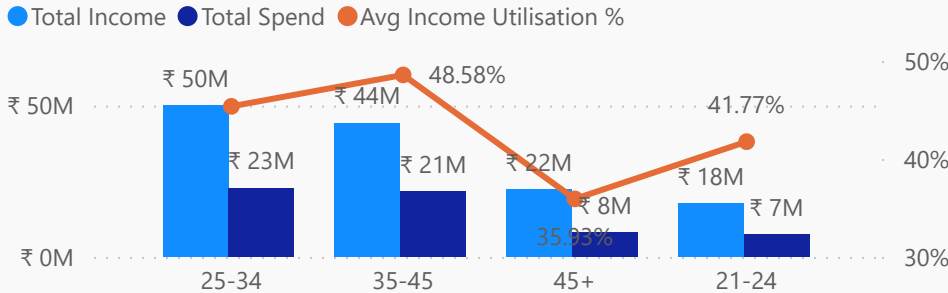
Gender



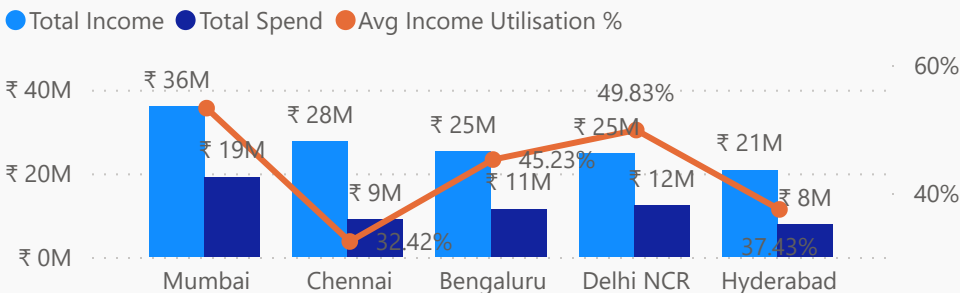
Male



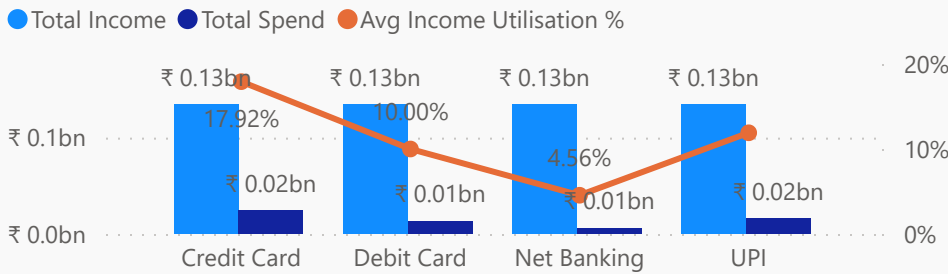
Income, spend, Avg Income Utilization By Age Group



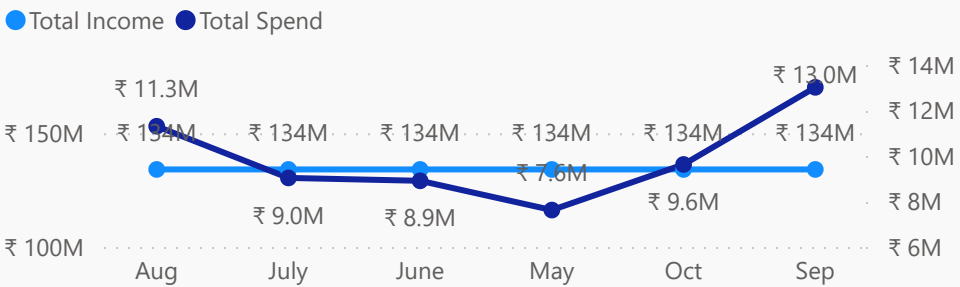
Income, spend, Avg Income Utilization By City



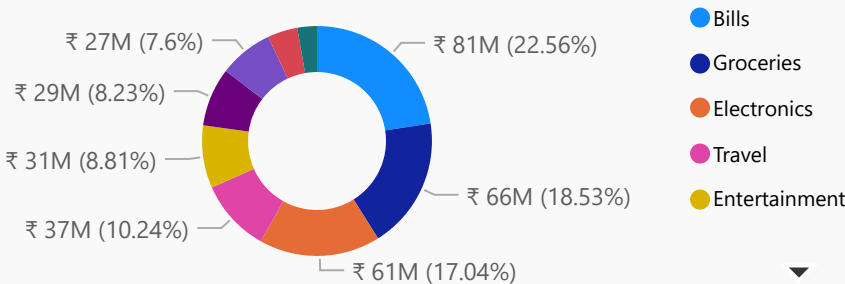
Income, spend, Avg Income Utilization By Payment Type



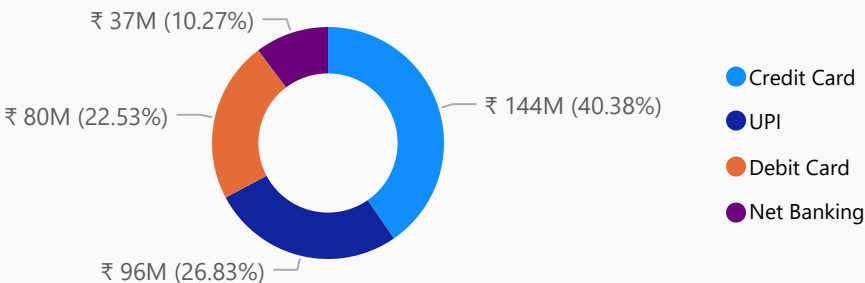
Income and spend Trend by Month



Spend Distribution by Category



Spend Distribution by Payment Type





Insights:

- The dataset includes over 4000 customers, comprising 2597 male and 1403 female customers.
- In the 35-45 age group, the highest income range was utilized by 46.72%, followed by the 25-34 age group at 43.66%, the 21-24 age group at 40.59%, and the 45+ age group at 34.70%.
- Mumbai led in utilizing the highest income range at 51.43%, followed by Delhi, Bengaluru, Hyderabad, and Chennai.
- The month of September recorded the highest spending of 116 million over the six months, followed by August and October.
- People spent 19.76% of their amount on paying bills, followed by grocery (16.26%), electronics (14.99%), and health & wellness (12.36%).
- Married individuals allocated 21.06% of their spending towards bills, followed by grocery (16.87%), electronics (14.62%), and health & wellness (13.11%). Conversely, unmarried individuals directed most of their income towards electronics (16.52%), followed by bills (14.31%), and entertainment (13.885%).
- The preferred mode of payment for most people is credit cards (40.74%), followed by UPI (26.53%), debit cards (22.52%), and net banking (10.21%). Specifically, salaried IT professionals are the highest users of credit cards, followed by other professionals.
- Salaried IT professionals hold the highest income at 38.51% among other professionals, followed by business owners (21.37%), salaried other professionals (16.77%), freelancers (13.3%), and government employees (10.05%)



Recommendations:

- **Appeal to Everyone:** Since a lot of people prefer using credit cards, make sure the new card has features that appeal to different age groups and income levels.
- **Focus on Big Cities:** Mumbai is a hotspot for high-income users, so promote the card more there. Also, target other big cities like Delhi, Bengaluru, Hyderabad, and Chennai.
- **Special Deals in Busy Months:** People spend the most in September, so consider offering special deals or rewards during that month to attract more users.
- **Rewards for Regular Spending:** Many people spend on bills, groceries, electronics, and health. Create a rewards program that gives extra benefits or cashback for spending in these areas.
- **Different Plans for Different Lifestyles:** Since married and unmarried individuals spend differently, create plans that suit each group. For example, offer discounts on electronics for unmarried folks and benefits for bill payments for married couples.
- **Emphasize Easy Payments:** Highlight how easy it is to pay bills and shop using the credit card. Stress the convenience, safety, and any extra features that make it a hassle-free choice.
- **Partner with IT Companies:** Many IT professionals use credit cards a lot. Collaborate with IT companies for exclusive benefits or partnerships, like discounts on tech products.
- **Competitive Rates and Fees:** Make sure the new credit card has reasonable interest rates and fees compared to others. This will attract new users and encourage them to switch.