

The background is a blurred image of a financial market display. It features a line chart with multiple data series in white and blue, set against a dark grid. Above and below the chart, there are various stock market indicators, including indices like OMXRGI, OMX18, and OMX125, along with their respective values and percentage changes. The text 'Optimise Credit Card Usage' is overlaid on the right side in a large, white, sans-serif font.

# Optimise Credit Card Usage

The Mitron bank

# Business scope

The Mitron Bank is a legacy financial institution in Hyderabad, India. They aspire to introduce a new line of credit cards, aiming to broaden their product offerings and exposure in the market. A dataset sample of 4000 customers across five cities has been collected with data on their online spending behaviours and financial preferences. Customers who have high percentages of average income utilisation demonstrates a higher likelihood of credit card usage.

Our objective is to understand Customers' financial preferences by demographics and their spending behaviour to generate efficient solutions to optimize credit card solutions and engagement.



## Primary KPIs

Income Utilisation by  
Demographic groups

Credit Card Usage in  
Categories

Non credit card potential



## Data exploration and retrieval

SQL queries were executed using PostgreSQL to analyse two datasets that were imported from a CSV format. Here is the link below to access the SQL queries:

<https://github.com/Koa1207/Credit-card-SQL-analysis>

# Dashboard

The finished dashboard consists of three pages covering the demographics, income utilisation and spending insights of customers from the dataset. Excel was used to build this with the use of pivot tables:





# Income Utilization by Demographic Segments

This KPI measures the percentage of average income **utilization** by customers across the various demographic groups: age, gender, occupation, marital status and City.

Formula:  $(\text{Average Spend} / \text{Average Income}) \times 100$

Understanding which demographic segments have the highest average income **utilization** indicates the customers **that** are more likely to benefit from credit cards and increase credit card engagement.



# Demographic Segment Findings

- Age group:

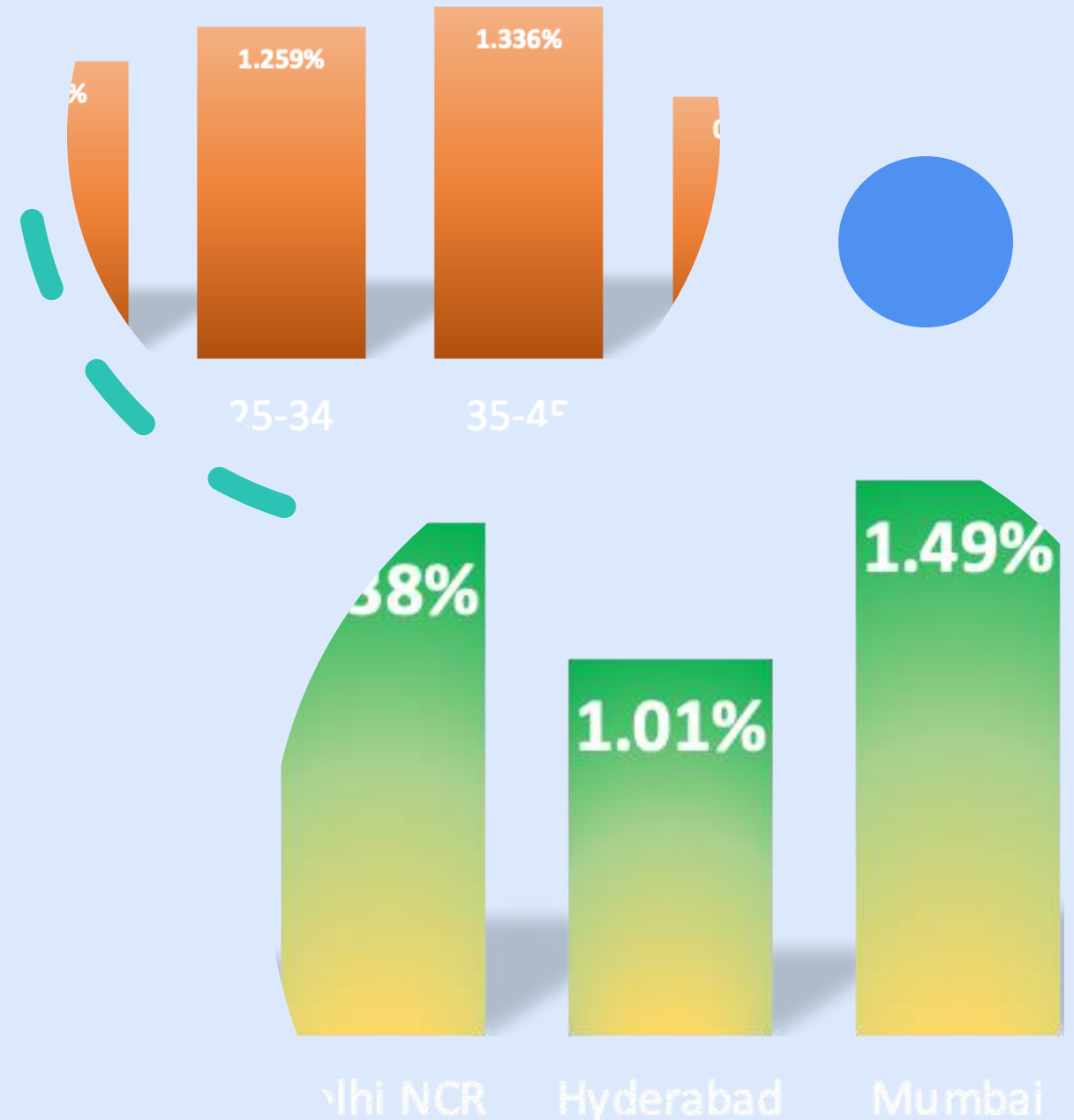
Adults within the age groups of 35-45 have an ultimate average income utilisation of 1.336% followed by the age group of 25-34 at 1.259%. These two age groups are ideal for credit card adoption. The age group 45+ have Lowest average income utilisation at 0.996%

- Occupation:

Professionals salaried by IT employees have an average income utilisation of 1.422%, followed by salaried by other employees at 1.319%

- City:

The cities Mumbai at 1.49% and Delhi NCR at 1.38% have the highest income utilisation percentages making them prime regions for credit card adoption campaigns. Lowest city is Chennai with 0.90%

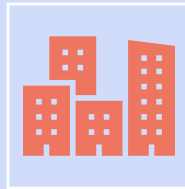




# Actionable Insights



Focus credit card marketing efforts on high-income Utilisation groups such as young and middle aged professionals



Introduce city specific offers in areas where income utilisation is high to maximise engagement and adoption



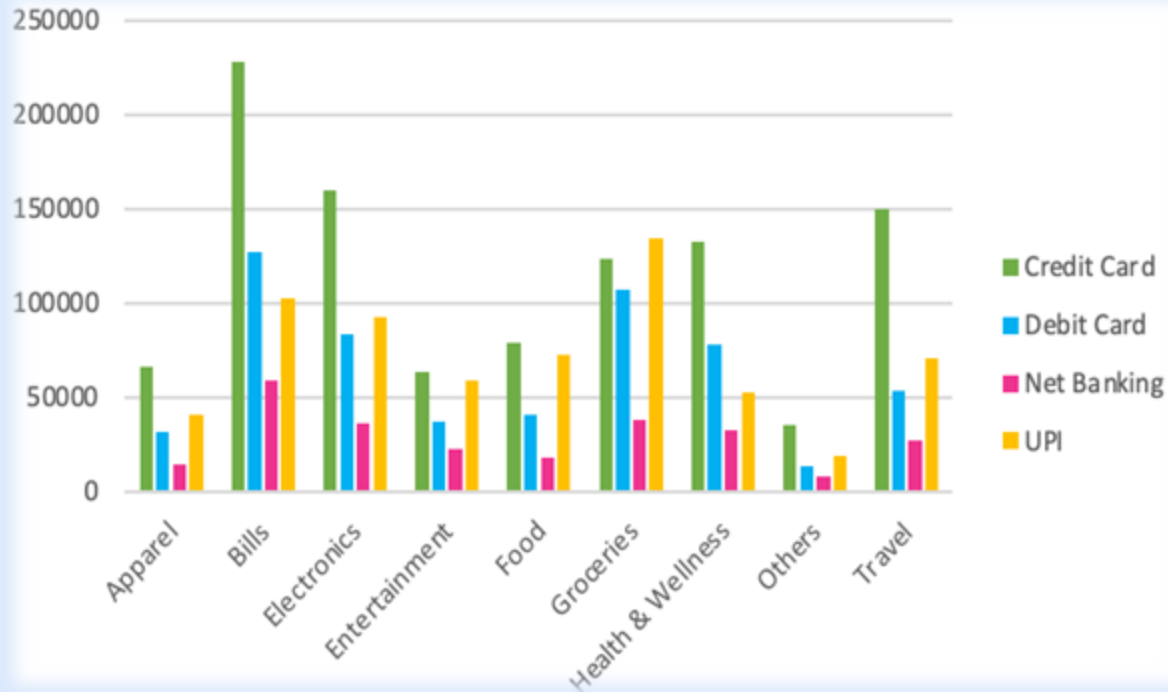
Develop specific credit Card Products for segments with lower income utilisation by focusing on basic cards or low- interest offers to gradually introduce customers to the benefits of credit card use



# Credit Card usage by spending category

Each category was looked into to identify which categories are popular among credit card users, allowing Mitron Bank to align their credit card rewards and incentives with customer spending behaviours.

# Findings



Credit cards are the most dominant payment type across all categories of spending except in Groceries where UPI takes the lead at a sum of 13.5K Rupees.

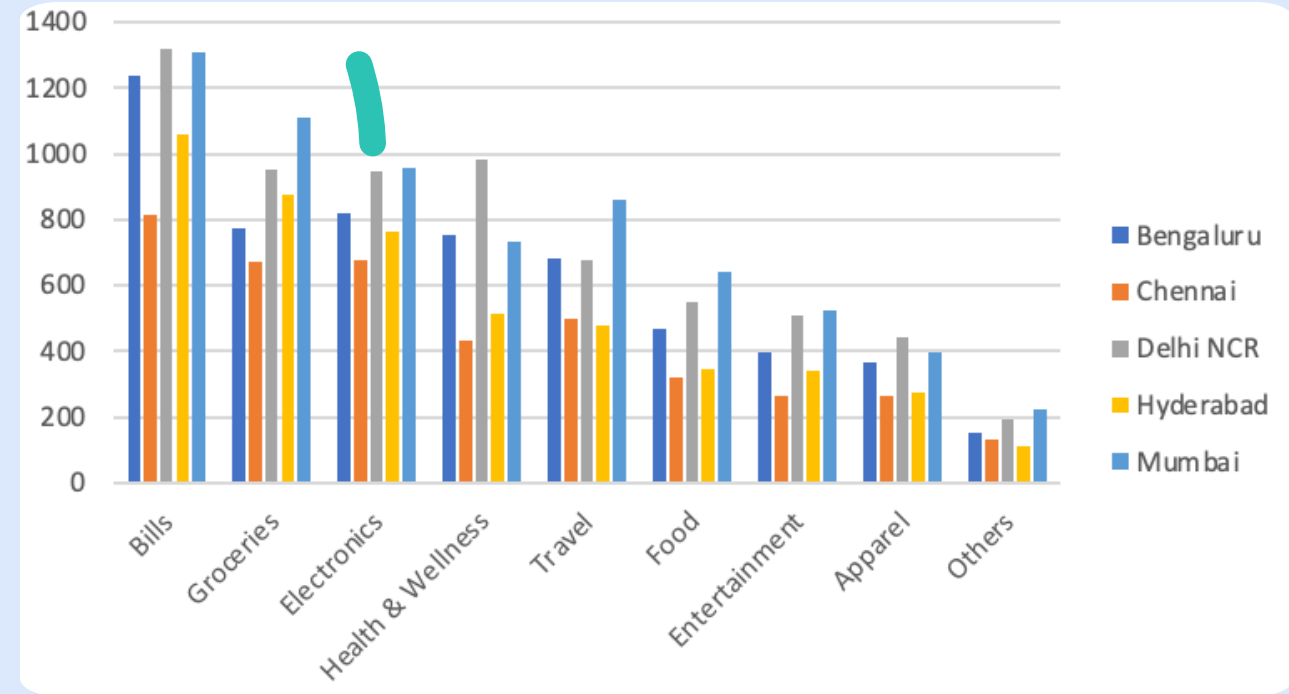
A high volume of credit cards are shown in the categories: Bills at 22.8K and electronics at 16 K followed by travel at 14.9 K.

These categories show a notable gap between credit cards and non-credit cards a notable gap between credit cards and non-credit cards usage.

Customers who spend heavily on Bills, electronics and travel are prime candidates for reward-based features such as travel miles or cashback cards.

# Spending share by category and city

Category	Top City	Average spend In Rupees (INR)
Bills	Delhi NCR	1318.43
Groceries	Mumbai	1111.11
Electronics	Mumbai	958.12
Health & Wellness	Delhi NCR	981.93
Travel	Mumbai	858.73



# Actionable Insights



Develop Category-specific credit cards that reward high-spending areas such as travel and electronics



Introduce offers like cashbacks for grocery shopping to attract non-credit card users to shift their everyday spending to credit cards



Encourage cross- category spending by offering multi-category rewards such as points on electronics that can be med for travel

# Non credit card spending potential

By analyzing customers who primarily use non-credit card payment methods we can seize the opportunity to convert other payment methods to credit cards.





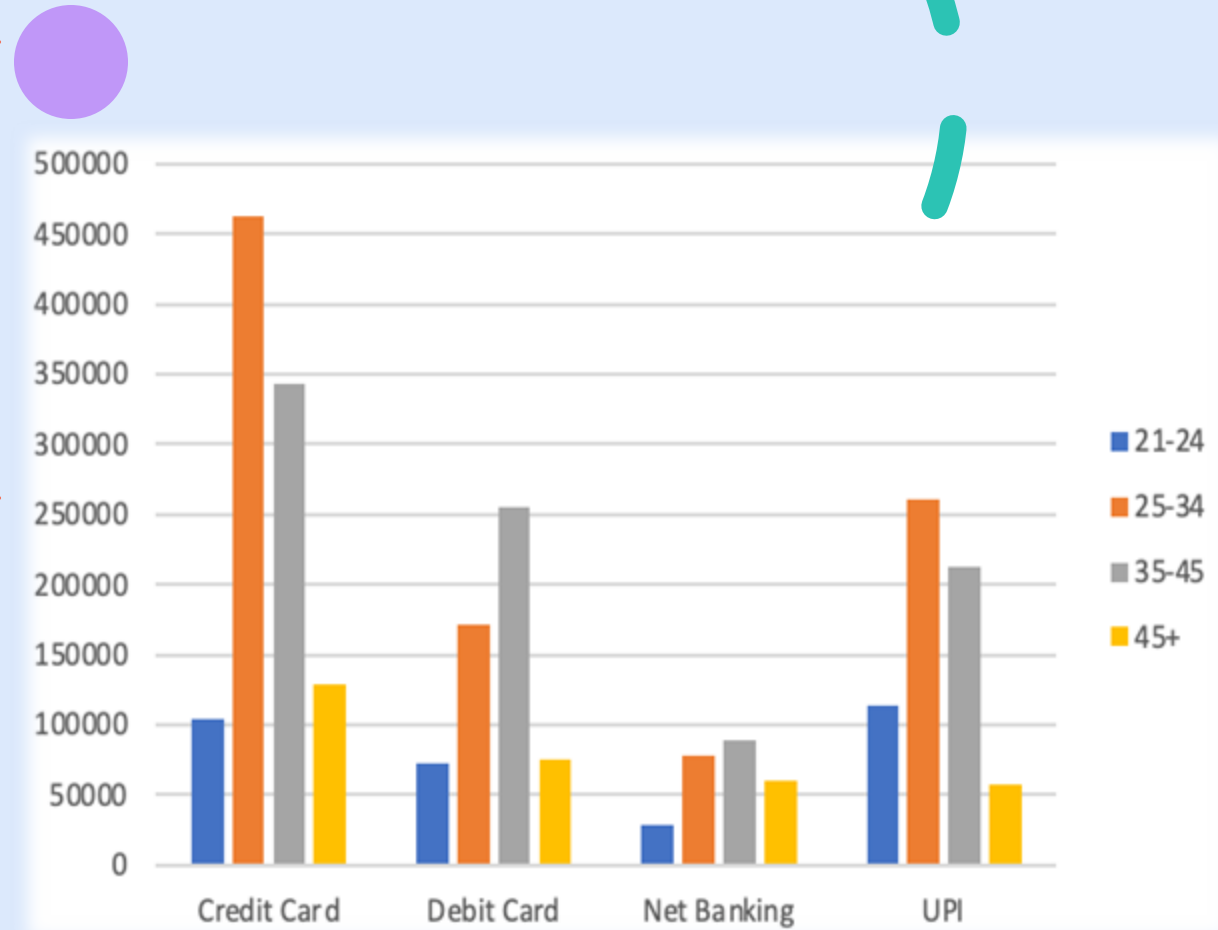
# Non credit card potential findings

---

Age group 21-24 has the lowest average spend across all the non credit card payment type (Debit, UPI and Net banking)

---

Age groups 25-35 and 35-45 have the highest spend across all non-credit payment types. 35-45 is the highest in debit cards and net banking; and 25-35 in UPI.



# Actionable Insights



## Offer

Offer introductory rewards and no-fee cards for new customers



## Create

Create campaigns focused on everyday spending categories such as groceries to encourage non-credit card users to start credit cards for smaller and regular expenses



## Target

Target customers in Chennai that have a low credit card usage by promoting convenience, rewards and easy access to credit card products

# General Approach and recommendations

1

Offer premium cards with rewards or high credit limits for the demographics with high average income utilisation

2

Introduce cashback rewards and low-fee cards for moderate to low income utilisation customers

3

Focus on convenience, Introductory rewards and special offers for non-credit card users to facilitate the transition from noncredit cards to credit card usage.