



MITRON BANK CREDIT CARD EXPANSION ANALYTICS: UNLOCKING MARKET POTENTIAL

**Demographic
Overview**

**Income
Utilization
Analysis**

**Spending
Behaviour**

**Credit Card
Spending
Insights**

**Customer
Segments**

By,

Lakshmi Bechy Raj

DEMOGRAPHIC OVERVIEW

4000

Customers

Bengaluru

Chennai

Delhi NCR

Hyderabad

Mumbai

Age Group

All

Gender

All

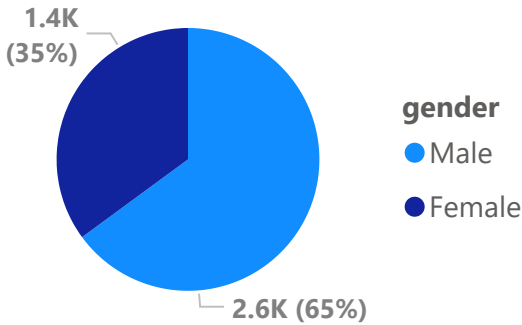
Occupation

All

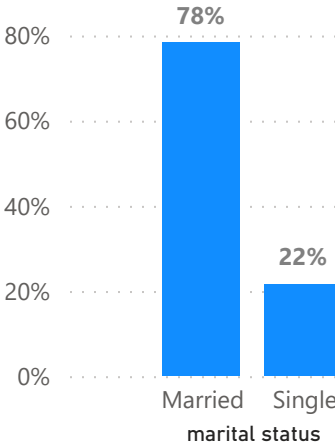
Income Gro...

All

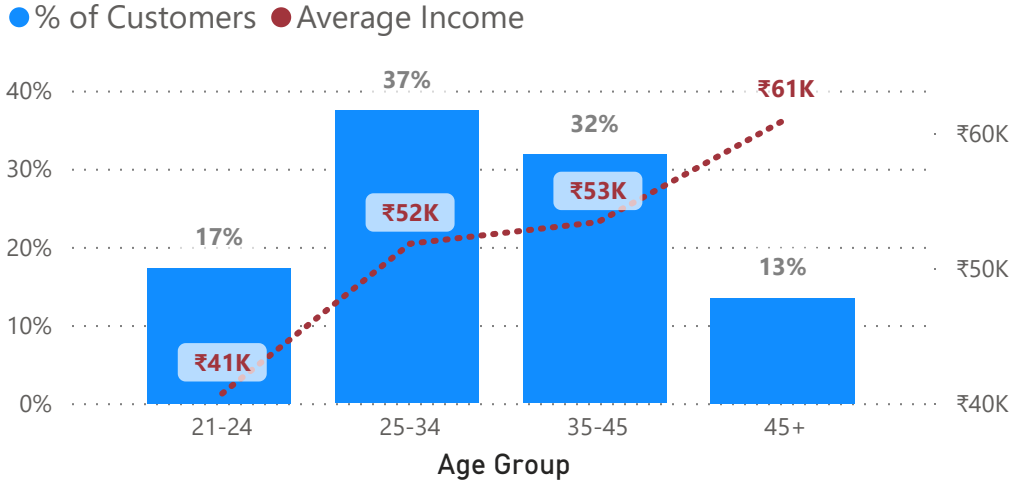
Gender



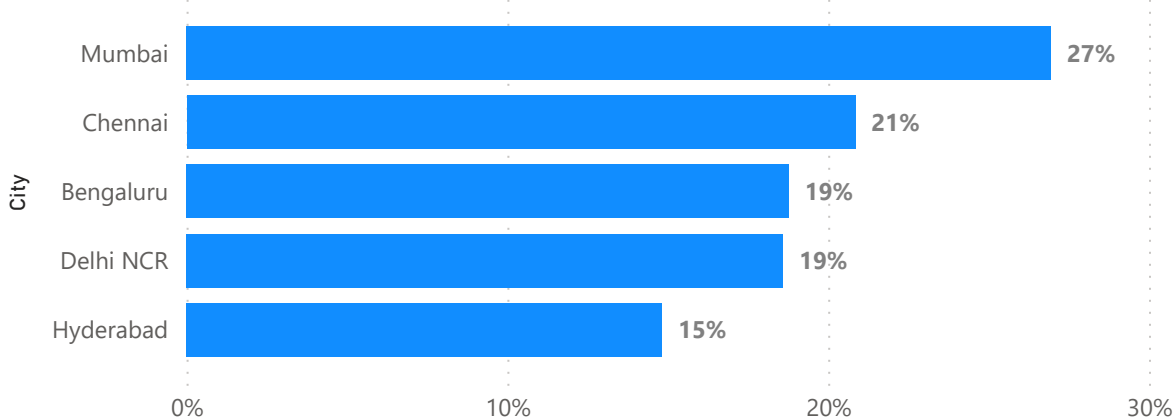
Marital Status



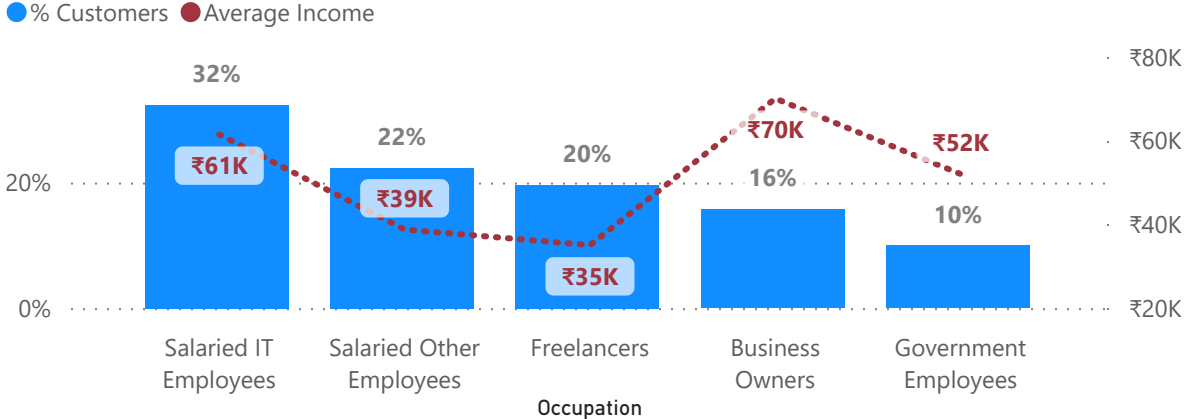
Customer Distribution By Age



Customer Base across Different Cities



Customer Distribution By Occupation



Clear all slicers



INCOME UTILIZATION ANALYSIS

City

All

Gender

All

Age Group

All

Occupation

All

Income Group

All

Marital Status

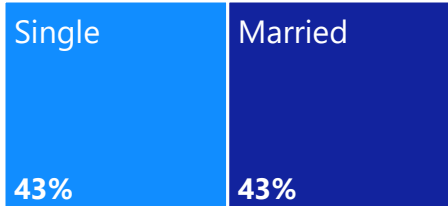
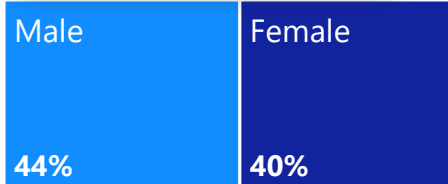
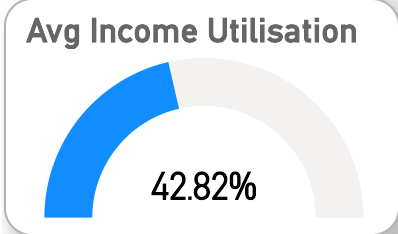
All

₹51.7K

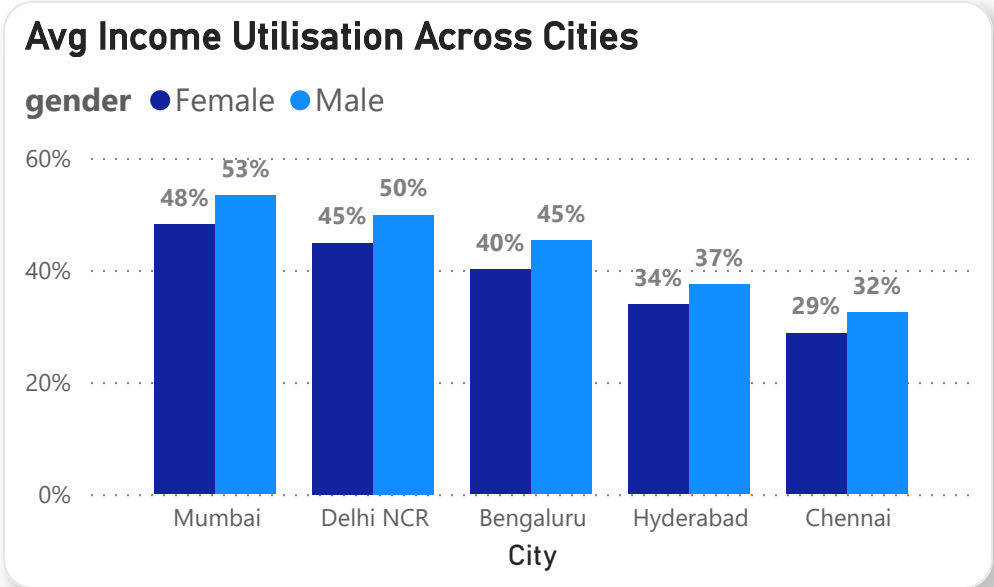
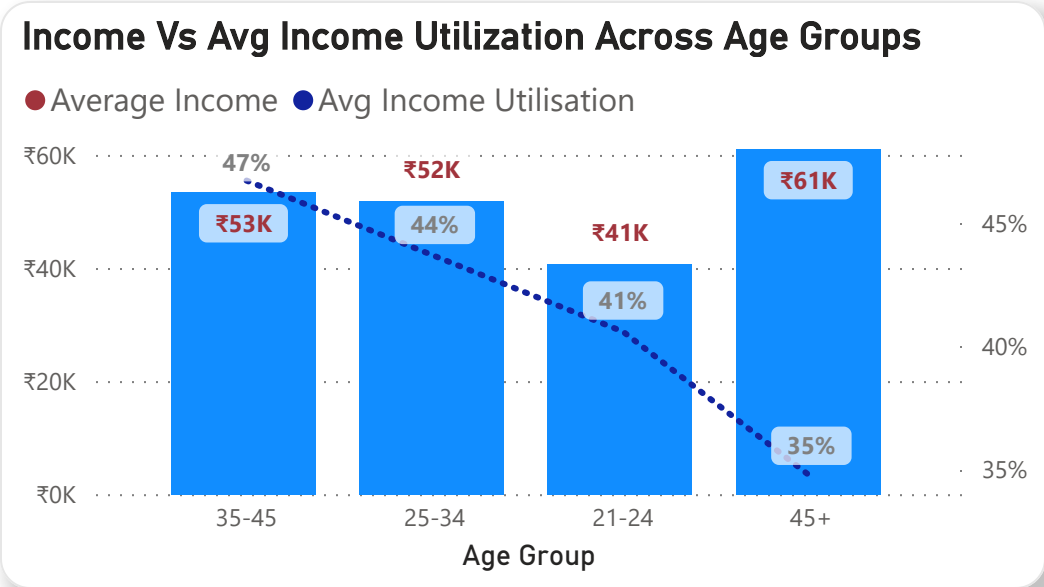
Avg Monthly Income

₹22.1K

Avg Monthly Spending



Clear all slicers



Occupation	Average Income	Average Spend	Avg Income Utilisation
Salaried IT Employees	₹61.50K	₹31.39K	51.04%
Freelancers	₹35.06K	₹16.06K	45.80%
Salaried Other Employees	₹38.79K	₹16.33K	42.10%
Business Owners	₹70.09K	₹23.28K	33.22%
Government Employees	₹52.03K	₹15.09K	29.00%





CUSTOMER SPENDING BEHAVIOUR

Month

All

Marital Status

All

Age Group

All

Occupation

All

City

All

Category

All

Payment Type

All

₹531M

Total Spending

Age Group	Total Spending
25-34	₹203M
35-45	₹191M
21-24	₹69M
45+	₹68M

Salaried IT Employees
45.91%

Business Owners
16.58%

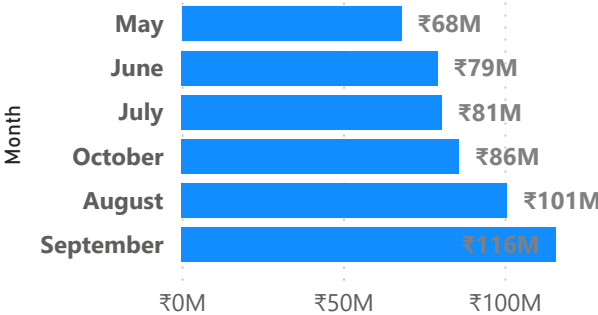
Salaried Other Employees
16.48%

Freelancers
14.23%

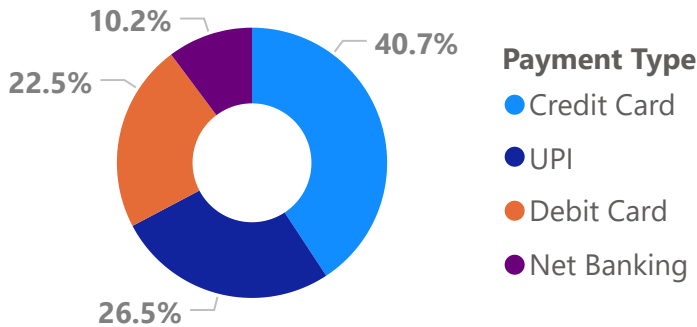
Government Employees
6.80%

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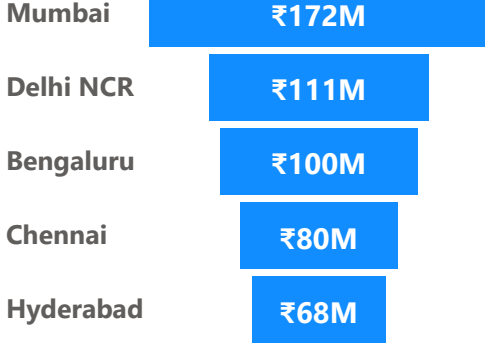
Monthly Spending



Spending by Payment Type

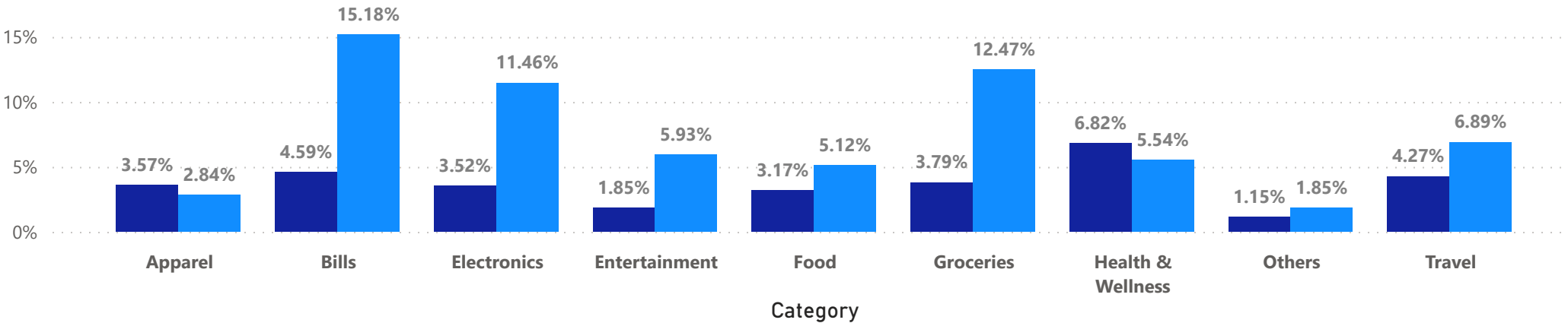


City Wise Customer Spending



Gender Wise Total Spend by Category

gender ● Female ● Male



CREDIT CARD SPENDING INSIGHTS

₹531M

Total Spending

₹216M

CC Spending

40.74%

CC Usage

Age Group

All

Gender

All

Occupation

All

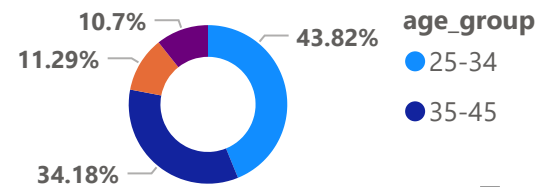
Month

All

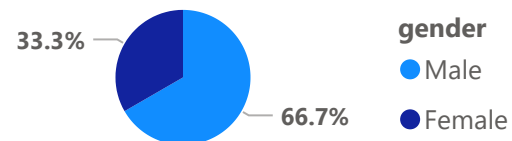
Category

All

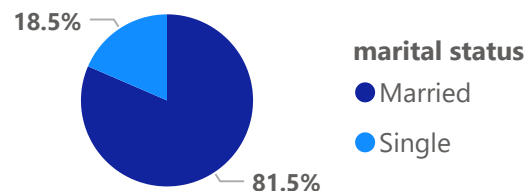
% CC spend by Age Group



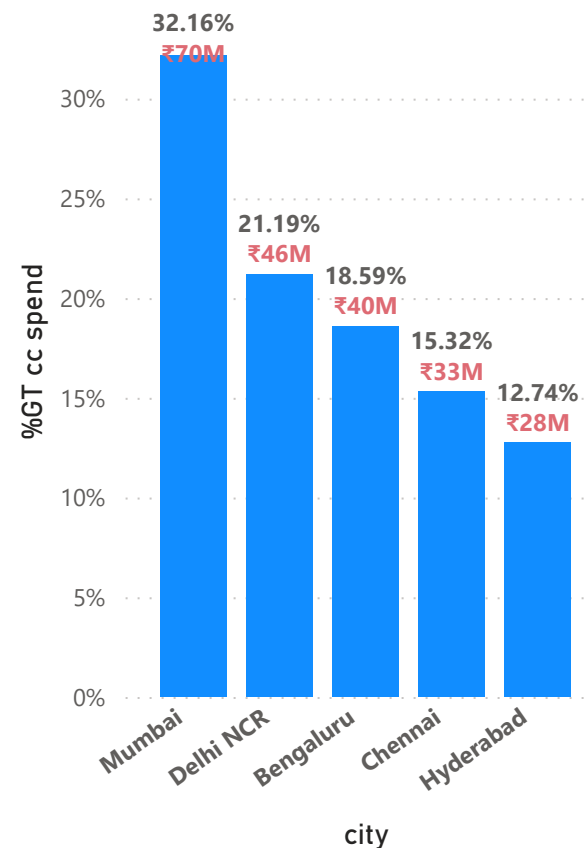
CC spend by gender



CC spend by marital status



Credit Card Spending Across Cities



CC Vs Other Payment Types

Category	Credit Card	Debit Card	Net Banking	UPI	Total
Bills	₹46M	₹25M	₹11M	₹22M	₹105M
Groceries	₹27M	₹21M	₹9M	₹29M	₹86M
Electronics	₹35M	₹16M	₹7M	₹21M	₹80M
Health & Wellness	₹28M	₹16M	₹7M	₹14M	₹66M
Travel	₹27M	₹12M	₹6M	₹15M	₹59M
Food	₹15M	₹9M	₹5M	₹15M	₹44M
Entertainment	₹17M	₹8M	₹4M	₹12M	₹41M
Apparel	₹14M	₹8M	₹4M	₹8M	₹34M
Others	₹7M	₹3M	₹2M	₹4M	₹16M
Total	₹216M	₹120M	₹54M	₹141M	₹531M

Clear all slicers

CC = Credit Card



KEY CUSTOMER SEGMENTS

CUSTOMER SEGMENTS AND CHARACTERISTICS	RECOMMENDED CREDIT CARD	KEY FEATURES
High Income Utilization for Age Groups 25-34 and 35-45	Premium Rewards Credit Cards	- High rewards on Bills, Groceries, Electronics, and Entertainment.
Salaried IT Employees and Freelancers with High Income Utilization	Business or Premium Travel Credit Cards	- Business expense management tools. - Rewards on professional services and travel. - Lounge access and travel insurance.
High Spending in September, August, and October	Cashback or Rewards Credit Cards	- Bonus rewards during peak spending months. - Cashback on Bills, Groceries, and Electronics. - Flexible redemption options.
Highest Spending in Bills, Groceries, and Electronics	Category-Specific Credit Cards	- Higher rewards or cashback on Bills, Groceries, and Electronics. - Extended warranties for electronics.
Women Customers Spending More in Health and Wellness, Apparel	Women-Centric Credit Cards	- Exclusive rewards and discounts on Health & Wellness and Apparel. - Bonus points for specific spending categories such as Beauty products.
Highest Spending by Salaried IT Employees and Business Owners	Premium Lifestyle or Business Credit Cards	- High credit limits and rewards tailored for high spenders. - Exclusive lifestyle and travel benefits.

Additional Points:

Budget-Conscious Customers: Introduce no-annual-fee entry-level credit cards for budget-conscious customers **aged 21-24**, with rewards focused on entertainment spending. Provide student-friendly benefits, such as special discounts on textbooks or online learning subscriptions, along with a user-friendly mobile app to promote financial literacy and responsible credit card usage.

Young Professionals (Freelancers): Offer credit cards with flexible payment plans, targeted at managing irregular income flows. Provide rewards for business-related expenses and collaborations with co-working spaces.

Educational Campaigns: Conduct marketing campaigns to educate customers, especially in the **government sector**, about the benefits of credit card usage. Tailor credit card offerings to address their specific needs.

Urban Affluent Customers: Launch **city-specific credit card programs** with exclusive deals on local services, dining, and entertainment. Consider joint credit card offers for married couples.

Exclusive Partnerships to counter competition from UPI To counter competition from UPI in the grocery and food category, launch credit cards featuring enhanced cashback for grocery spending, and explore co-branded partnerships with major grocery chains or food delivery platforms to provide special promotions or discounts for credit card users.

