Mitron Bank Challenge

Provide Insights to the Product Strategy Team in the Banking Domain presented by Codebasics

Presented By : Manas kumar sahu

Problem Statement

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

To analyse the provided sample data and report key findings to the strategy team of Mitron Bank. This analysis is expected to guide them in tailoring the credit cards to customer needs and market trends.

Goals

Task: Imagine yourself as Peter Pandey and perform the following tasks

Goals 1

Use "Insight Ideas from Tony.pdf". Create metrics and visuals accordingly.

Goals 2

Design a dashboard with your metrics and analysis. The end users of this dashboard are top-level management and the product strategy team hence the dashboard should be self-explanatory and easy to understand.

Goals 3

Present your insights to Mr.Bashnir Rover & team. Be creative and concise with your presentation. Use your dashboard in the presentation along with the deck.

Goals 4

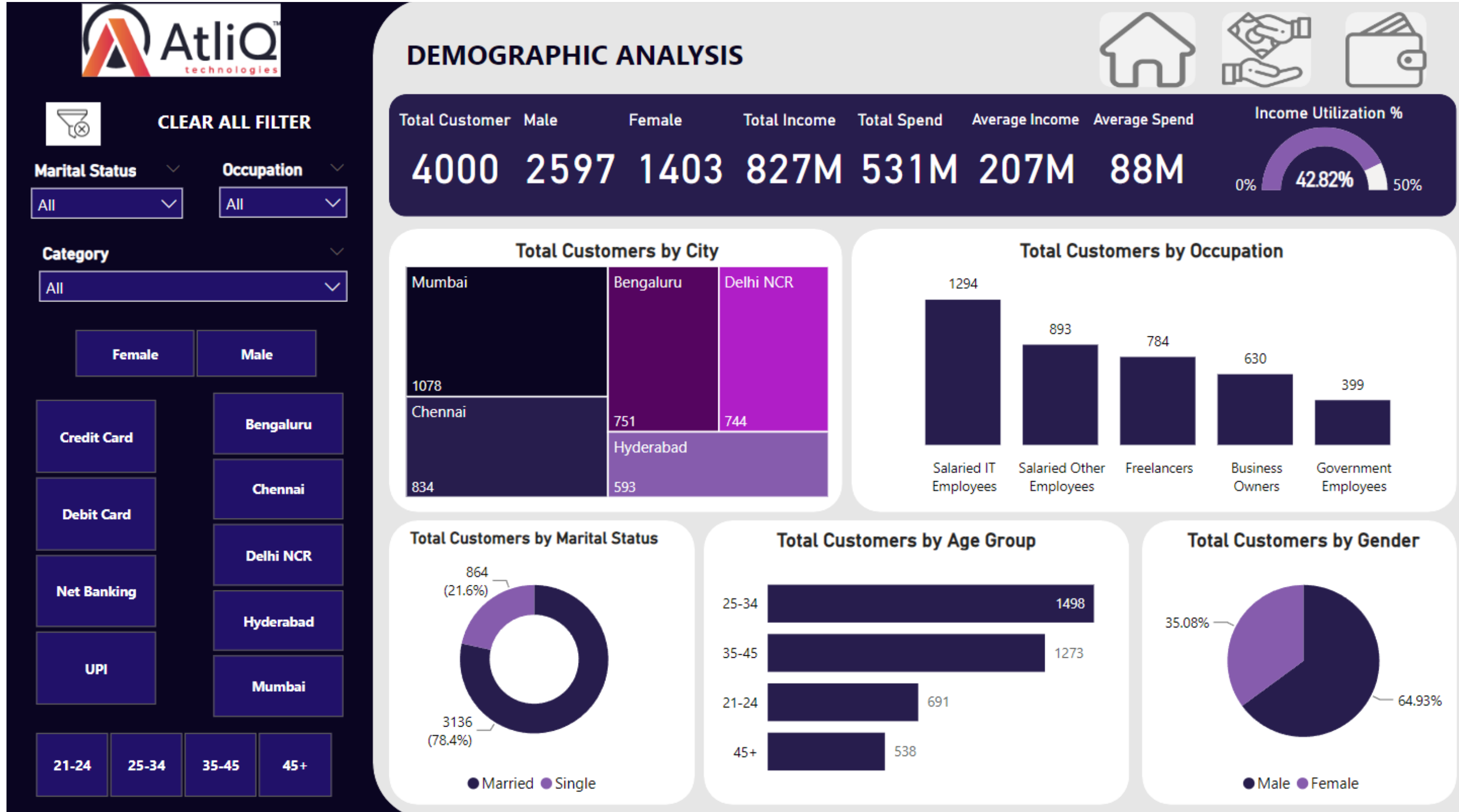Use additional data based on your own research to support your recommendations.

Data at a Glance

The dataset was provided with data of 4000 customers. The dataset had two CSV files.
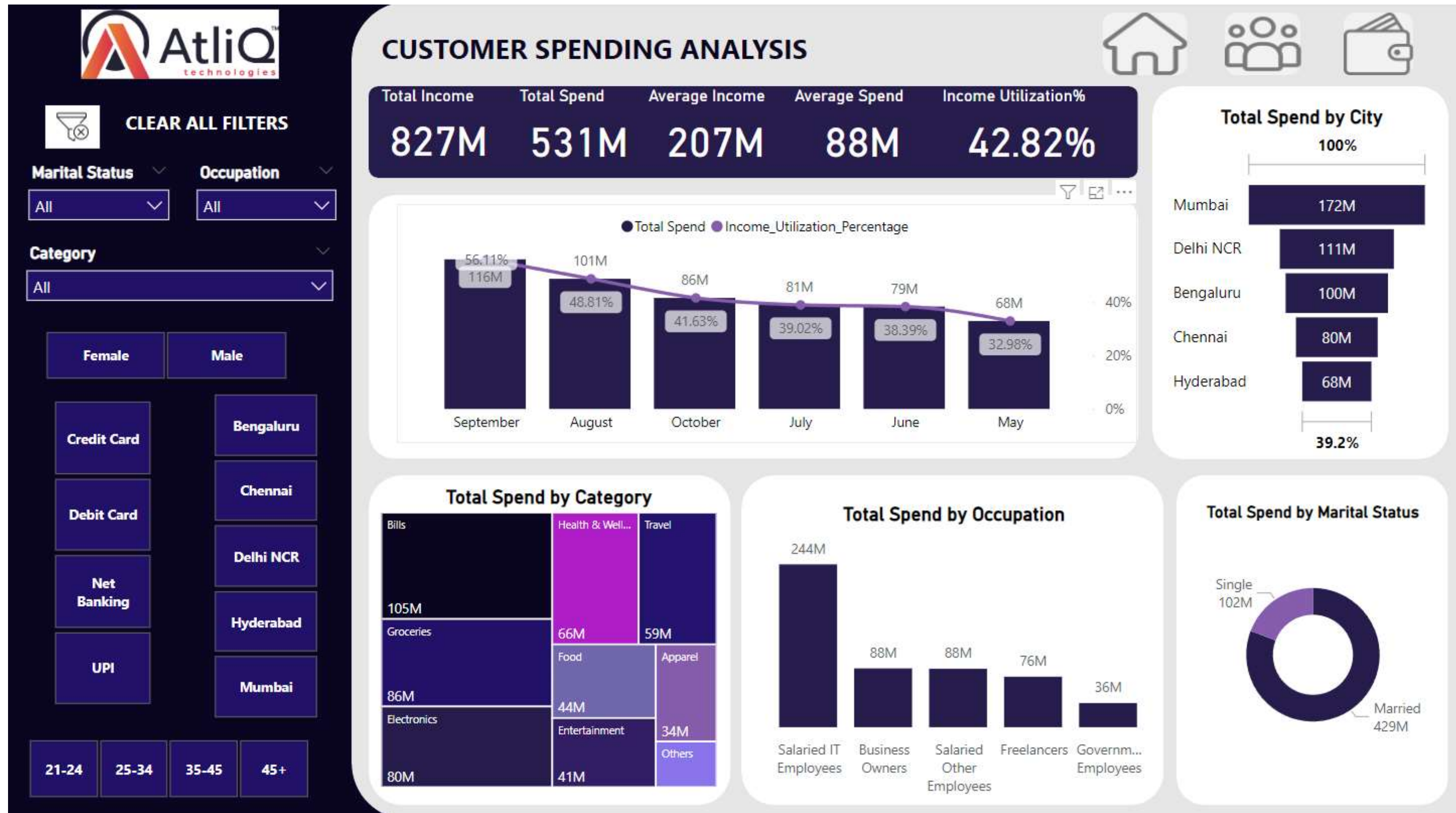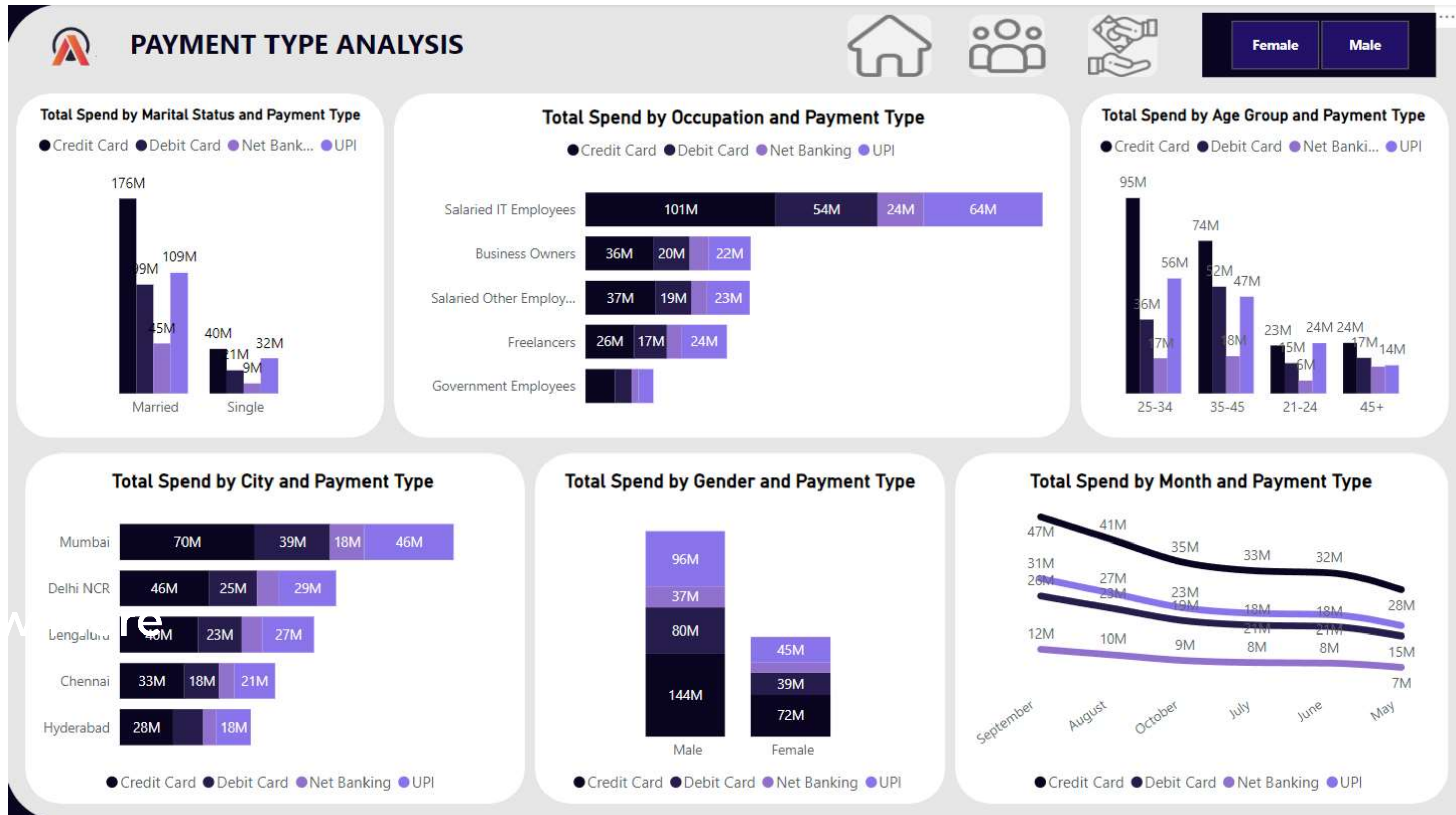- dim_customers
- fact_spends

Analysis

DEMOGRAPHIC ANALYSIS

CLEAR ALL FILTER

Marital Status — All
Occupation — All
Category — All

Female | Male

Credit Card | Bengaluru
Debit Card | Chennai
Net Banking | Delhi NCR
UPI | Hyderabad
 | Mumbai

21-24 | 25-34 | 35-45 | 45+

Total Customer	Male	Female	Total Income	Total Spend	Average Income	Average Spend	Income Utilization %
4000	2597	1403	827M	531M	207M	88M	42.82%

0%   50%

Total Customers by City

Mumbai 1078
Chennai 834
Bengaluru 751
Delhi NCR 744
Hyderabad 593

Total Customers by Occupation

Salaried IT Employees 1294
Salaried Other Employees 893
Freelancers 784
Business Owners 630
Government Employees 399

Total Customers by Marital Status

864 (21.6%)
3136 (78.4%)

● Married ● Single

Total Customers by Age Group

25-34 1498
35-45 1273
21-24 691
45+ 538

Total Customers by Gender

35.08%
64.93%

● Male ● Female

Analysis

Analysis

Insights

Some snippets from the Dashboard

Demographic Analysis:

Total Customers: 4000 | Total Male: 2597 | Total Female: 1403
Most Customers are based in Mumbai (1078)
Most Customers are Salaried IT Employees (1294)
Married: 3136 (78%) | Single: 864 (22%)
Most Customers are in the Age group of 25-34: 1498 | 35-45: 1273
Income Utilization % : 42.82%

Customer Spending Analysis:

Married: 429M | Single: 102M
Most spending done in Mumbai (172M)
Most spending done in the month of September (116M)
Most spending is done for Bills Payment (105M)

Credit Card Spending Analysis:

Male: 144M | Female: 72M
Married: 176M | Single: 40M
Most spending done in Mumbai (70M)
Most spending done in the month of September (47M)
Most spending is done by Salaried IT Employees (101M)
Most spending is done in the age group of 25-34: 95M

Solution or Strategy

Tailored Rewards Program:
- Create a rewards program that specifically caters to the preferences and spending patterns of the different demographic segments.
- For example, offer exclusive benefits for married customers, single customers, or those in the 25-34 age group.

City-Specific Offers:
- Introduce city-specific promotions and discounts based on the highest spending cities like Mumbai, Delhi NCR, and Bengaluru.
- Collaborate with local businesses to provide unique perks for cardholders in these cities.

Occupation-Centric Features:
- Design credit card features that align with the needs of the majority occupation group, such as special benefits for Salaried IT employees.
- Offer targeted promotions and discounts on relevant services and products for each occupation category.

Solution or Strategy

Monthly Spending Challenges:
- Encourage cardholders to maximize their credit card usage by creating monthly spending challenges.
- Offer bonus rewards or cashback for achieving specific spending milestones, especially during peak spending months like September.

Customized Credit Limits:
- Implement a dynamic credit limit system that adjusts based on the income utilization percentage (IU%) and credit card usage percentage (CC%).
- This ensures responsible credit card usage while providing flexibility to customers.

Gender-Specific Benefits:
- Introduce gender-specific benefits and promotions to attract and retain customers from both genders.
- For example, exclusive deals on fashion, wellness, or entertainment based on gender preferences.

Solution or Strategy

Mobile App Features:
- Enhance the mobile app with personalized spending insights, budgeting tools, and real-time notifications.
- Provide actionable suggestions to users based on their spending behavior.

Seasonal Spending Campaigns:
- Launch seasonal campaigns that align with the highest spending months (e.g., September and August).
- Offer additional rewards or cashback for specific categories during these periods.

Collaborations with Top Spenders:
- Partner with top spenders in various categories (bill payments, groceries, electronics) to provide exclusive discounts or early access to new products and services.

Credit Card Upgrade Program:
- Create a credit card upgrade program based on customer spending and credit card usage.
- Offer premium benefits, increased rewards, or lower interest rates for customers who consistently demonstrate responsible card usage.

Presented by

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🐙 https://github.com/Manas983/Mitron-Bank-Credit-Card-Analysis