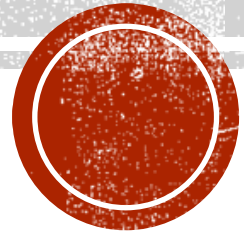
MITRON BANK NEW CREDIT CARD LINE STRATEGY

By Suraj Mane



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

AtliQ Data Services came to know about this through an internal link and approached Mitron Bank with a proposal to implement this project. However, strategy director of Mitron Bank, Mr.Bashnir Rover is skeptical and asked them to do a pilot project with the sample data before handing them the full project. **They provided a sample dataset of 4000 customers across five cities on their online spend and other details.**

Provided data is divided into two different datasets
1. dim_customers
2. Fact_Spends

DATA LAYOUT

Column Description for dim_customers:

- **customer_id**: This column represents the Unique ID assigned to each customer.
- **gender**: This column represents the gender of the customer. (Male, Female)
- **age_group**: This column categorizes the customer into different age groups. (21-24, 25-34, 35-45, 45+)
- **marital_status**: This column indicates the marital status of the customer (single, married).
- **city**: This column represents the city of residence for the customer. (Mumbai, Delhi-NCR, Chennai, Hyderabad, Bengaluru)
- **occupation**: This column denotes the occupation or profession of the customer. (Salaried IT Employees, Salaried Other Employees, Business Owners, Freelancers, Government Employees)
- **average_income**: This column indicates the monthly average income of the customer, in INR currency.

	customer_id	age_group	City	Occupation	Gender	Marital Status	Avg Income
	1000 distinct, 1000 unique	4 distinct, 0 unique	5 distinct, 0 unique	5 distinct, 0 unique	2 distinct, 0 unique	2 distinct, 0 unique	976 distinct, 952 unique
1	ATQCUS3022	45+	Delhi NCR	Salaried IT Employees	Female	Married	77344
2	ATQCUS0809	25-34	Hyderabad	Salaried Other Employees	Male	Married	39922
3	ATQCUS0663	25-34	Chennai	Salaried Other Employees	Male	Married	37702
4	ATQCUS1951	45+	Chennai	Government Employees	Male	Married	63585
5	ATQCUS1942	45+	Chennai	Freelancers	Male	Married	43204
6	ATQCUS1651	45+	Mumbai	Salaried IT Employees	Male	Married	76952
7	ATQCUS1803	45+	Delhi NCR	Freelancers	Male	Married	42985
8	ATQCUS1912	45+	Chennai	Salaried IT Employees	Male	Married	76947
9	ATQCUS3856	21-24	Bengaluru	Salaried Other Employees	Female	Single	30424
10	ATQCUS1762	45+	Delhi NCR	Salaried IT Employees	Male	Married	76679
11	ATQCUS3011	45+	Mumbai	Government Employees	Female	Married	63458

DATA LAYOUT

Column Description for fact_spends:

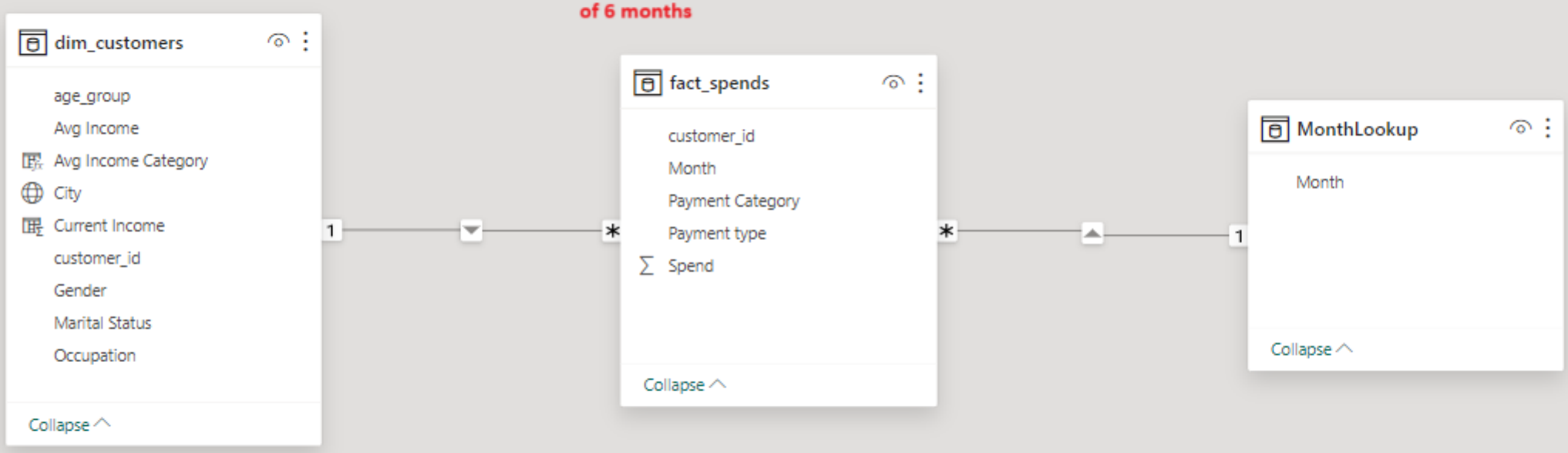
- **customer_id**: This column represents the Unique ID of each customer, linking to the dim_customer table.
- **month**: This column indicates the month in which the spending was recorded. (May, June, July, August, September, October)
- **category**: This column describes the category of spending (Entertainment, Apparel, Electronics, etc.).
- **payment_type**: This column specifies the type of payment used by the customer (Debit Card, Credit Card, UPI, Net Banking).
- **spends**: This column shows the total amount spent by the customer in the specified month, category and payment_type.

	customer_id	Month	Payment Category	Payment type	Spend
	Valid 100% Error 0% Empty 0%	Valid 100% Error 0% Empty 0%	Valid 100% Error 0% Empty 0%	Valid 100% Error 0% Empty 0%	Valid 100% Error 0% Empty 0%
	896 distinct, 801 unique	6 distinct, 0 unique	9 distinct, 0 unique	4 distinct, 0 unique	679 distinct, 461 unique
1	ATQCUS1371	July	Health & Wellness	Credit Card	1114
2	ATQCUS0368	October	Groceries	Credit Card	1466
3	ATQCUS0595	May	Health & Wellness	Credit Card	387
4	ATQCUS0667	October	Electronics	Credit Card	1137
5	ATQCUS3477	September	Bills	UPI	2102
6	ATQCUS1972	October	Health & Wellness	UPI	243
7	ATQCUS2843	June	Entertainment	Credit Card	268
8	ATQCUS2634	August	Apparel	Debit Card	737
9	ATQCUS2165	July	Food	UPI	506
10	ATQCUS0908	September	Others	UPI	380
11	ATQCUS1115	May	Food	UPI	361
12	ATQCUS1279	August	Entertainment	Debit Card	443
13	ATQCUS0108	September	Groceries	Credit Card	361
14	ATQCUS3883	May	Groceries	Credit Card	56
15	ATQCUS2594	October	Electronics	Credit Card	873
16	ATQCUS0558	June	Apparel	Net Banking	51

DATA MODEL

4000 Unique Customers Record

864000 Transaction records of 4000 Customers form 5 major Indian cities across the time frame of 6 months



NEW FIELDS AND KPI INTRODUCED

New Calculated Field

Average Income Category in dim_Customers table

```
Avg Income Category = SWITCH(
    TRUE(),
    dim_customers[Avg Income] <= PERCENTILE.INC(dim_customers[Avg Income], 0.25), "Low Income",
    dim_customers[Avg Income] <= PERCENTILE.INC(dim_customers[Avg Income], 0.75), "Moderate Income",
    dim_customers[Avg Income] > PERCENTILE.INC(dim_customers[Avg Income], 0.75), "High Income",
    "Other"
)
```

Major KPI Used

1. Average Income Utilization %
2. Average Income Utilization % by Credit Card
3. Credit Card Adoption Rate

DASHBOARD LAYOUT

Mitron Bank's
New Crefit Card Line Strategy

Customer Demographics Dashboard

Objective:
This dashboard aims to streamline the exploration of customer demographics, delivering insights into crucial metrics including total customer count, average income utilization rate, average income utilization rate by credit cards, and credit card usage adaptation rate.

Designed For / User Roles:
Customized for the needs of Product Managers, Team Leads, members of the Strategy Team, and Analysts, this dashboard serves as a robust tool empowering users to analyze and comprehend customer demographics with efficiency.

Key Insights

Objective:
This comprehensive dashboard showcases pivotal findings and emerging trends identified throughout the project, offering valuable insights for product managers, the marketing team, and stakeholders alike.

Accessible by:
Stakeholders, product research team, product managers, and members of the marketing team.

Spend Analysis Dashboard

Purpose:
This interactive dashboard is crafted to empower technically proficient users and analysts who prefer delving into data intricacies and exploring trends. It provides a comprehensive platform for in-depth spend analysis.

Built For / Roles:
Tailored for Product Managers and Analysts, this dashboard is designed to cater to individuals with a strong technical background, offering them the freedom to navigate and uncover nuanced insights within the spend data.

Recommendation

Recommendations
This page presents concepts for Mitron Bank's upcoming credit card line, derived from a thorough analysis of key insights. We have endeavored to integrate and develop offerings that align with customer personas and their key behaviors, in accordance with the new product strategy.

VIEW 1 : DEMOGRAPHICS BASED ON AVERAGE INCOME UTILISATION

Customer Demographics Based On

Avg income utilisation %	Total Customers	Avg income utilisation by Credit Card %	Credit Card Adoption Rate %

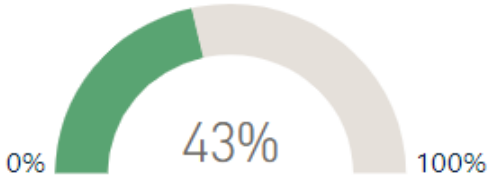
4000 Total Customers

₹ 310K Average Income

₹ 133K Average Income Spend

Avg Income Category	Average Income	Avg income utilisation %
Low Income		
Freelancers	₹ 206K	46%
Salaried Other Employees	₹ 204K	41%
Government Employees	₹ 232K	32%
Moderate Income		
Salaried IT Employees	₹ 346K	51%
Freelancers	₹ 240K	43%
Salaried Other Employees	₹ 249K	42%
Business Owners	₹ 329K	32%
Government Employees	₹ 313K	29%
High Income		
Salaried IT Employees	₹ 409K	51%
Business Owners	₹ 438K	33%

Avg income utilisation %



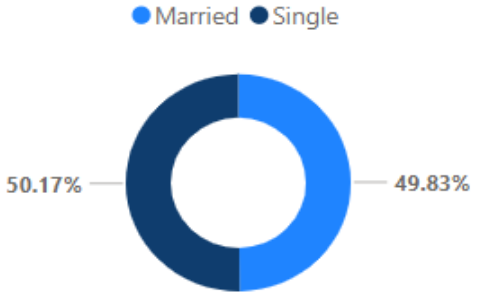
Avg income utilisation % by Avg Income Category

Avg income utilisation % by Gender

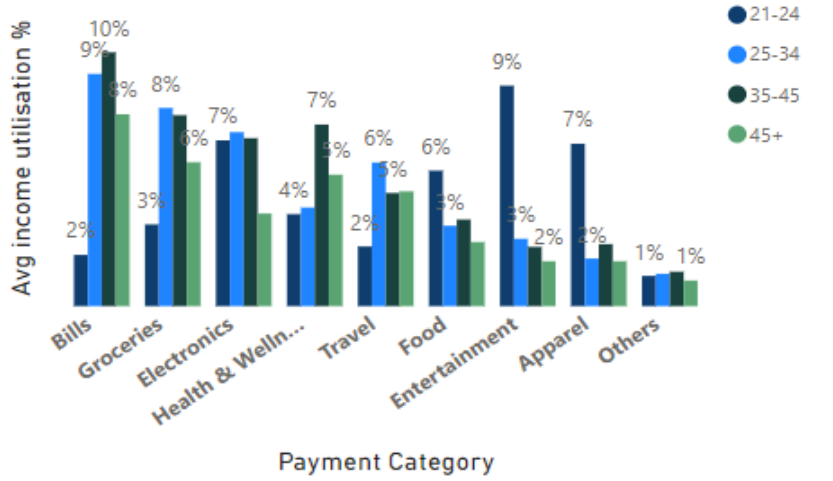
Legend Switch

Age Group

Avg income utilisation % by Marital Status



Avg income utilisation % by Payment Category and Age Group



Avg income utilisation % by City

VIEW 2 : CUSTOMER DEMOGRAPHICS BASED ON TOTAL CUSTOMERS

Customer Demographics Based On

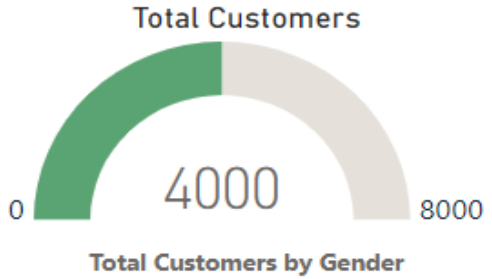
Avg income utilisation %	**Total Customers**	Avg income utilisation by Credit Card %	Credit Card Adoption Rate %

4000 Total Customers

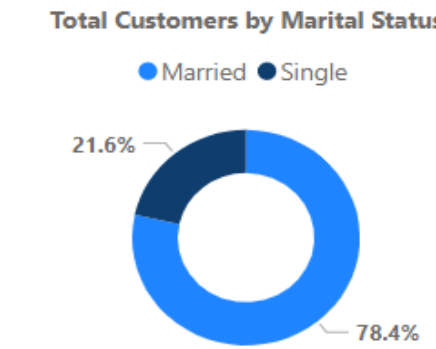
₹ 310K Average Income

₹ 133K Average Income Spend

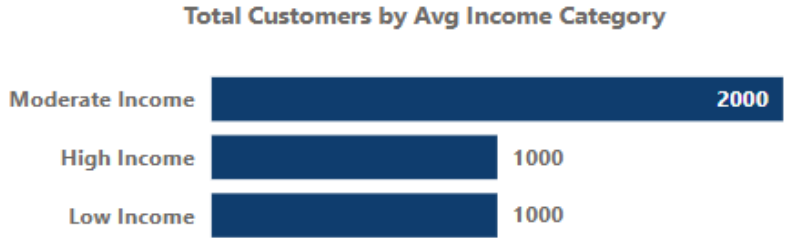
Avg Income Category	Average Income	Total Customers
Moderate Income		
Salaried IT Employees	₹ 346K	824
Salaried Other Employees	₹ 249K	569
Government Employees	₹ 313K	397
Freelancers	₹ 240K	110
Business Owners	₹ 329K	100
High Income		
Business Owners	₹ 438K	530
Salaried IT Employees	₹ 409K	470
Low Income		
Freelancers	₹ 206K	674
Salaried Other Employees	₹ 204K	324
Government Employees	₹ 232K	2



Total Customers by Gender



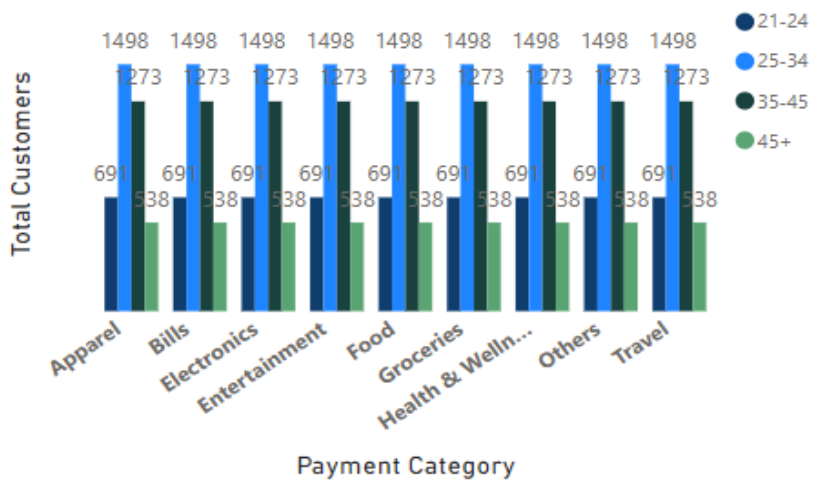
Total Customers by Marital Status



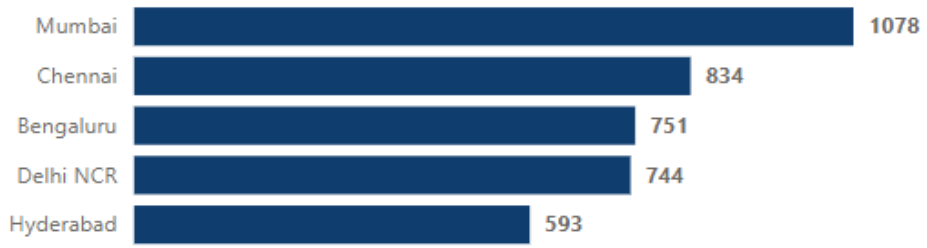
Total Customers by Avg Income Category

Legend Switch

Age Group



Total Customers by Payment Category and Age Group



Total Customers by City

VIEW 3 : CUSTOMER DEMOGRAPHICS BASED ON AVERAGE INCOME UTILISATION BY CREDIT CARD

Customer Demographics Based On

Avg income utilisation %	Total Customers	Avg income utilisation by Credit Card %	Credit Card Adoption Rate %

4000
Total Customers

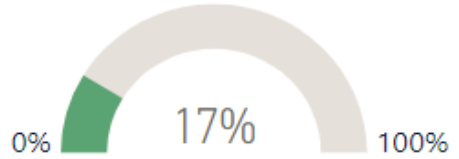
₹ 310K
Average Income

₹ 133K
Average Income Spend

Avg Income Category	Average Income	Avg income utilisation by Credit Card %
Moderate Income		
Salaried IT Employees	₹ 346K	22%
Salaried Other Employees	₹ 249K	18%
Freelancers	₹ 240K	14%
Government Employees	₹ 313K	13%
Business Owners	₹ 329K	11%
High Income		
Salaried IT Employees	₹ 409K	20%
Business Owners	₹ 438K	14%
Low Income		
Salaried Other Employees	₹ 204K	18%
Freelancers	₹ 206K	16%
Government Employees	₹ 232K	11%

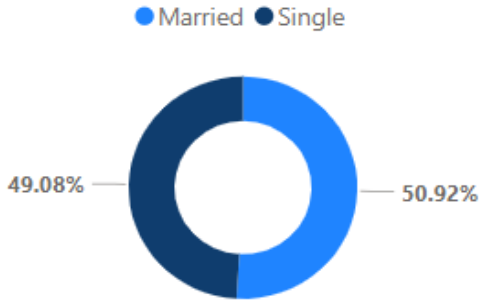
Avg income utilisation by Credit Card % by City

Avg income utilisation by Credit Card %



Avg income utilisation by Credit Card % ...

Avg income utilisation by Credit Card % ...

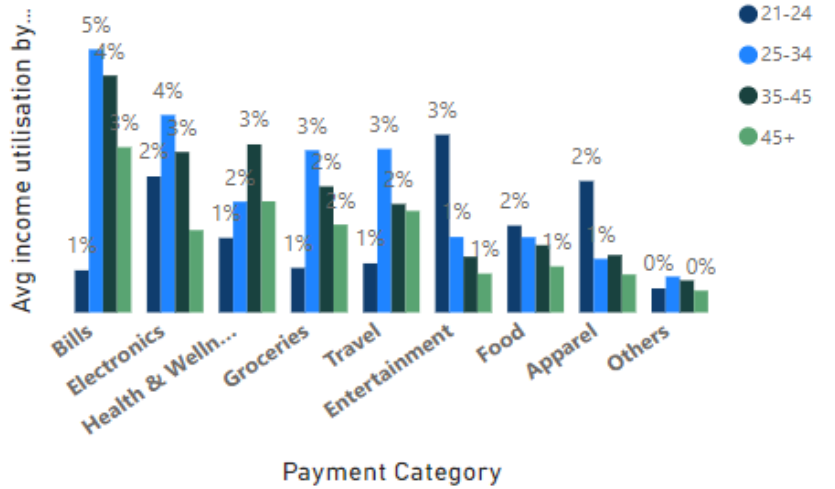


Avg income utilisation by Credit Card % by Avg Income Category

Legend Switch

Age Group

Avg income utilisation by Credit Card % by Payment Category and A...



Payment Category

VIEW 4 : CUSTOMER DEMOGRAPHICS BASED ON CREDIT CARD ADOPTION RATE

Customer Demographics Based On

Avg income utilisation %	Total Customers	Avg income utilisation by Credit Card %	Credit Card Adoption Rate %

4000
Total Customers

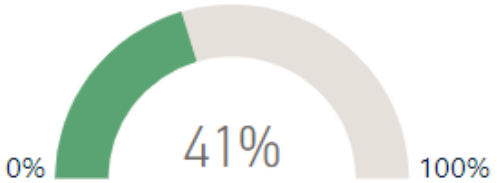
₹ 310K
Average Income

₹ 133K
Average Income Spend

Avg Income Category	Average Income	Credit Card Adoption Rate %
Moderate Income		
Government Employees	₹ 313K	44%
Salaried IT Employees	₹ 346K	43%
Salaried Other Employees	₹ 249K	42%
Business Owners	₹ 329K	36%
Freelancers	₹ 240K	32%
High Income		
Business Owners	₹ 438K	42%
Salaried IT Employees	₹ 409K	40%
Low Income		
Salaried Other Employees	₹ 204K	42%
Government Employees	₹ 232K	36%
Freelancers	₹ 206K	35%

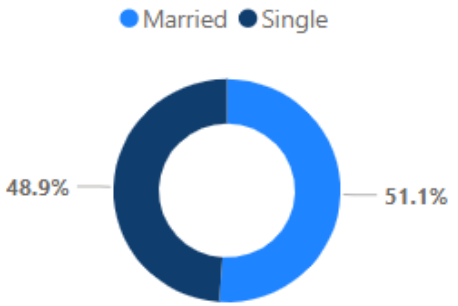
Credit Card Adoption Rate % by City

Credit Card Adoption Rate %



Credit Card Adoption Rate % by Gender

Credit Card Adoption Rate % by Marital ...

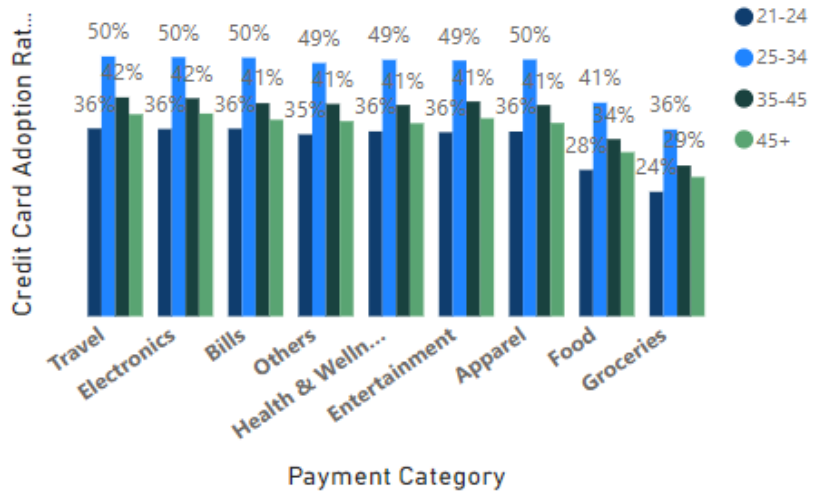


Credit Card Adoption Rate % by Avg Income Category

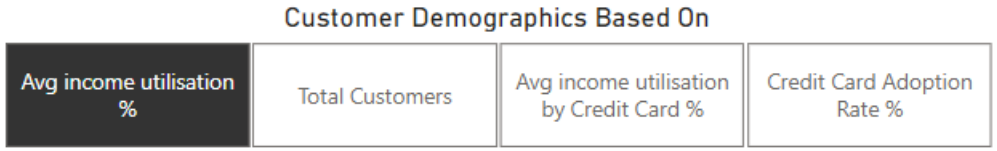
Legend Switch

Age Group

Credit Card Adoption Rate % by Payment Category and Age Group

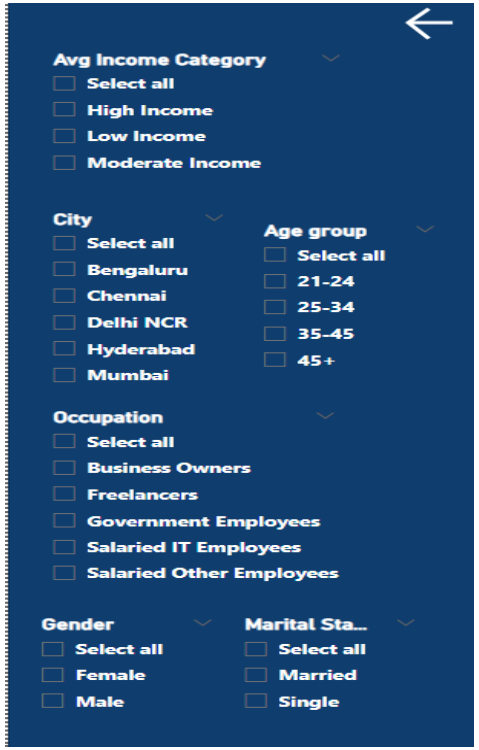


CUSTOMER DEMOGRAPHICS DASHBOARD FEATURES / ELEMENTS



- Based on the requirement user can switch between different views by the use of a single click

- This navigation pane contains Filter clear button (1),Filters button (2),Dashboard navigations buttons(3)



- Once you click the filter panel button it will show you all the available filters for this dashboard

SPEND ANALYSIS DASHBOARD

Numeric Measure
Avg Income Utilisation %

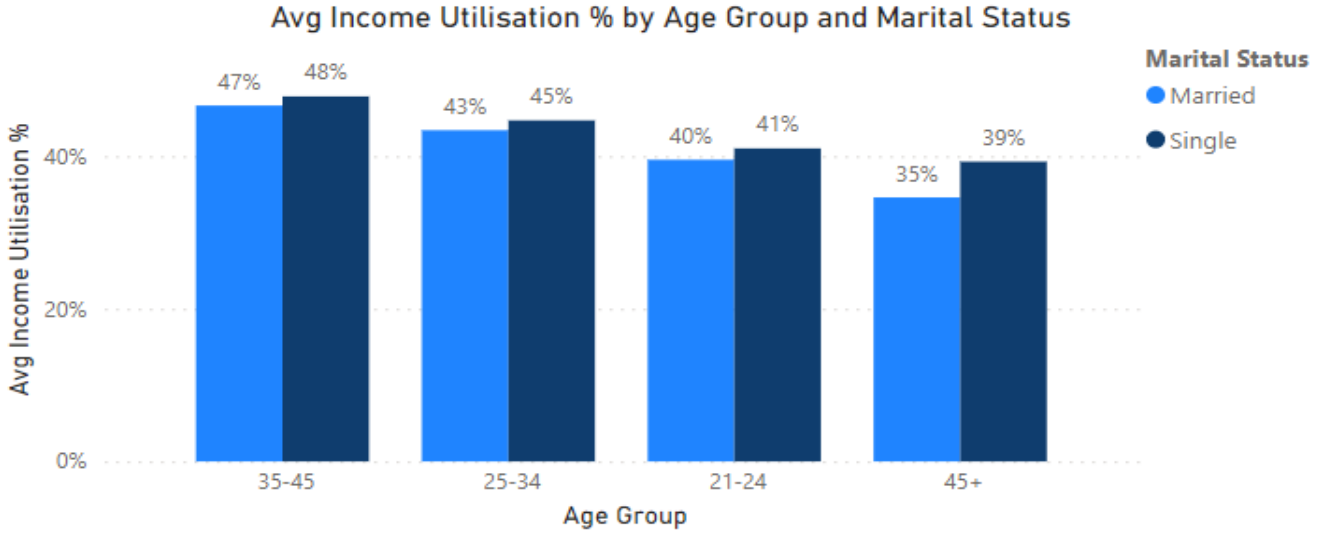
Select Categorical Parameter
Age Group

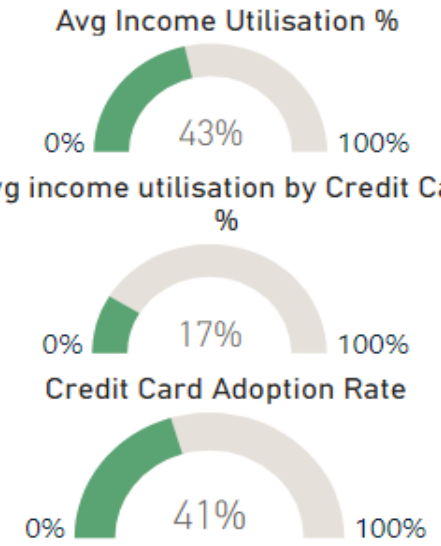
Select Sub Category
- [ ] Select all
- [ ] 21-24
- [ ] 25-34
- [ ] 35-45
- [ ] 45+

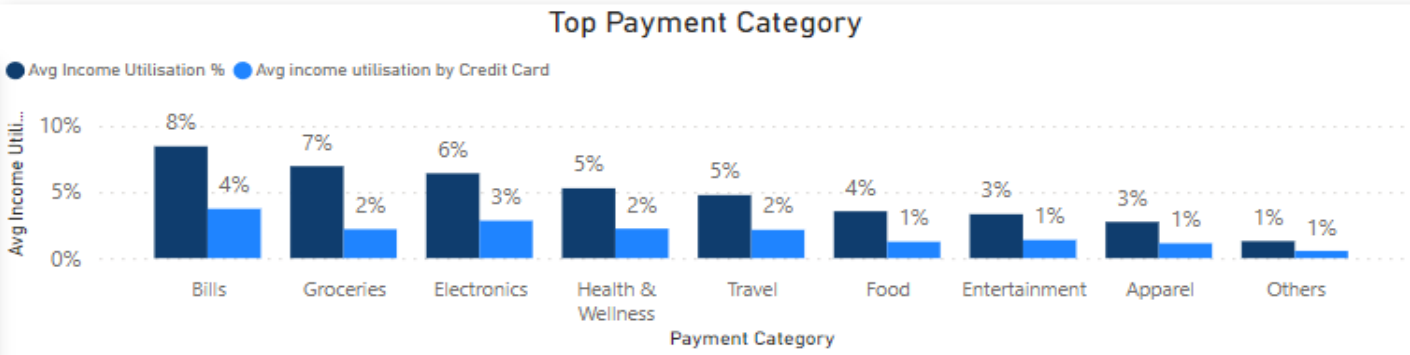
Legends
Marital Status

Available Legends
- [ ] Select all
- [ ] Married
- [ ] Single

4000	864K	Bills	Credit Card	September
Total Customers	Number of Transactions	Top Payment Category	Most Used Payment Type	Top Month



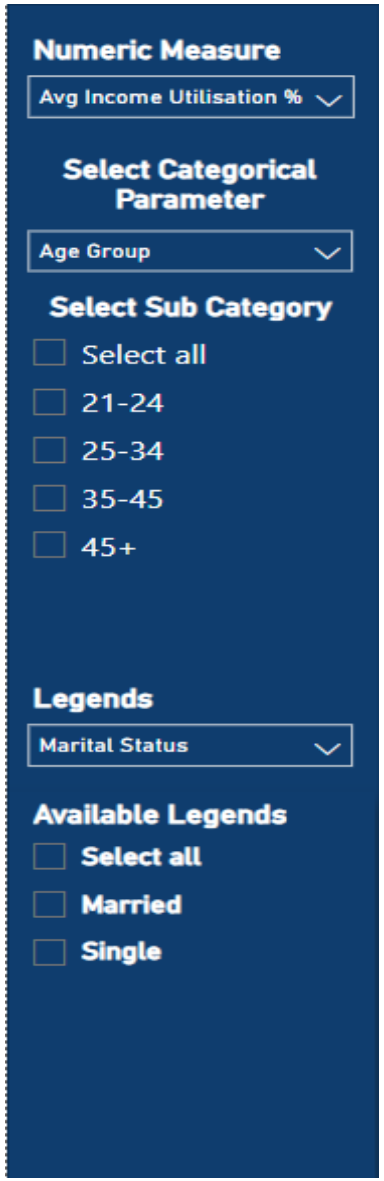




Top Payment Type

Payment type	Avg income utilisation %
Credit Card	17%
UPI	11%
Debit Card	10%
Net Banking	4%
Total	**43%**

SPEND ANALYSIS DASHBOARD INTERACTIVE ELEMENTS/SLICERS

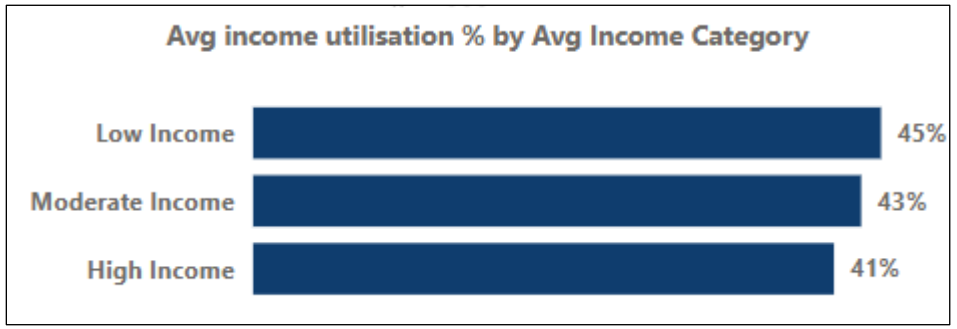


- **Numeric Measures available options**: Average Income Spend, Average Income Utilization % ,Credit Card Adoption Rate %, Number of Transactions , Total Spend (Option given to control Y access of the given Clustered Column chart of in the dashboard)
- **Select Categorical Parameter available options** : Age Group , Average Income Category , City , Gender , Marital status , Occupation , Payment Category , Payment Type, Month(Option given to control X access of the given Clustered Column chart of in the dashboard)
- **Select Sub Categorical** : This option is given to control what specific sub category user wants to include in the analysis

- **Legends**: This option is provided to user to control the legends of the clustered column chart on one click (Multiselect available) you can control legends like Age Group , Average Income Category , City , Gender , Marital status , Occupation , Payment Category , Payment Type, Month
- **Available Legends** : This option is given to control what specific Legends user want to exclude or include in there analysis

KEY INSIGHTS

- Highest Income utilization done by Income group
  - Low income group (45%)
  - Moderate income group (43%)
  - High income group (41%)

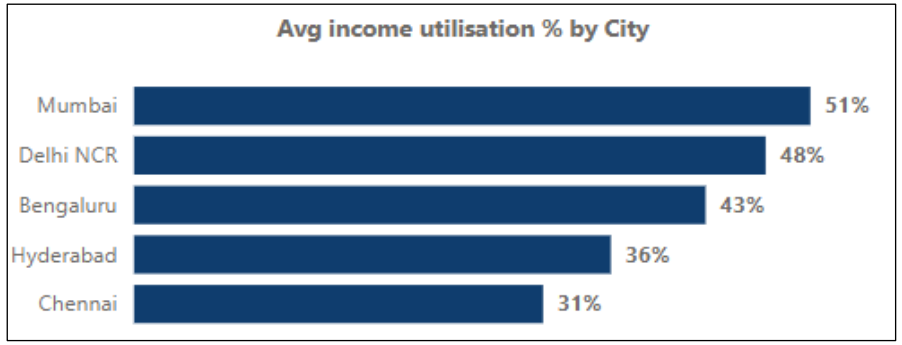


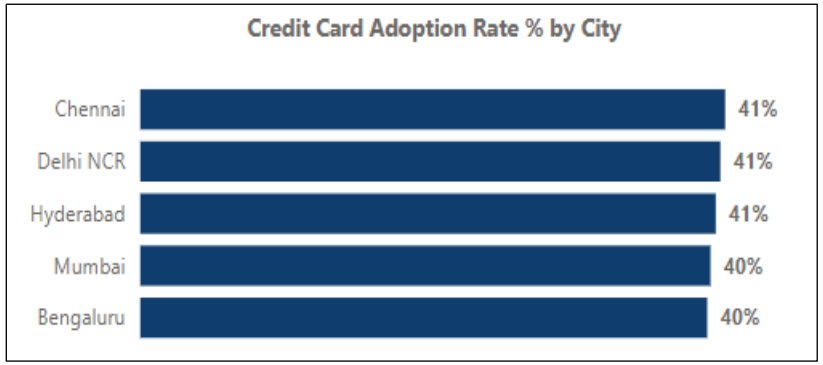
Avg Income Category	Average Income	Avg income utilisation %
Low Income		
Freelancers	$205.6K	46%
Salaried Other Employees	$204.2K	41%
Government Employees	$231.6K	32%
Moderate Income		
Salaried IT Employees	$345.9K	51%
Freelancers	$239.5K	43%
Salaried Other Employees	$249.0K	42%
Business Owners	$328.7K	32%
Government Employees	$312.6K	29%
High Income		
Salaried IT Employees	$409.5K	51%
Business Owners	$437.9K	33%

- Salaried IT Employees , Salaried Other employees and Freelancers have the highest income utilization Rates
- Government Employees and Business Owners have the lowest income utilization Rates

KEY INSIGHTS

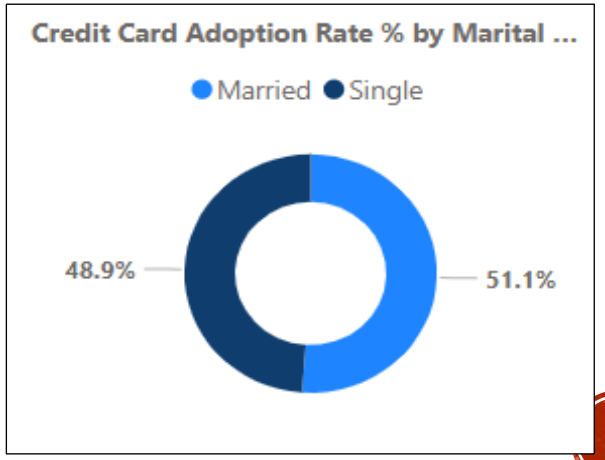
- Mumbai leads with a 51% income utilization rate, closely followed by Delhi NCR at 48%, and Bengaluru at 43%. These cities demonstrate the highest levels of customer spending, showcasing their strong economic engagement and income utilization efficiency.





- Chennai, Delhi NCR, and Hyderabad exhibit a noteworthy credit card adoption rate, with 41% of their income utilization attributed to credit card transactions. This indicates a substantial reliance on credit cards for financial transactions in these cities.

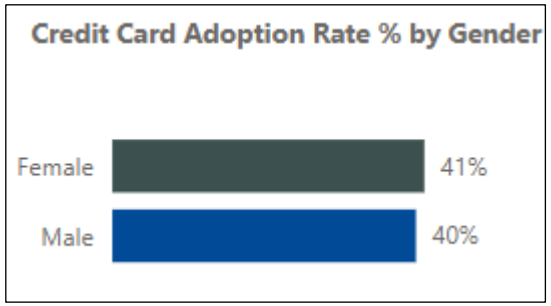
- The credit card adoption rate for income utilization is notably higher among married individuals, standing at 51.1%, as opposed to the rate observed among single customers, which is recorded at 48.9%. This insight underscores a discernible disparity in credit card usage patterns based on marital status.



KEY INSIGHTS

- Credit card adoption rates demonstrate a noteworthy elevation across diverse occupational segments, with government employees exhibiting the highest adoption, followed by salaried employees and business owners. This underscores a strong proclivity within these professional cohorts for utilizing credit cards in their expenditure practices.

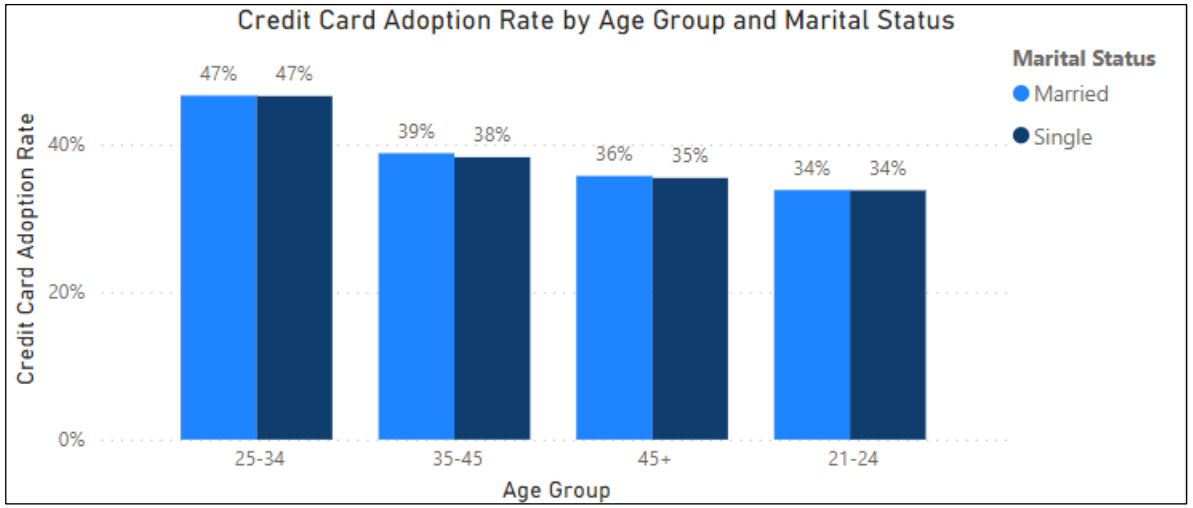
Avg Income Category	Average Income	Credit Card Adoption Rate %
Moderate Income		
Government Employees	$312.6K	44%
Salaried IT Employees	$345.9K	43%
Salaried Other Employees	$249.0K	42%
Business Owners	$328.7K	36%
Freelancers	$239.5K	32%
High Income		
Business Owners	$437.9K	42%
Salaried IT Employees	$409.5K	40%
Low Income		
Salaried Other Employees	$204.2K	42%
Government Employees	$231.6K	36%
Freelancers	$205.6K	35%



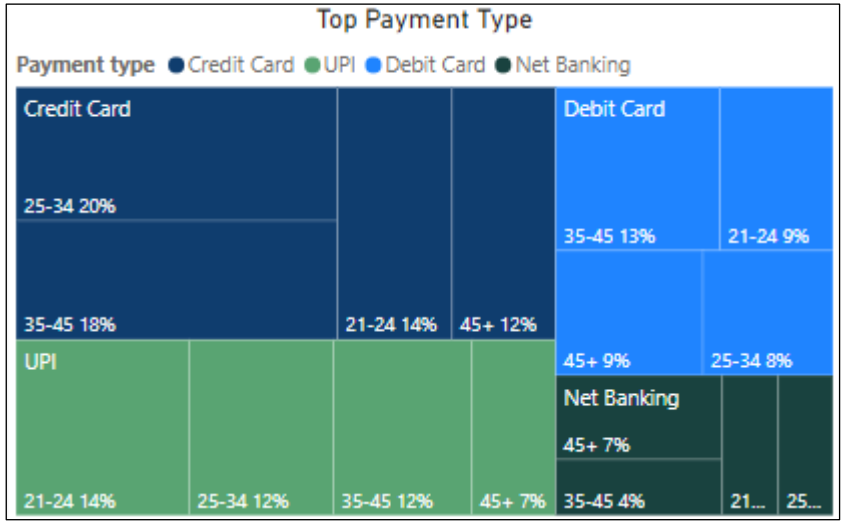
- Female customers are more incline toward the use of Credit Cards in comparison to males

KEY INSIGHTS

- Analyzing the chart reveals that the highest credit card adoption rate is observed in the age group of 25-34 at 47%, closely followed by the 35-45 age group at 39%. Conversely, the lowest adoption rates are found among individuals aged 21-24 at 34%, and the 45+ age group at 36%. This indicates distinct patterns in credit card usage across various age brackets.



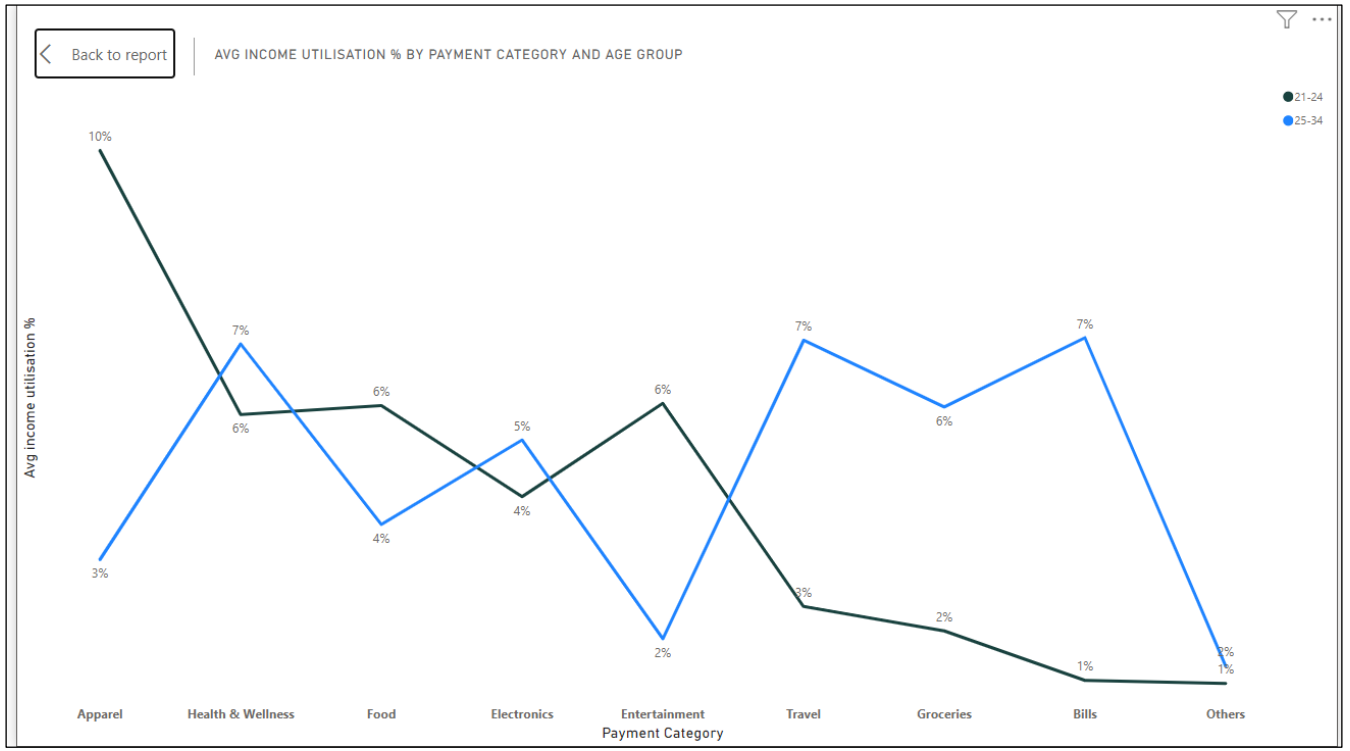
- credit card is among the top payment among all age group but UPI is quickly gaining the market share due to ease of use and also it Is most popular among the customers of younger age group



- In the upcoming slides, we will delve into an analysis of how customers across various age groups and genders allocate their income across different payment categories.

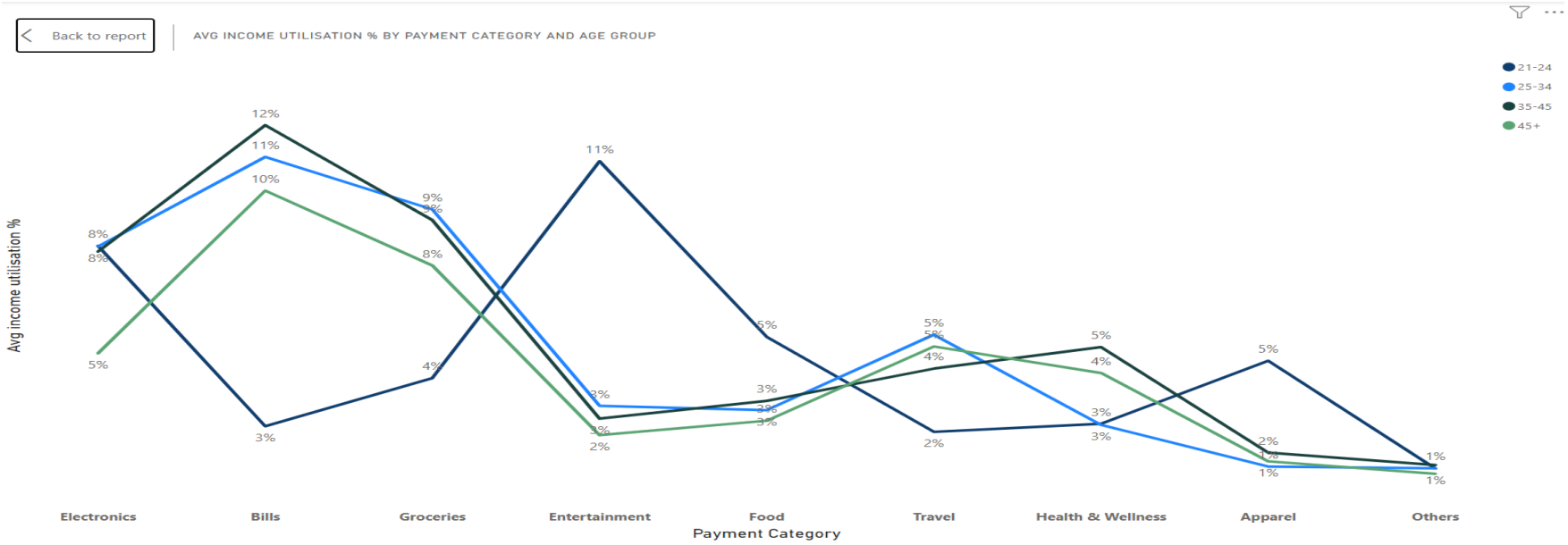
SPENDING HABITS OF SINGLE FEMALES

- Examining the overall perspective, single females distribute a significant portion of their income across various spending categories, with a primary emphasis on Apparel (8%), Health and Wellness (6%), Food (5%), Entertainment (4%), and Travel (4%).
- Upon closer examination of a younger female demographic,
  - particularly those within the 21-24 age range, a noticeable shift in spending preferences becomes evident. This group demonstrates an increased allocation towards Apparel (10%), Entertainment (6%), Food (6%), and Health and Wellness (6%).
  - As these females progress into the 25-34 age group, there is a distinct evolution in spending habits. The focus shifts towards Bills (7%), Travel (7%), Health and Wellness (7%), Groceries (6%), Electronics (5%), and Food (4%), accompanied by a slight reduction in the allocation to Apparel (3%).
- This nuanced analysis highlights the dynamic nature of spending patterns among single females, emphasizing the impact of age on their financial priorities and consumption behaviors.



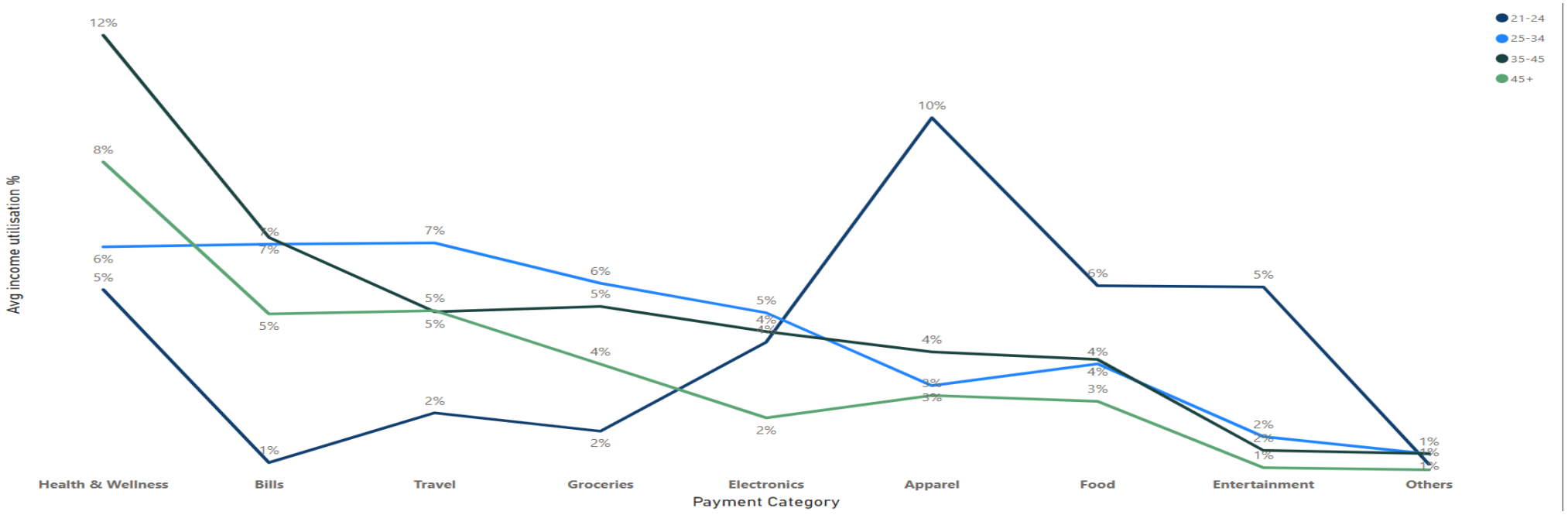
SPENDING HABITS OF SINGLE MALES

- Examining the broader context, single males allocate a considerable share of their income to diverse spending categories, emphasizing Electronics (8%), Bills (6%), Groceries (6%), Entertainment (6%), Food (4%), and Travel (4%).
- Upon closer inspection of spending behaviors within specific age brackets:
  - Younger males (21-24) display a spend allocating more towards Entertainment (11%), Electronics (8%), Food (5%), and Apparel (5%).
  - As the male demographic progresses into the 25-34 age group, spending preferences transition towards Bills (11%), Groceries (9%), Electronics (8%), and Travel (5%).
  - In the 35-45 age group, a noticeable shift occurs with increased emphasis on Bills (12%), Groceries (9%), Electronics (8%), and Health and Wellness (5%).
  - Males in the 45+ age group witness an evolving spending pattern, emphasizing Bills (10%), Groceries (8%), Travel (5%), Electronics (5%), and Health and Wellness (4%).
- This detailed analysis unveils the dynamic nature of spending habits among single males across various life stages, providing valuable insights for strategic planning and targeted engagement.



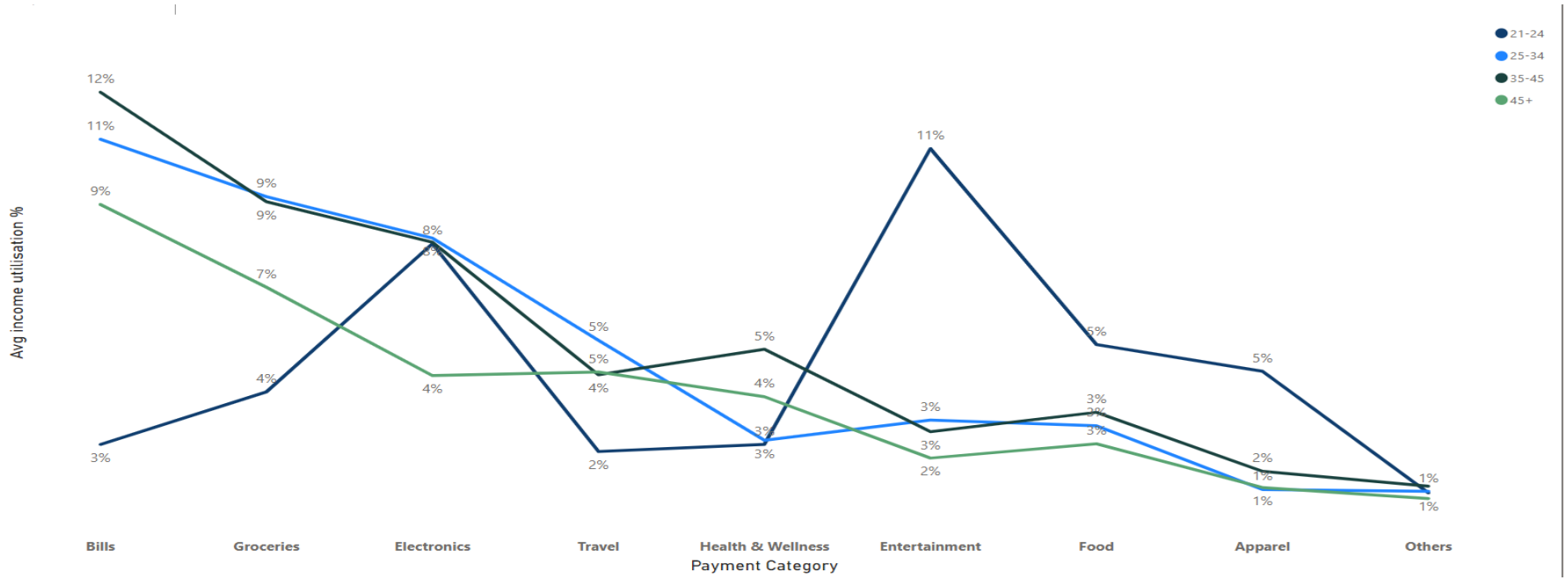
SPENDING HABITS OF MARRIED FEMALES

- In the realm of expenditure distribution among married females, the aggregate spending pattern reveals a pronounced allocation towards Health and Wellness (9%), Bills (6%), Travel (5%), Groceries (5%), and Electronics (4%).
- Upon dissecting spending behavior within specific age brackets:
  - Married females aged 21-24 exhibit a predominant focus on Apparel (10%), Food (6%), Entertainment (5%), and Health and Wellness (5%).
  - The 25-34 age group demonstrates an emphasis on Travel (7%), Bills (7%), Groceries (6%), Health and Wellness (6%), Electronics (5%), and Food (4%).
  - For married females aged 34-45, spending shifts towards a higher allocation for Health and Wellness (12%), Bills (7%), Groceries (5%), Electronics (4%), Food (4%), Travel (4%), and Apparel (4%).
  - In the 45+ age group, married females allocate a significant portion to Health and Wellness (8%), Bills (5%), Groceries (5%), Electronics (4%), and Travel (5%).
- This detailed analysis provides insights into the nuanced spending behaviors of married females across different age groups, facilitating targeted strategies for product development and marketing.



SPENDING HABITS OF MARRIED MALES

- Married males strategically allocate their income across key spending categories, with significant emphasis on Bills (11%), Groceries (9%), Electronics (7%), Health and Wellness (4%), Entertainment (3%), and Food (3%).
- Further delving into spending habits within distinct age groups:
  - Married males aged 21-24 prioritize Entertainment (11%), Electronics (8%), Food (5%), and Apparel (5%).
  - In the 25-34 age bracket, the focus shifts towards Bills (11%), Groceries (9%), Electronics (8%), and Travel (5%).
  - For the 34-45 age group, spending preferences maintain a consistency in Bills (12%), Groceries (9%), Electronics (8%), Travel (5%), and Health and Wellness (5%).
  - In the 45+ age category, married males allocate their budget towards Bills (9%), Groceries (7%), Travel (5%), Electronics (4%), Health and Wellness (4%), and Food (3%).
- This detailed breakdown provides insights into the nuanced spending behaviors of married males across different life stages, offering valuable information for targeted financial planning and product development.



Product Recommendations

WHY AGE-SPECIFIC CARDS SHOULD BE THE APPROACH

1. Targeted Marketing

- Create focused campaigns for distinct age groups.
- Enhance promotional effectiveness by resonating with specific audiences.

2. Customized Features

- Tailor benefits to align with age-appropriate priorities.
- Provide perks that cater to the unique needs of each demographic.

3. Increased Relevance

- Enhance card offerings to address specific financial priorities.
- Ensure relevance by aligning features with cardholders' lifestyles.

4. Customer Retention

- Foster loyalty through personalized benefits.
- Encourage long-term card usage by meeting evolving customer needs.

5. Risk Mitigation

- Manage risk by customizing credit limits and rates.
- Address potential risks associated with different customer segments.

6. Enhanced Customer Experience

- Improve overall satisfaction through personalized features.
- Elevate the customer experience with tailored offerings.

7. Market Differentiation

- Stand out in the market with diversified credit card offerings.
- Attract a broad customer base by showcasing innovation.

8. Strategic Product Development

- Utilize market research for age-wise card design.
- Stay competitive and responsive to evolving consumer trends

PRESENTING OUR EXCLUSIVE CREDIT CARD COLLECTION TAILORED FOR EVERY STAGE OF LIFE

Silver Spark Card (For Ages 21-24)

"Ignite Your Financial Journey with Silver Spark."

Target Audience:

- Age Group: 21-24
- Marital Status: Single/Married
- Minimum income 2.5LPA

Spending Habits:

- Allocated spending on Apparels, Entertainment, Electronics, and Food.
- Prefer UPI Transactions followed by Credit Cards.

- **Card Features:**
  - Lower Interest Rates for smart financial planning.
  - Seamless UPI Transactions integration.
  - Collaborations with leading e-commerce platforms for exclusive discounts on Apparels and Electronics.
  - Strategic partnerships with online food delivery companies for enticing discounts, making it a preferred choice for the young and dynamic individuals.
  - Cashback on UPI Transactions: Earn cashback rewards for utilizing UPI transactions, encouraging digital payment habits.
  - Exclusive Entertainment Events Access: Attend concerts and exclusive events at discounted rates or with priority bookings.
  - Student Loan Integration: Collaborate with financial institutions for seamless integration with student loan repayment, providing financial flexibility.

Gold Horizon Card (For Ages 25-45)

"Elevate Your Finances with Gold Horizon."

Target Audience:

- Age Group: 25-45
- Marital Status: Single/Married
- Minimum Income 4LPA+

•Spending Habits:

- Focus on bills, Electronics, Groceries, Health and Wellness, Travel, Food, and Apparels.

- **Card Features:**
  - Complimentary bi-yearly full health checkup, prioritizing overall well-being.
  - Seamless UPI Transactions integration.
  - Travel accidental health insurance for security during journeys.
  - Airport Lounge access for a touch of luxury.
  - Special discounts on fuel expenses.
  - Rewarding discounts and points on bill payments, groceries, and health-related purchases.
  - Personalized Financial Planning Services: Access to financial planning services for effective budget and investment management.
  - Eco-Friendly Spending Rewards: Encouraging eco-friendly practices by rewarding points or discounts for sustainable purchases.
  - Priority Customer Service: Dedicated customer service for prompt assistance, ensuring a seamless banking experience.

Card 3: Platinum Legacy Card (For Ages 45+)

"Crafting Your Financial Legacy with Platinum Prestige."

•Target Audience:

- Age Group: 45+
- Marital Status: Married/Single
- Minimum Income 6LPA+

•Spending Habits:

- Focus on bills, Travels, Groceries, Health and Wellness, Food.

- **Card Features:**
  - Complimentary quad-yearly full health checkup, emphasizing health and longevity.
  - Seamless UPI Transactions integration.
  - Travel accidental health insurance for peace of mind during travels.
  - Exclusive discounts on early flight bookings, making travel a seamless pleasure.
  - Airport Lounge access for a premium experience.
  - Discounts and reward points on bill payments, groceries, and health-related purchases.
  - Special privileges on the purchase of medicines and health supplements, catering to the unique needs of our experienced customers.
  - Concierge Health Services: Offering personalized health consultations and telemedicine options.
  - Exclusive Travel Experiences: Access curated travel experiences and packages for a hassle-free and luxurious travel experience.
  - Legacy Planning Services: Introduce services to assist cardholders in legacy planning, including will drafting and estate management.