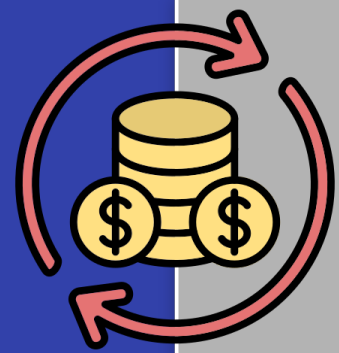




Home



Demographic Analysis



Income Utilization



Spending Habits



Credit Card

Miltron Bank Product Strategy



Demographic Analysis

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Total Spending

₹ 530.90...

Average Income

₹ 51.66K

Average Spending

₹ 22K

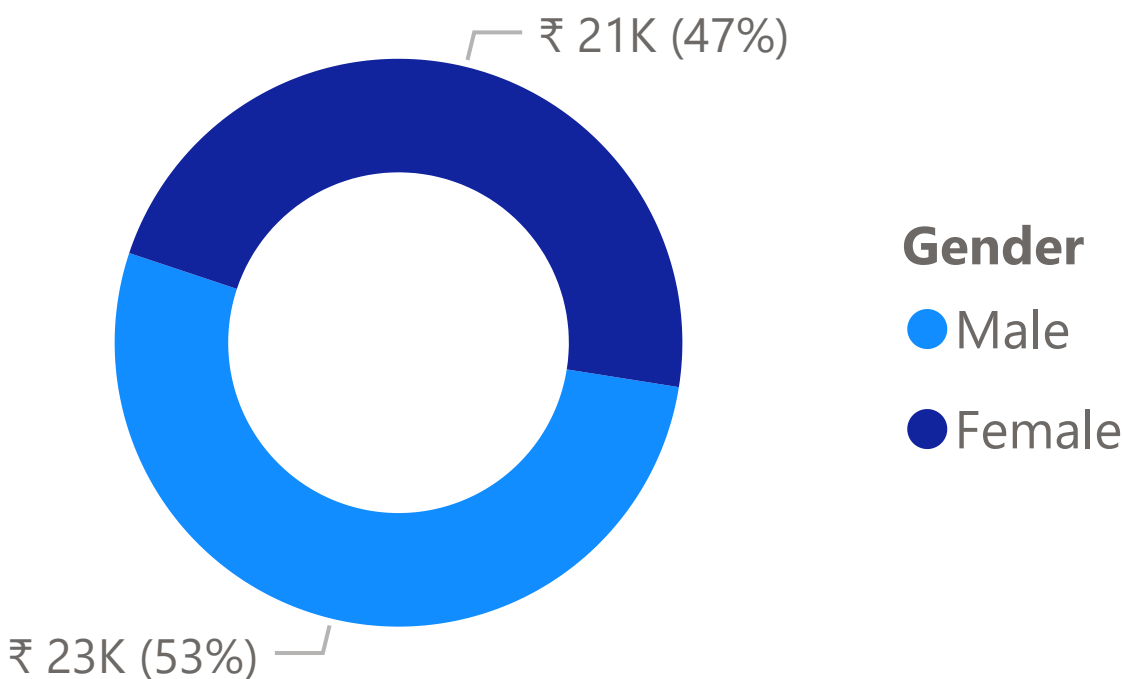
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Average Spending

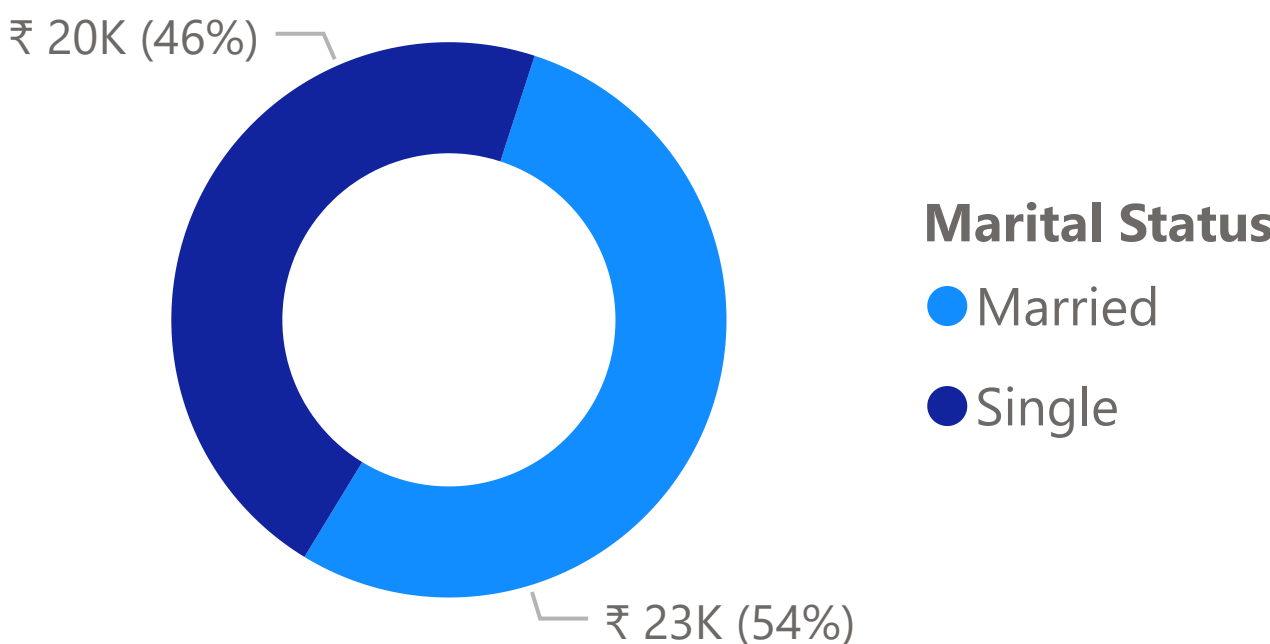
[Payment Type](#)

All

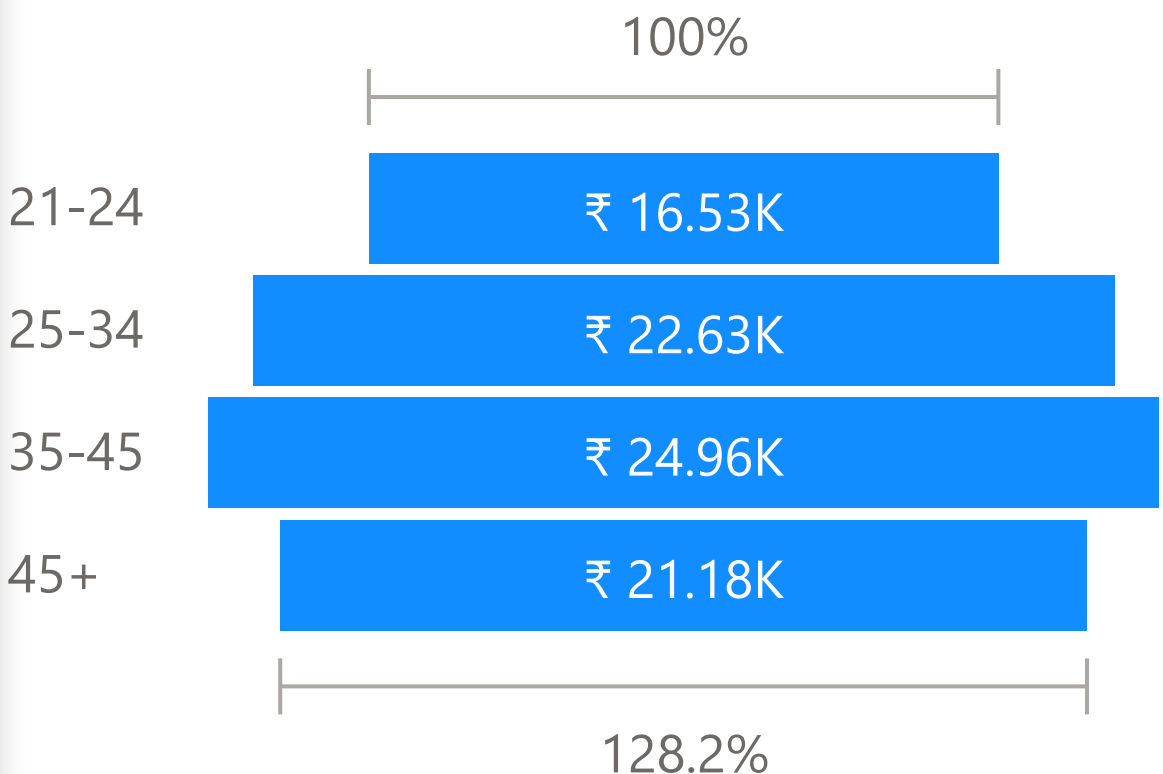
Gender



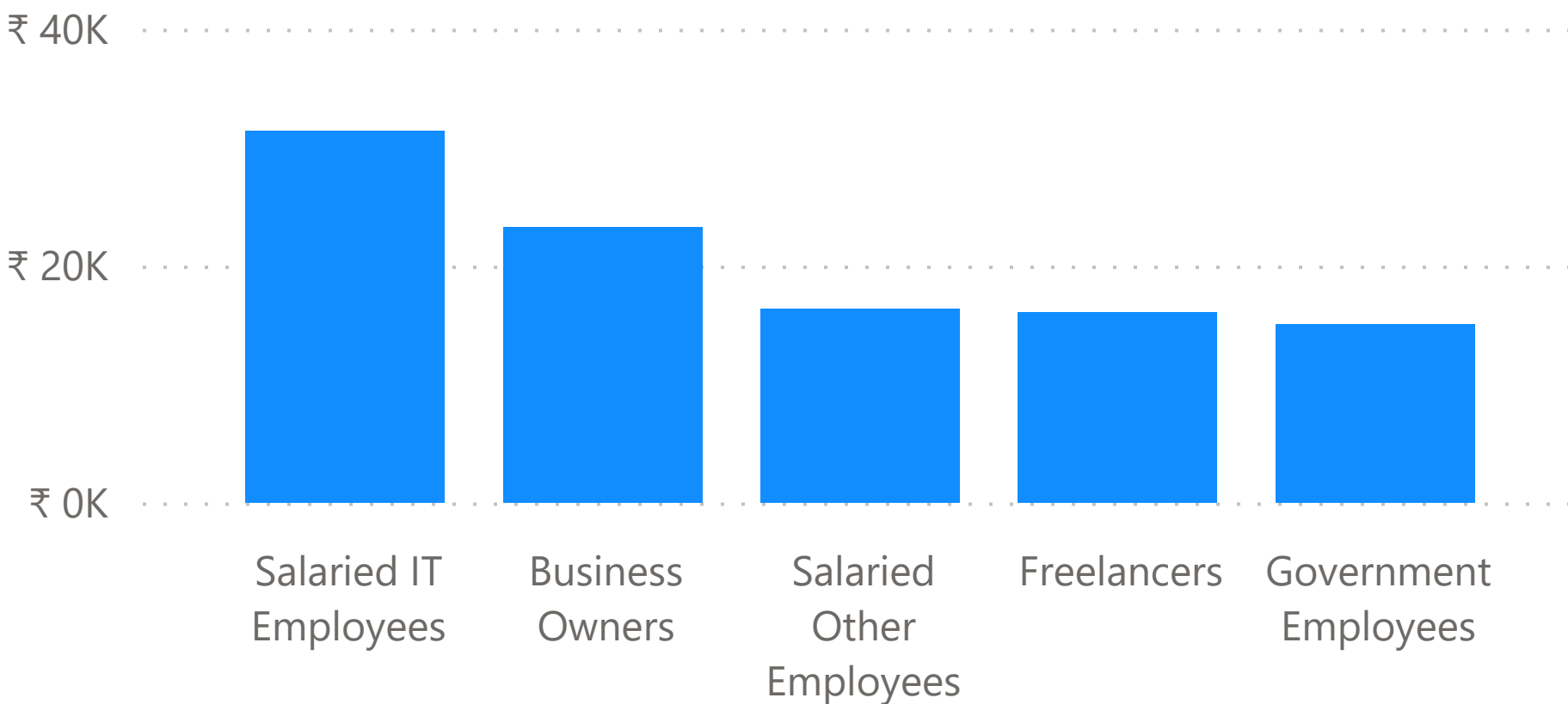
Marital Status



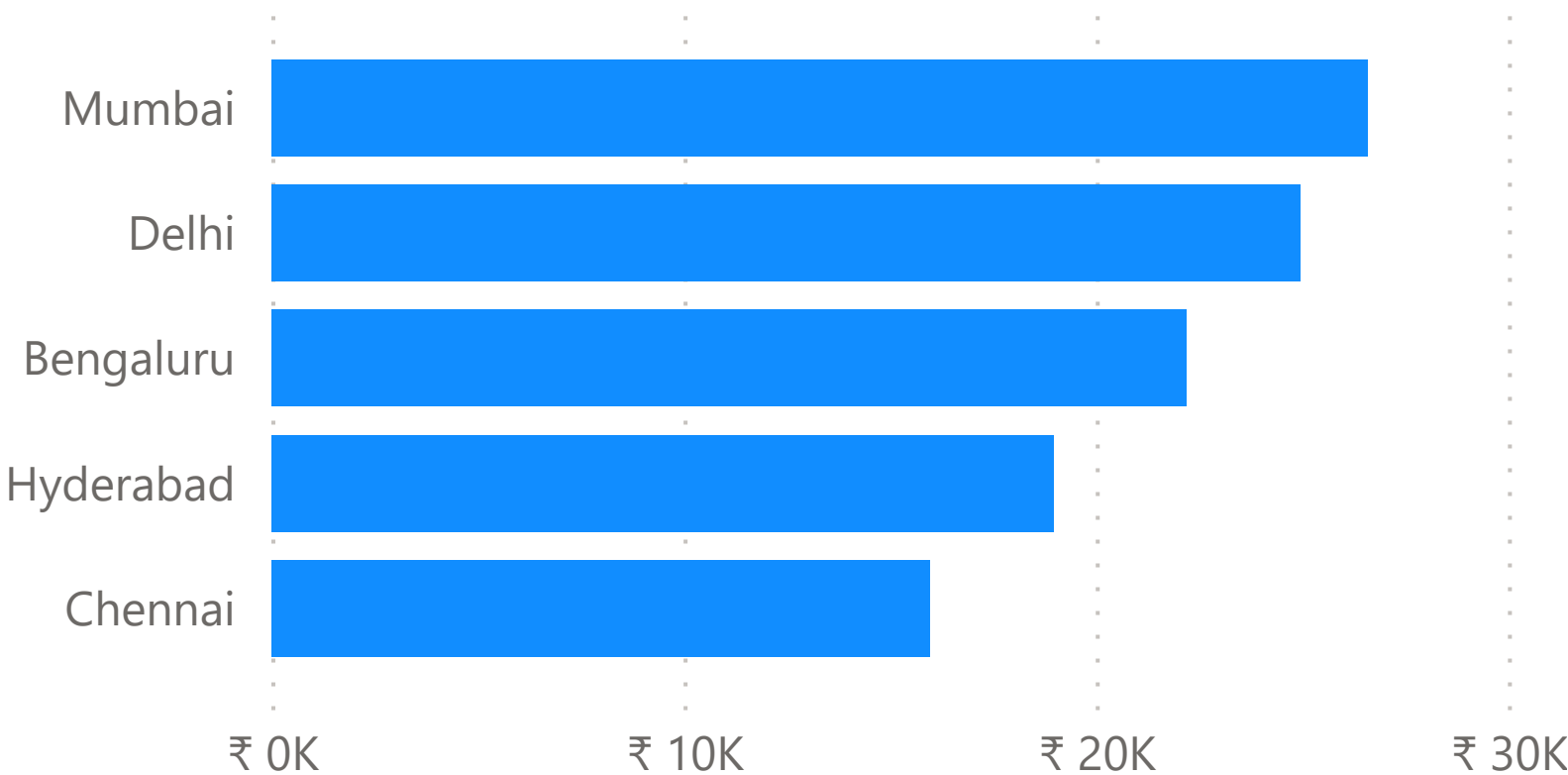
Age Group



Occupation



City





Income Utilization

Average Spending

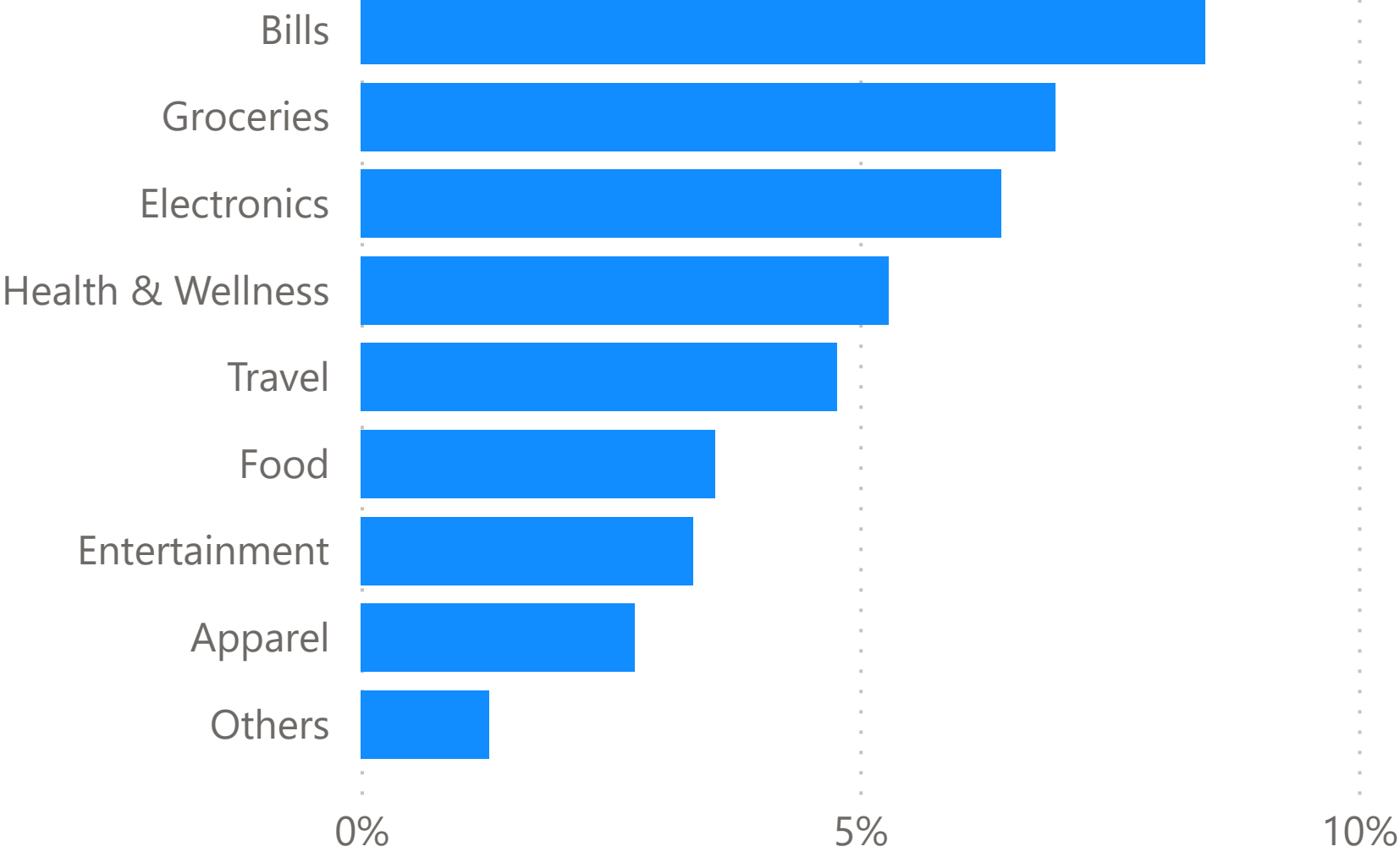
₹ 22K

Income Utilization %

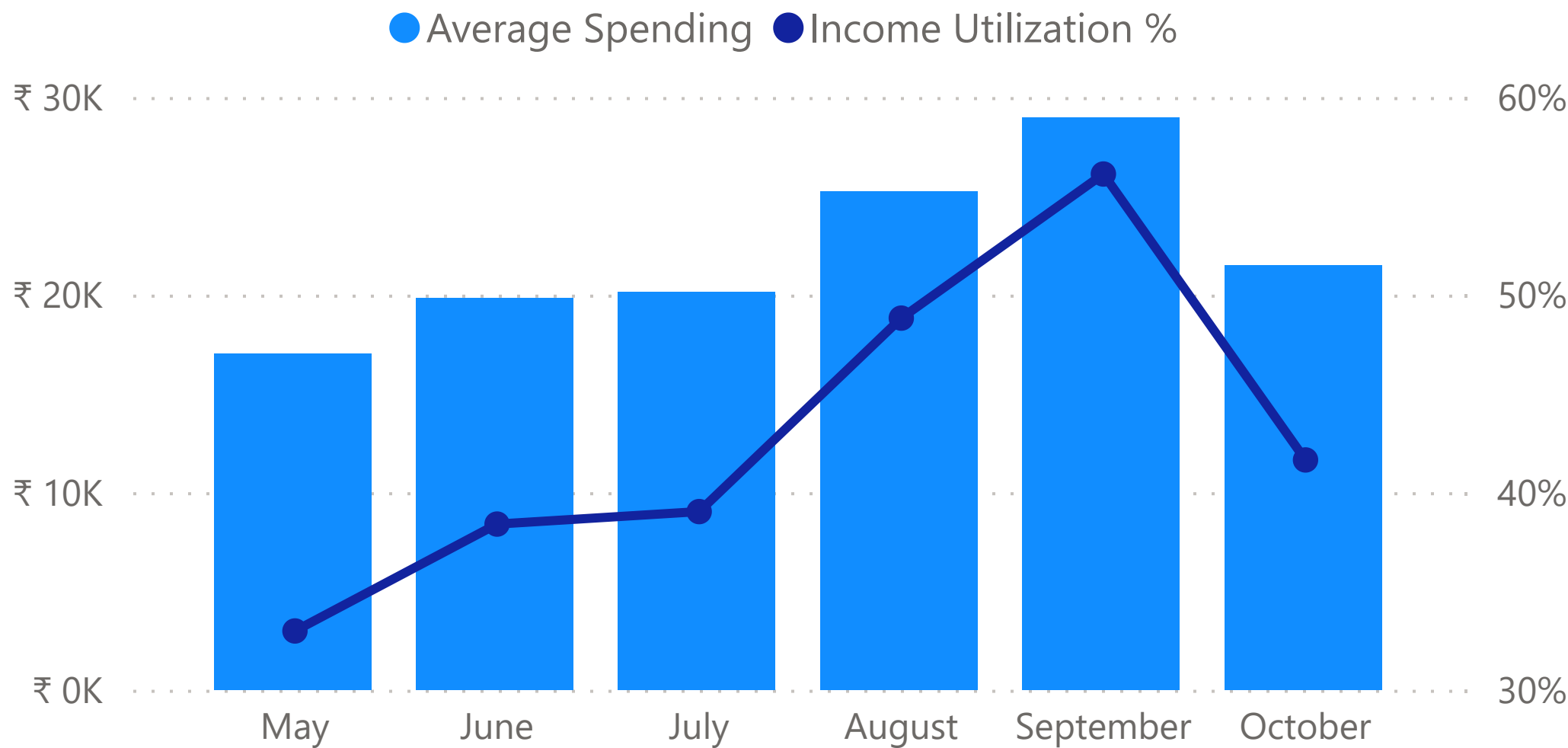
43%

Occupation	Average Spending	Income Utilization %
Salaried IT Employees	₹ 31,391	51%
Freelancers	₹ 16,058	46%
Salaried Other Employees	₹ 16,333	42%
Business Owners	₹ 23,282	33%
Government Employees	₹ 15,089	29%
Total	₹ 22,121	43%

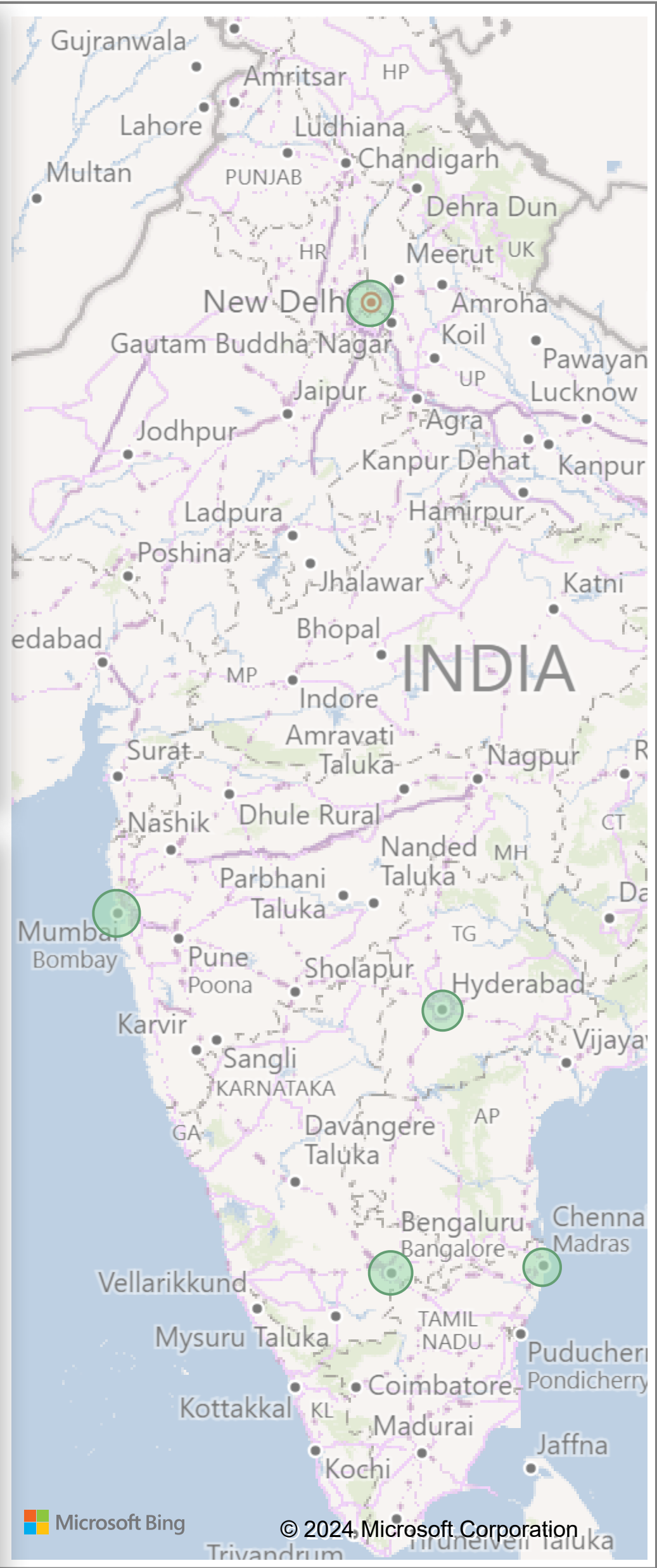
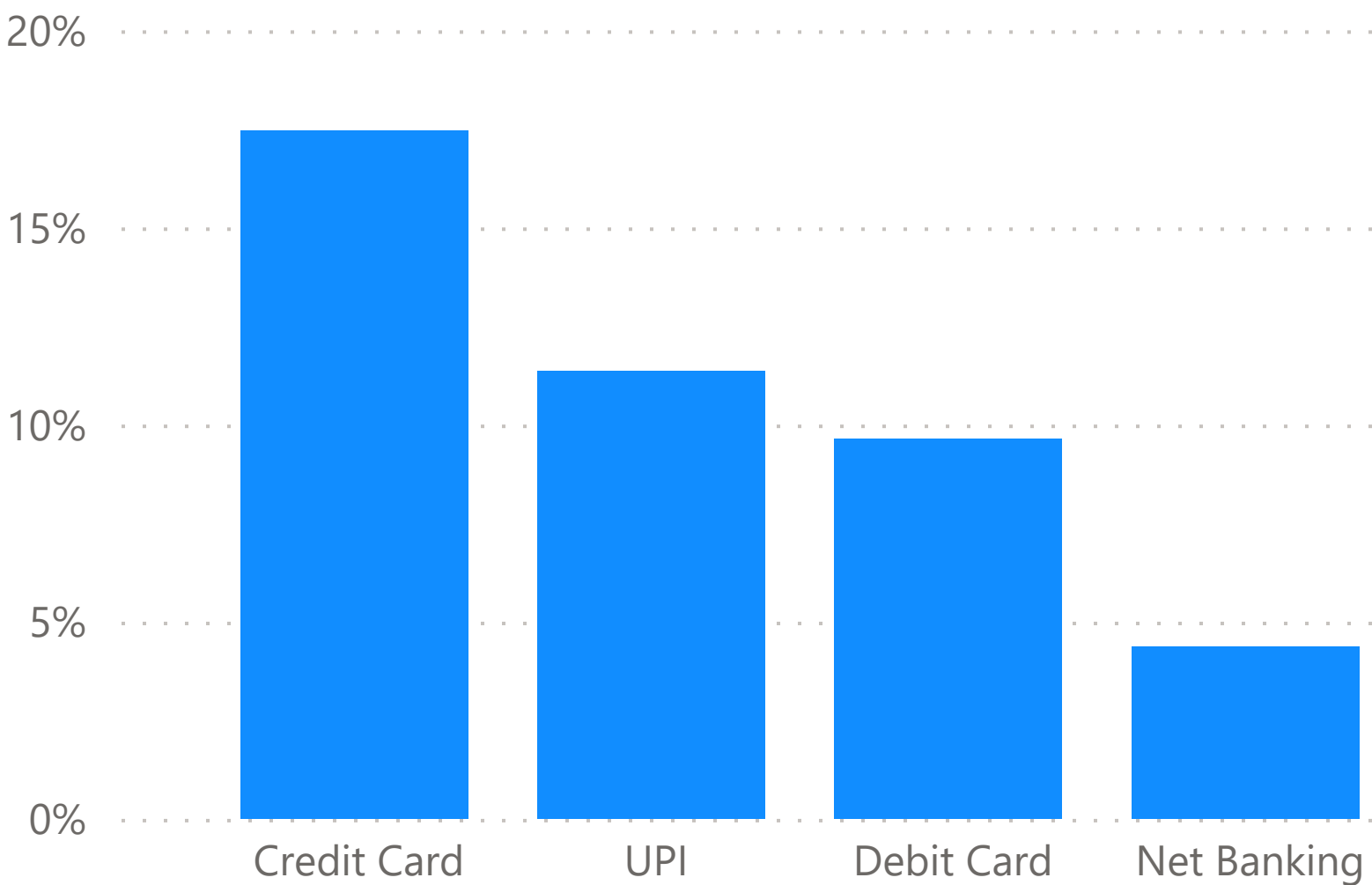
By category



Monthly Spending and Income Utilization Trends (Avg)



By Payment Type





Spend Distribution

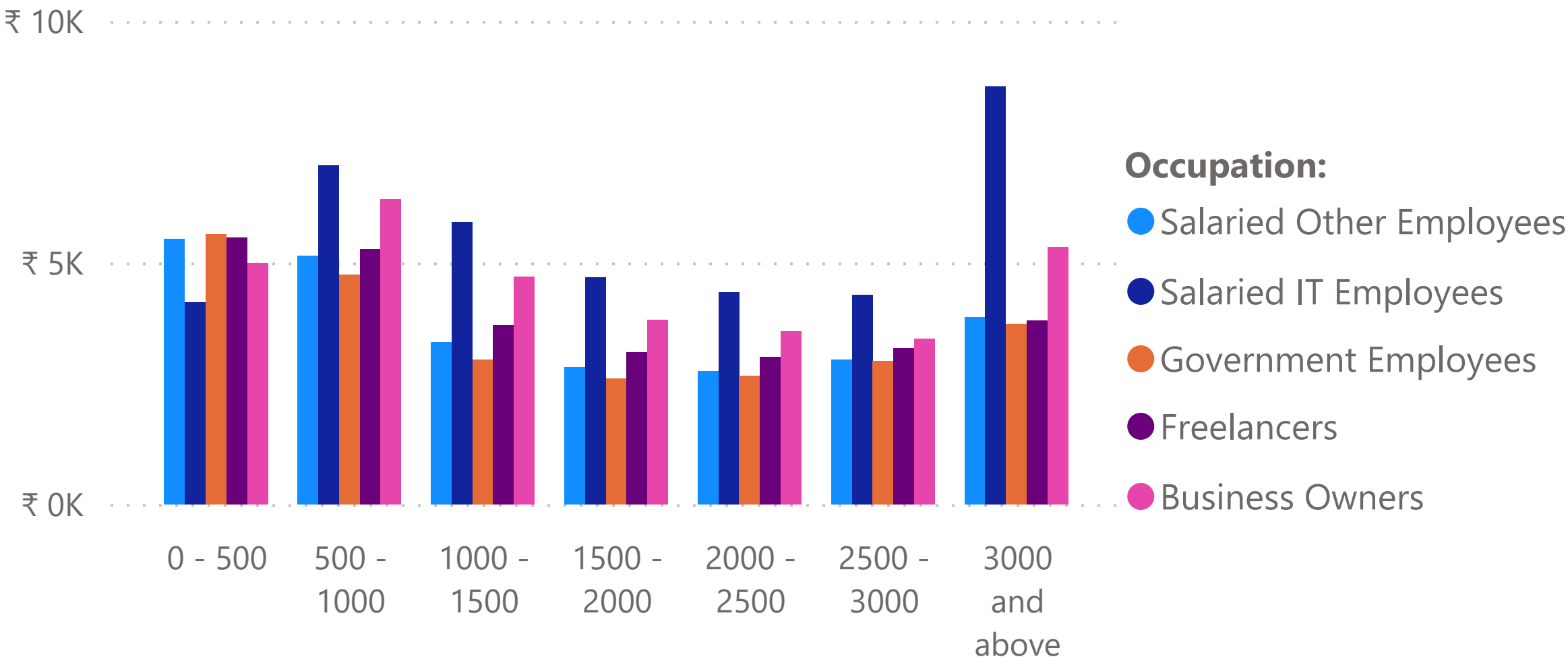
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Average Spending

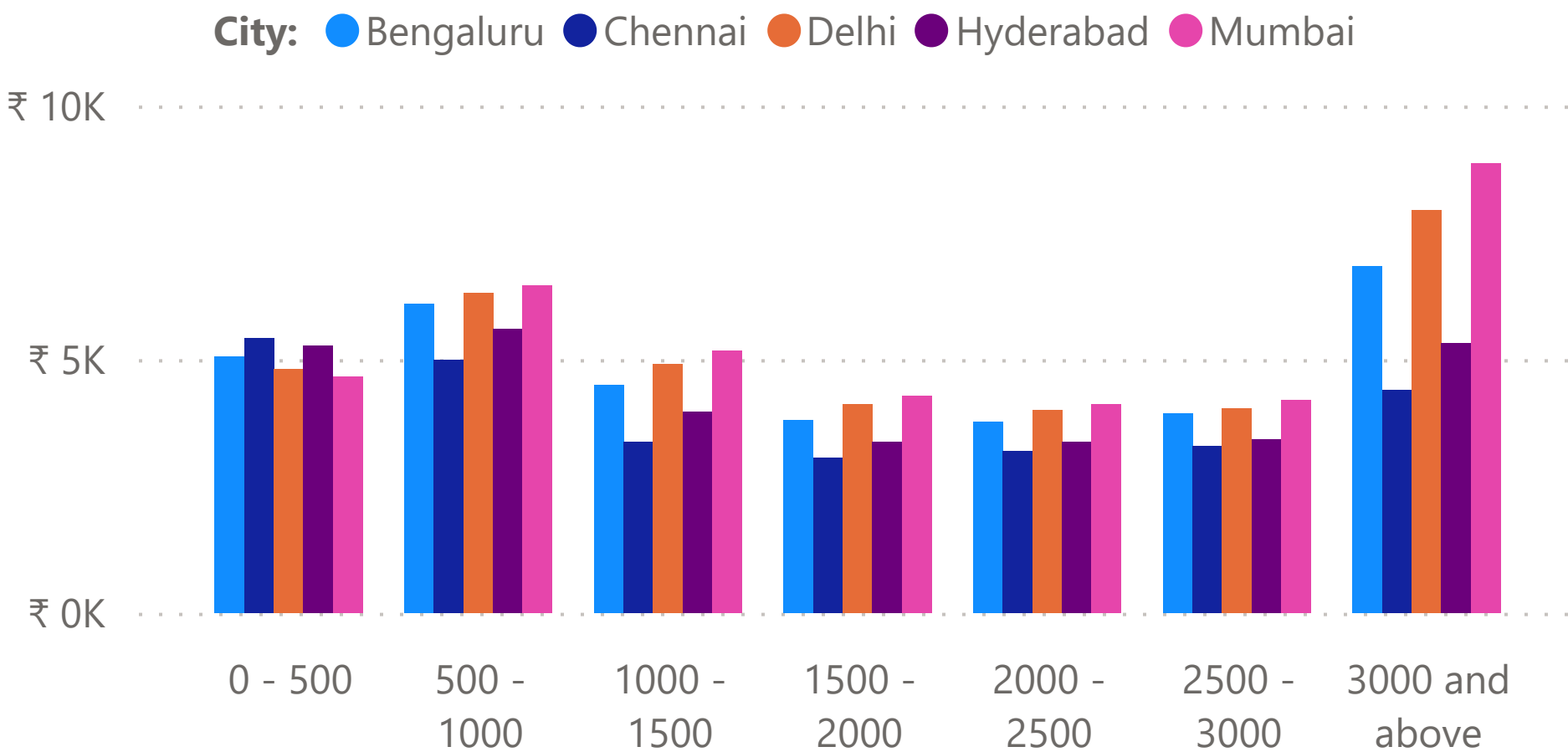
[Payment Type](#)

All

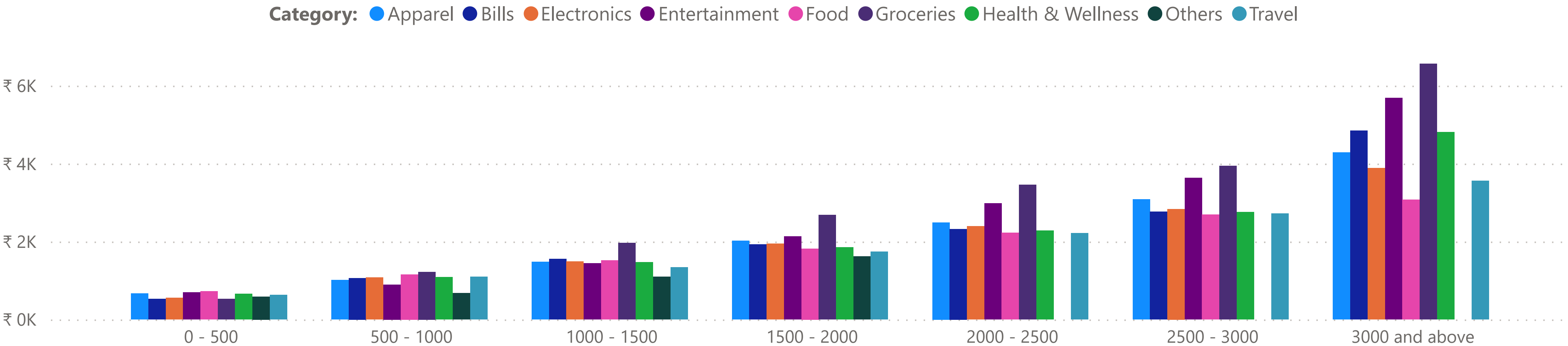
Spend Distribution per Occupation



Spend Distribution per City



Spend Distribution per Category



0 - 500

₹ 5,008.07

500 - 1000

₹ 5,926.78

1000 - 1500

₹ 4,485.20

1500 - 2000

₹ 3,859.19

2000 - 2500

₹ 3,836.87

2500 - 3000

₹ 3,943.21

3000 and above

₹ 7,602.07



Credit Card Analysis

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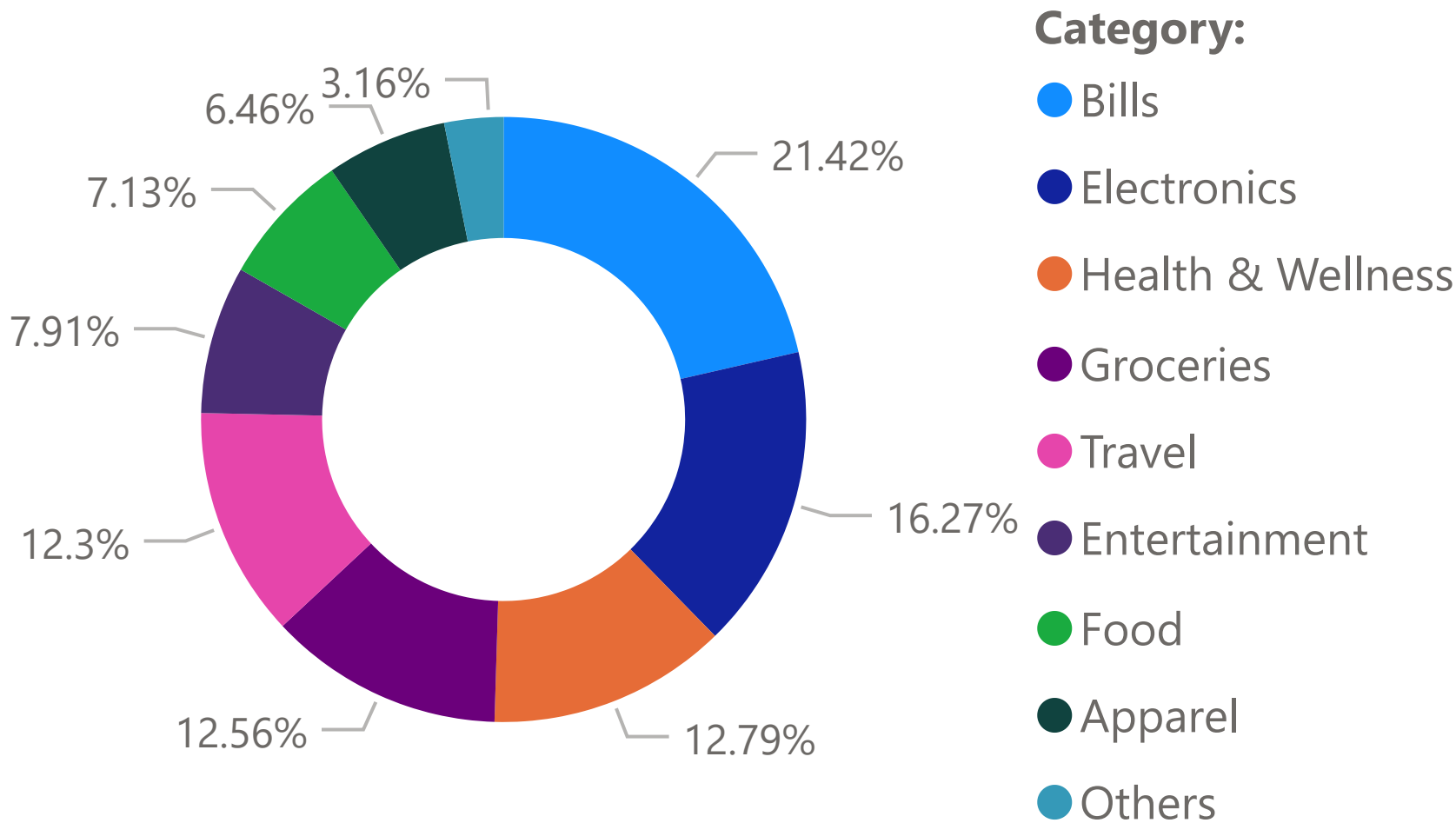
Credit Card

Sort By

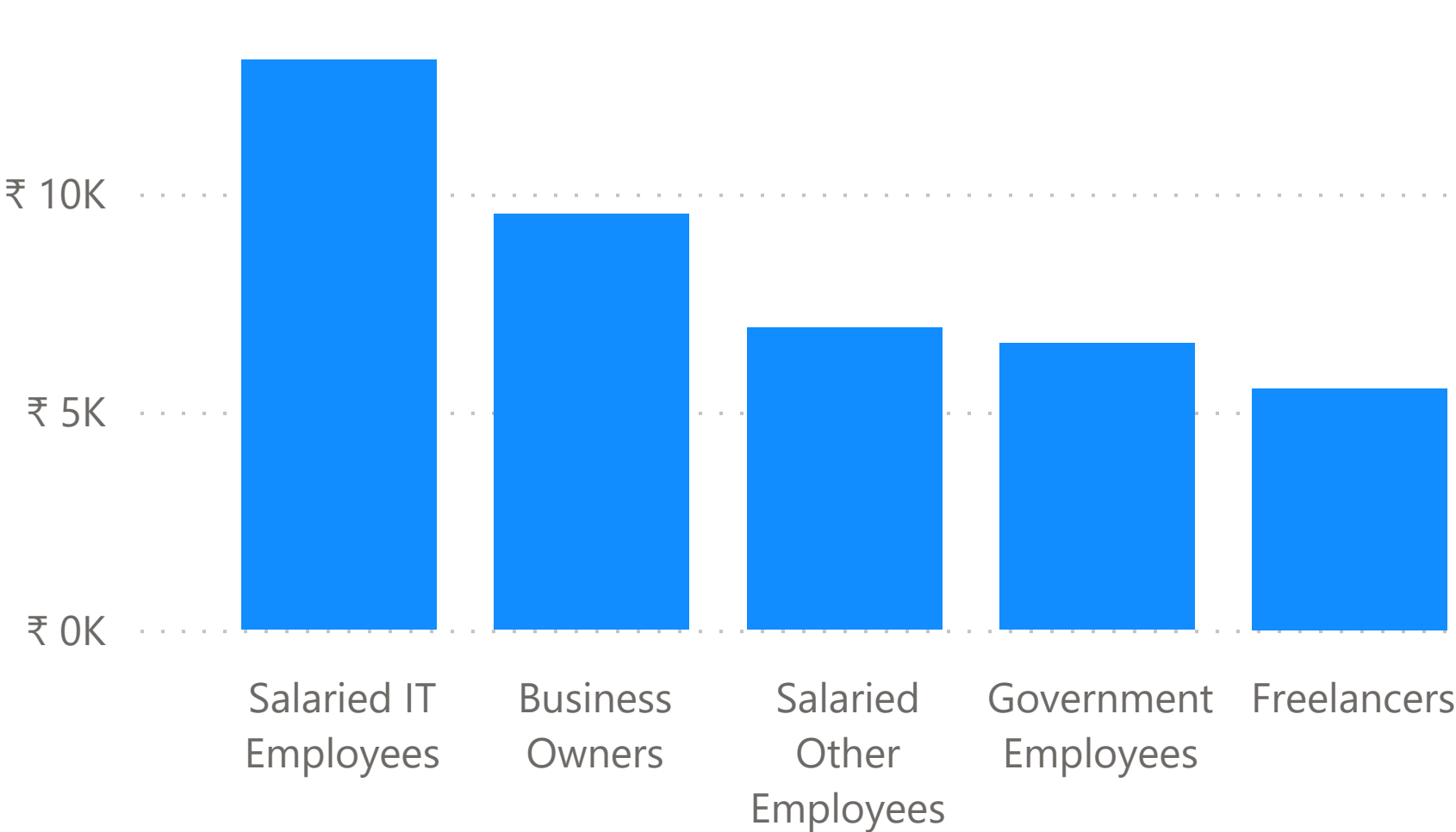
Average Spending



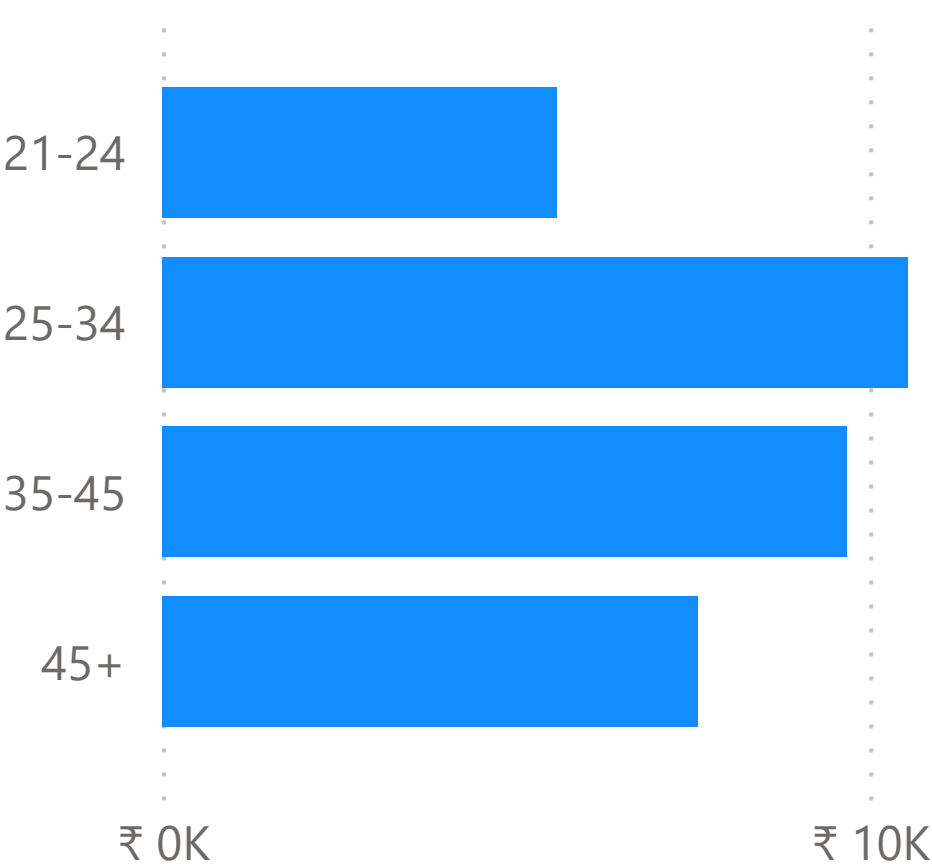
Category



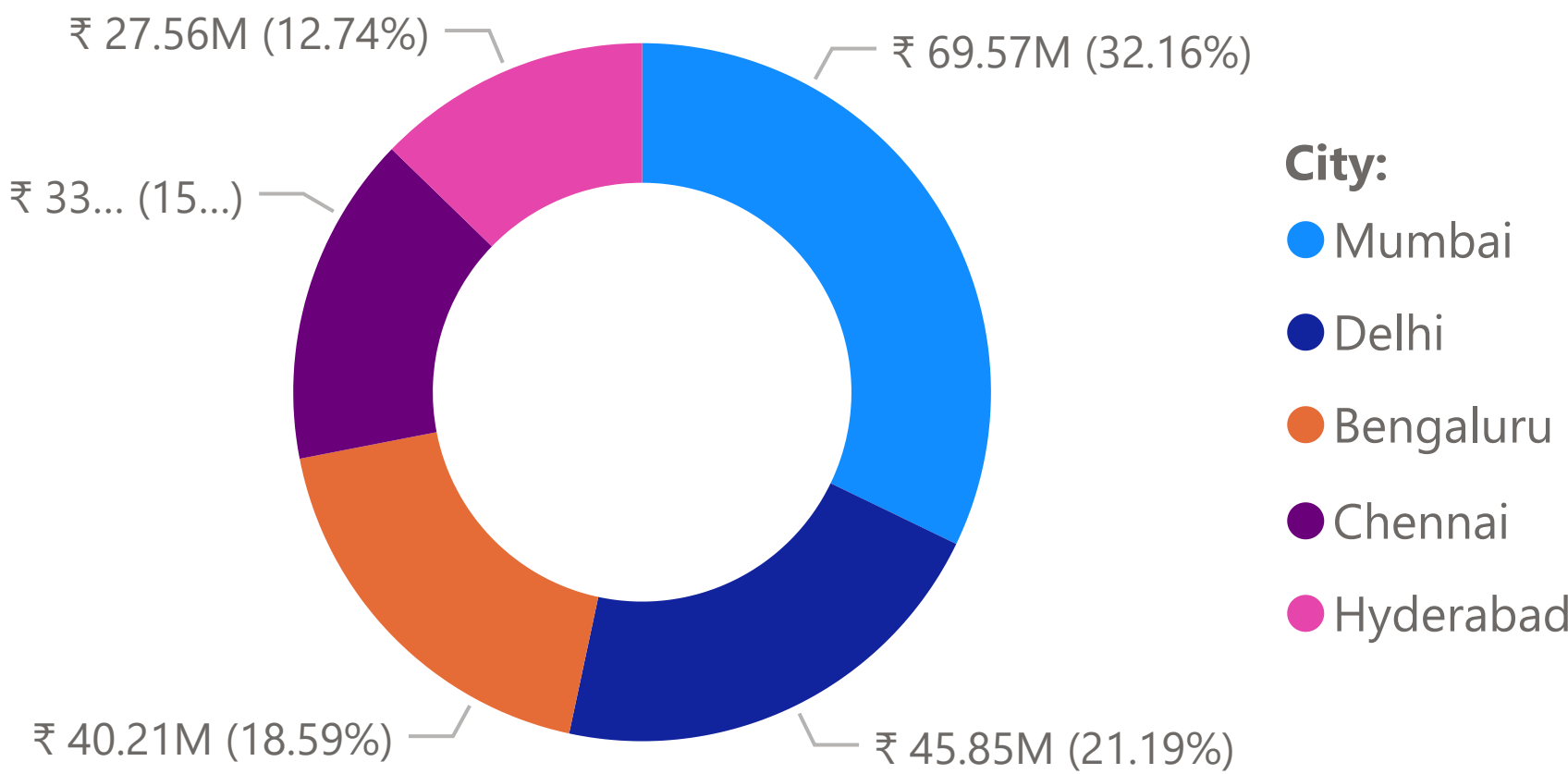
Occupation



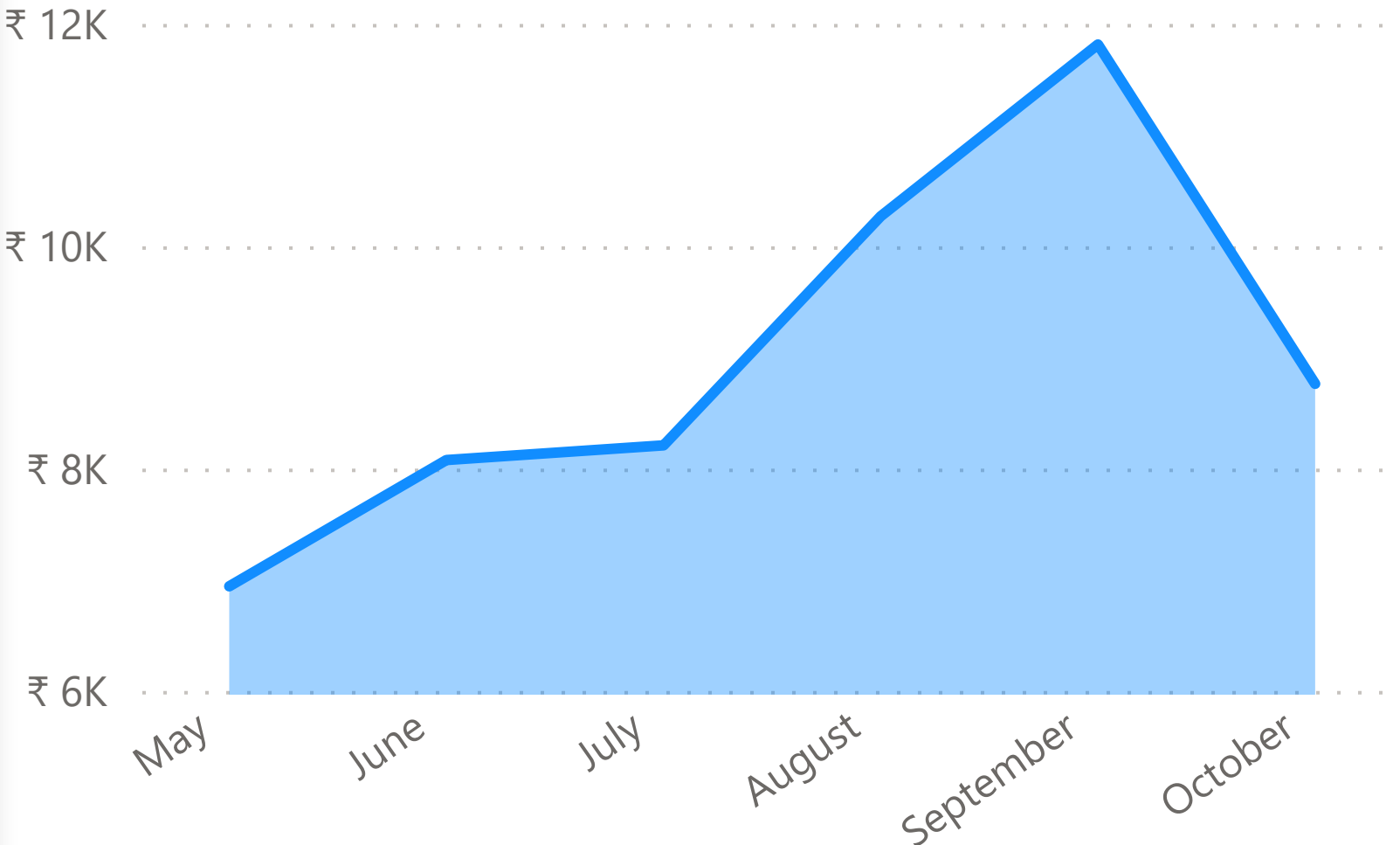
Age Group



Spend by City



Month



Spend by Price Distribution

