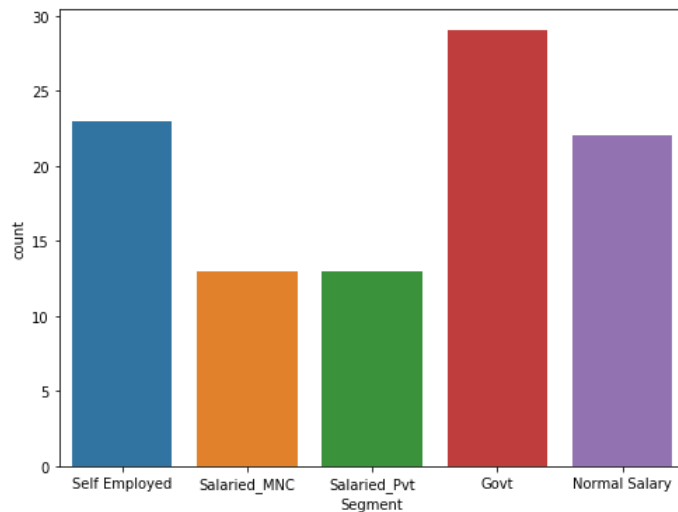# ANALYTICS IN CREDIT CARD INDUSTRY

Analysis Done –

Import all the necessary libraries
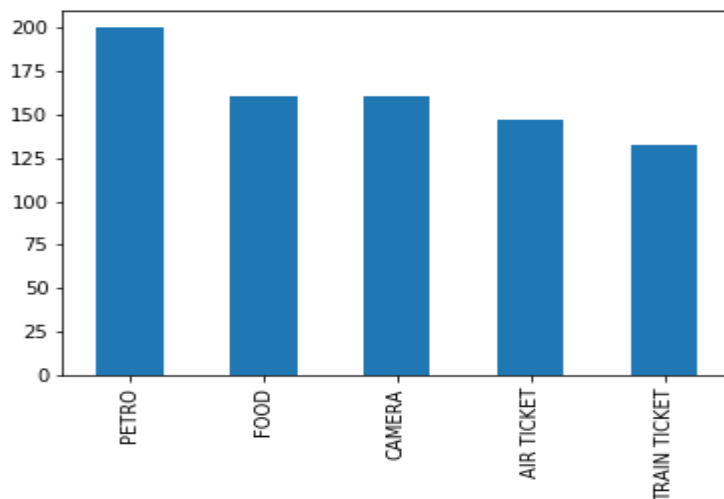Import data
Data analysis and cleaning
Brief report on what all are processes are done and why – Is given in the code file as comment
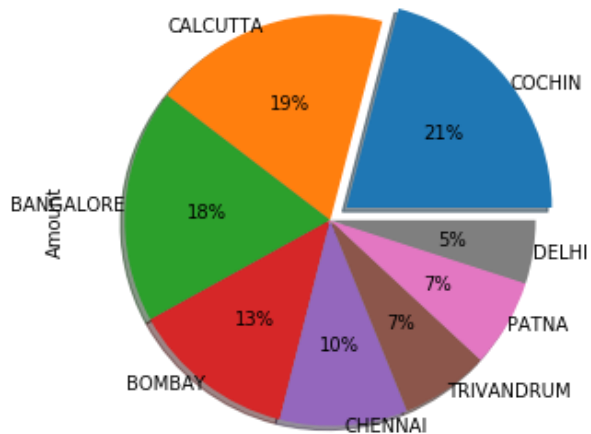
Business Insights –

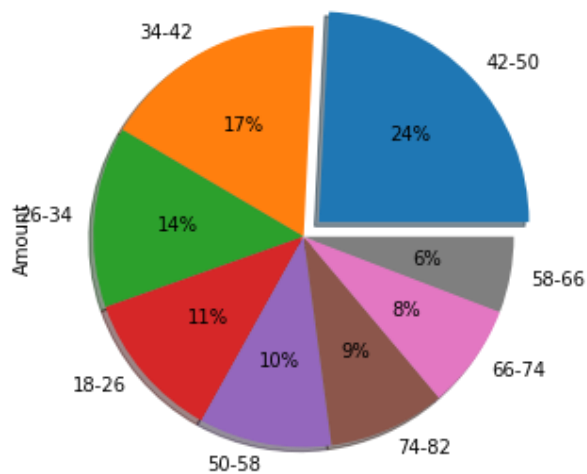We can see from the bar chart that number of distinct categories are 5

From this chart we can see that petrol the most demanding product
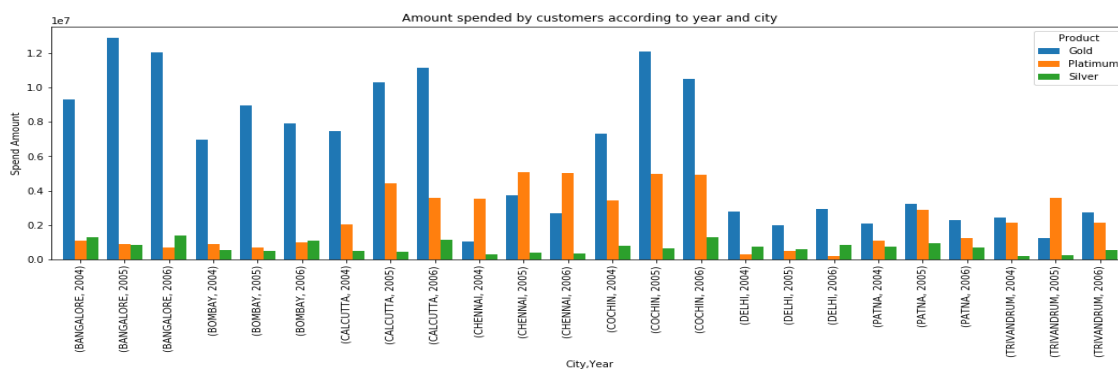
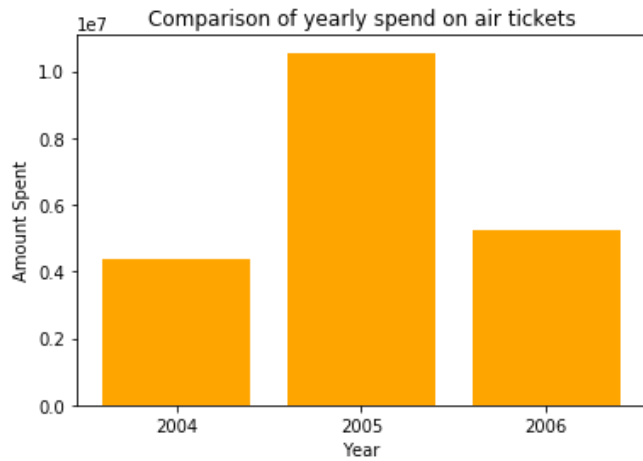Amount spent on credit card by customers from different cities

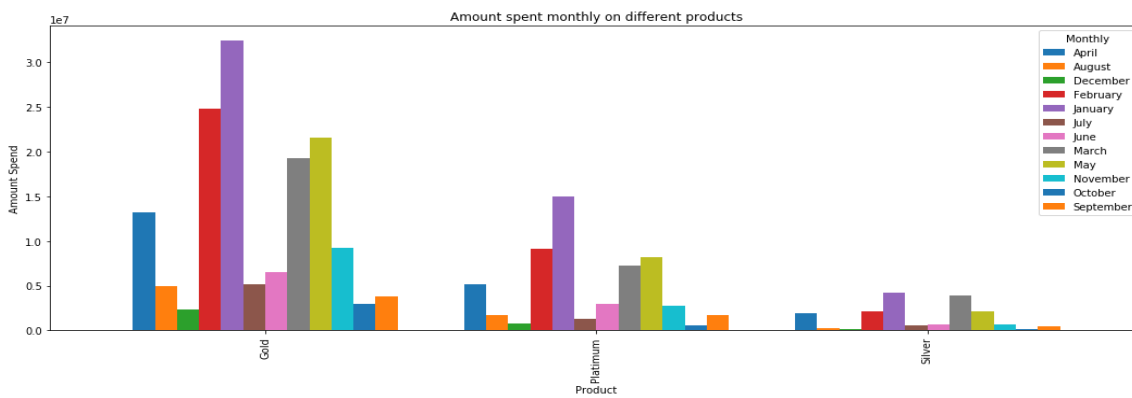From above pie chart we can see that Cochin is having maximum spend.

From the pie chart shown above we can say that age group 42 - 50 is spending more money

Amount spend by customer is maximum in Bangalore in the year 2005

Amount spend in air tickets is maximum in the year 2005

We can see from the above graph that the sales are high for all the Products during the months:

- January
- February
- March
- April
- May

Out of these months, highest sales are in January