

Milton Bank data analysis (Hyderabad)

New credit card line

Strategy project

4000 customers \rightarrow 5 cities

Analysis

① Demographic class.

\hookrightarrow customer analysis (according to age, gender, occupation).

② avg. income utilisation

\hookrightarrow avg. of customers of dem. classification

③ spending insights

\hookrightarrow category of spending

call to gender, city for age.

Interlink to demography

New columns
 \rightarrow having diff. segment of
people spending.

① Demographic class.

① Total customers

② Total cities

③ Gender class.

④ marital status

⑤ category of occupation

⑥ Occupation (sum) strength

⑦ customer's age classification

2-filter. age group
 \uparrow cities

\hookrightarrow filter cities

Total avg income of
Each city

Spending dashboard

- month wise Expenditure of customer
- occupation wise Expense to launch ~~target~~ ~~target~~ which is the best occupation person.
- Gender wise Expenditure ~~which~~ who ~~spends~~ spends more.
- marital status Expense who ~~spends~~ spends more.
married or un married.
- Category wise Expense
- payment mode v/s Expenditure
which payment mode is used for more Expense.

Two filters

- ① age group.
- ② cities