



# MITRON BANK

## Task

Provide Insights to the top-level Management & Product Strategy Team in the Banking Domain.

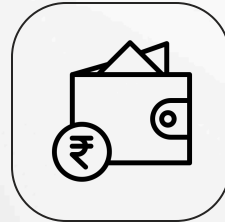


### Home



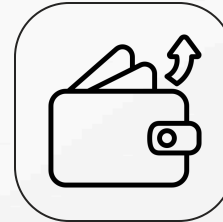
### Demographic

Classify the customers based on available demography such as age group, gender, occupation etc.



### Income

Categorizing customers based on available income, considering factors such as age group, gender, and occupation. This segmentation will provide valuable insights for targeted audience.



### Expenditure

Understanding customer spending patterns in specific categories allows us to customize offers and tailor them effectively.



### Utilization

Utilization% of income as a key metric



### Resources

Resources & notes with email id.



# Demographic

## DASHBOARD



Home



Demographic



Income



Expenditure



Utilization



Resources

Female

Male

Married

Single

**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.

## Overview

₹708.9M

Saving



2597

Male

₹118.1M

Saving\*



4000

Customers

864K

Transactions



1403

Female



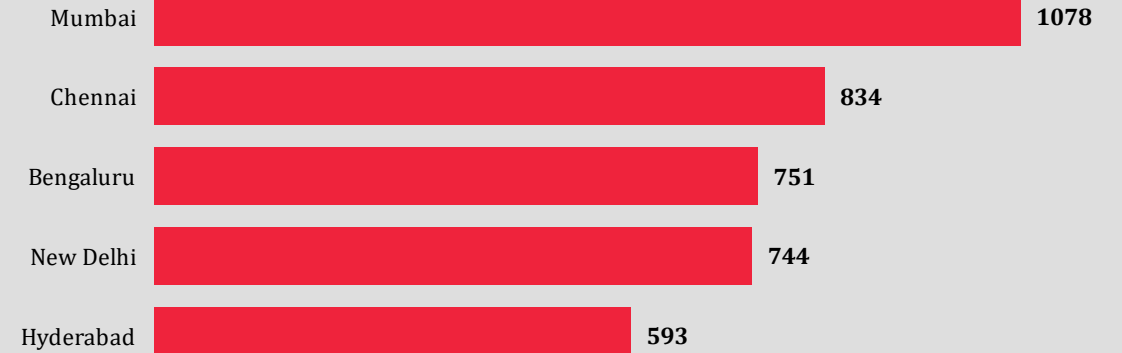
Occupation

All

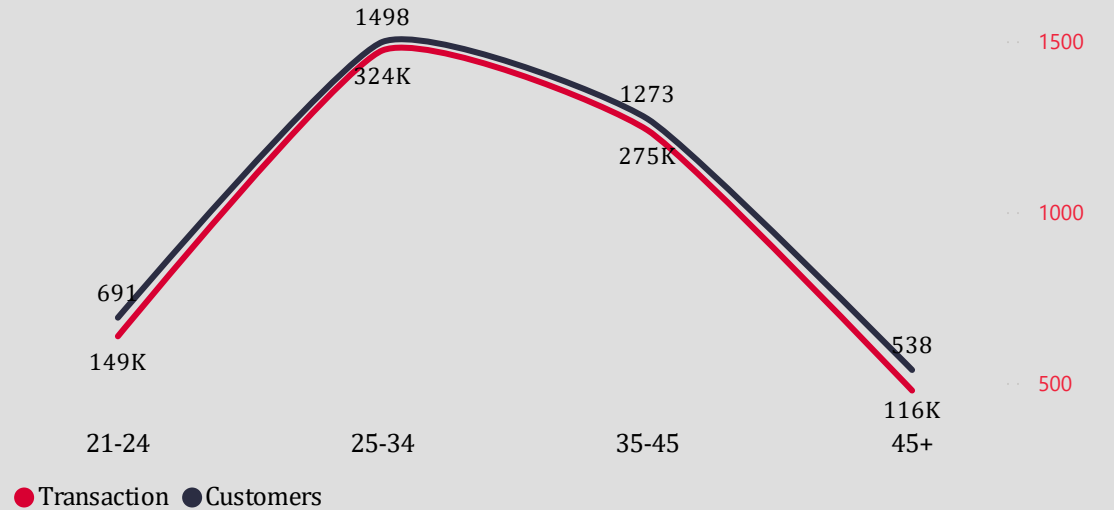
Month

All

## Customers by City



## Customer Distribution & Transactions by Age





# Income

## DASHBOARD



Month

All



City	Income	Expenditure	Utilisation	Income*	Expenditure*
			0%		
Mumbai	₹335M	₹172M	51.43%	₹55.75M	₹28.67M
Chennai	₹257M	₹80M	31.10%	₹42.80M	₹13.31M
New Delhi	₹232M	₹111M	48.03%	₹38.68M	₹18.57M
Bengaluru	₹230M	₹100M	43.46%	₹38.36M	₹16.67M
Hyderabad	₹186M	₹68M	36.25%	₹31.04M	₹11.25M

Female

Male

Married

Single

## Overview

₹206.6M

Income\*

₹2.48bn

Annual Income

₹1.24bn

Income

## Gender

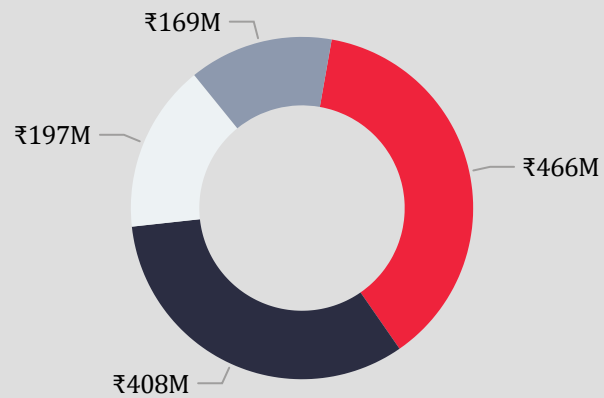
Male

₹805M

Female

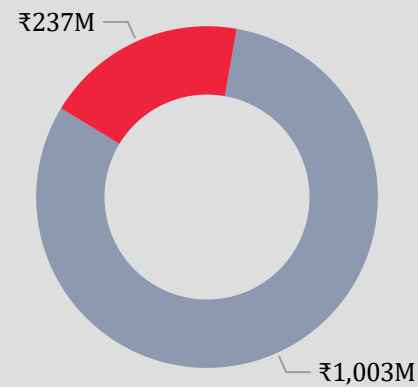
₹435M

## Age



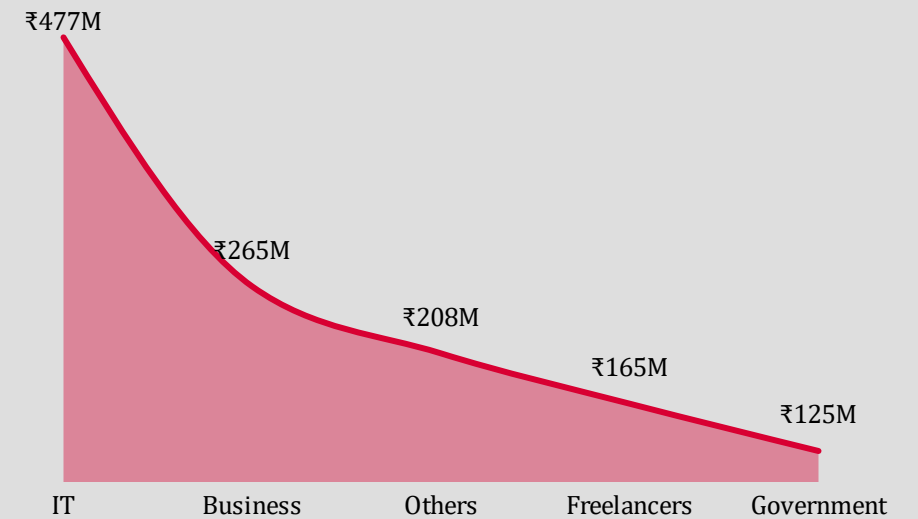
● 25-34 ● 35-45 ● 45+ ● 21-24

## Marital Status



● Married ● Single

## Occupations



Home



Demographic



Income



Expenditure



Utilization



Resources



# Expenditure

## DASHBOARD

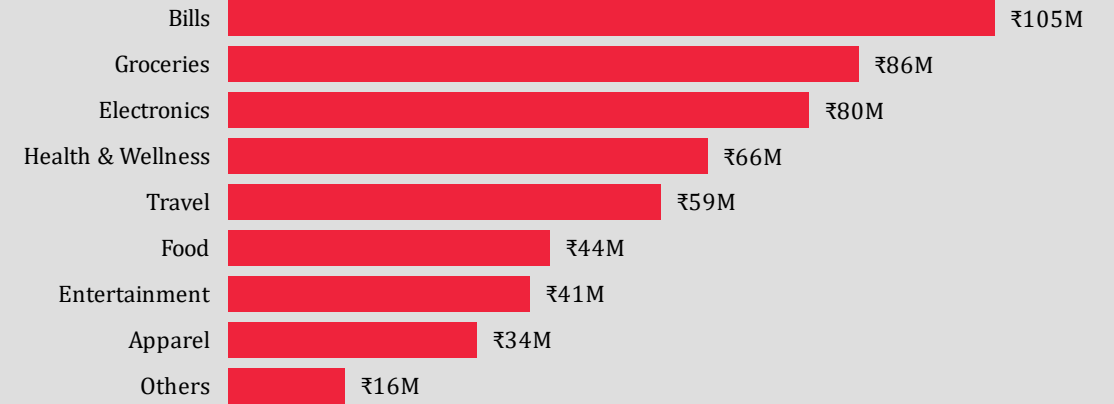


Month

All



### Category



### Overview

₹88.48M

Expense\*

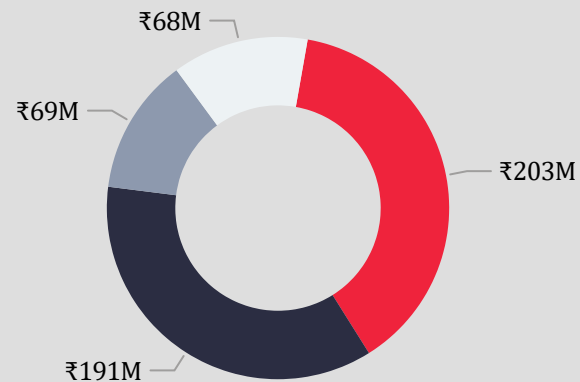
₹1.06bn

Annual Expense

₹530.9M

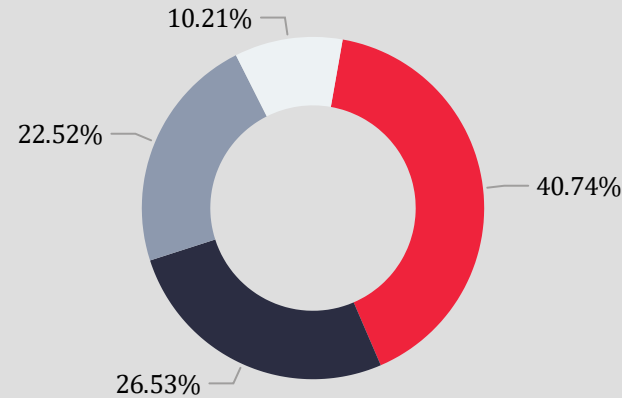
Expense

### Age



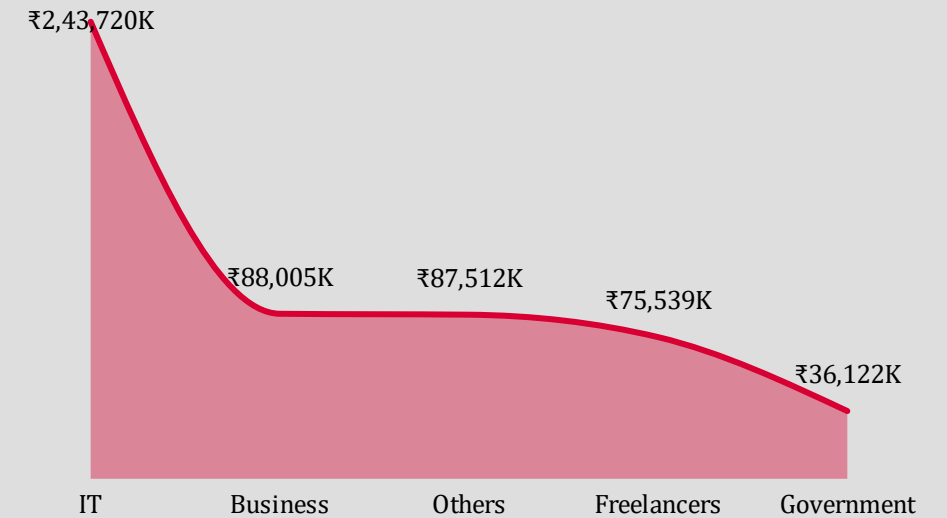
● 25-34 ● 35-45 ● 21-24 ● 45+

### Payment Type



● Credit Card ● UPI ● Debit Card ● Net Banking

### Occupations



Home



Demographic



Income



Expenditure



Utilization



Resources



# Utilization

## DASHBOARD



Month

All



Home



Demographic



Income



Expenditure



Utilization



Resources

Female

Male

Married

Single

## Overview

17.45%

Credit Card

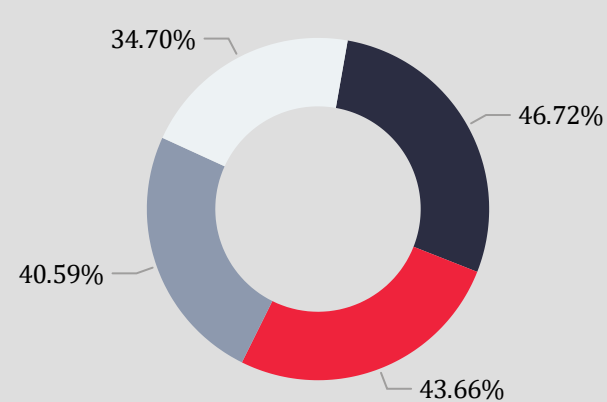
42.82%

Utilization

4.37%

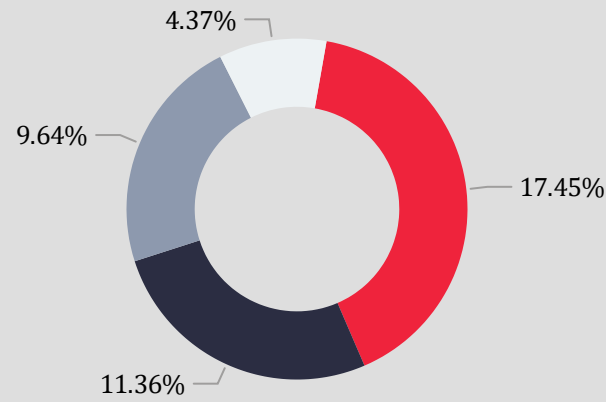
Net Banking

## Age



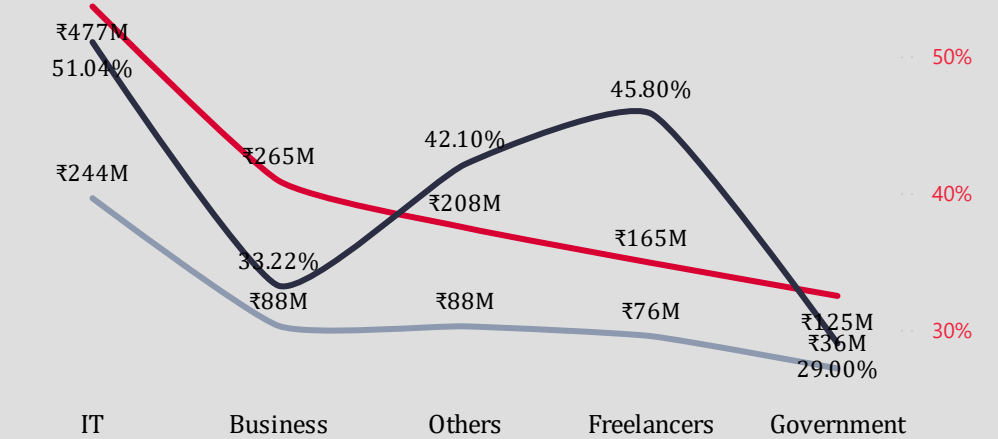
● 35-45 ● 25-34 ● 21-24 ● 45+

## Payment Type



● Credit Card ● UPI ● Debit Card ● Net Banking

## Occupations



● Income ● Expenditure ● Utilisation %

Category	Credit Card	Debit Card	Net Banking	UPI	Total
Apparel	1.13%	0.67%	0.28%	0.66%	2.75%
Bills	3.74%	2.04%	0.87%	1.81%	8.46%
Electronics	2.84%	1.27%	0.60%	1.71%	6.42%
Entertainment	1.38%	0.67%	0.33%	0.96%	3.33%
Food	1.24%	0.74%	0.36%	1.21%	3.55%
Groceries	2.19%	1.73%	0.74%	2.31%	6.96%
Health &	2.23%	1.33%	0.58%	1.15%	5.29%
Others	0.55%	0.27%	0.13%	0.34%	1.29%
Travel	2.15%	0.94%	0.48%	1.22%	4.78%



Home



Demographic



Income



Expenditure



Utilization



Resources

# Resources

## DASHBOARD

Codebasics Resume Project instructions & datasets: [Link](#)

Icons Used in Dashboard: [Link](#)

Canvas Background Image: [Link](#)

Mitron Bank Logo Maker: [Link](#)

**Interactive report by**

**Pranav Bhoge** @ Data Analyst

Do you have any question related to report/dashboard?

Please email [pranavsbhoge@gmail.com](mailto:pranavsbhoge@gmail.com)

## Note

Average income Utilization% of customers = Average spends/ Average income.

The higher the average income Utilization%, the more is their likelihood to use credit cards.