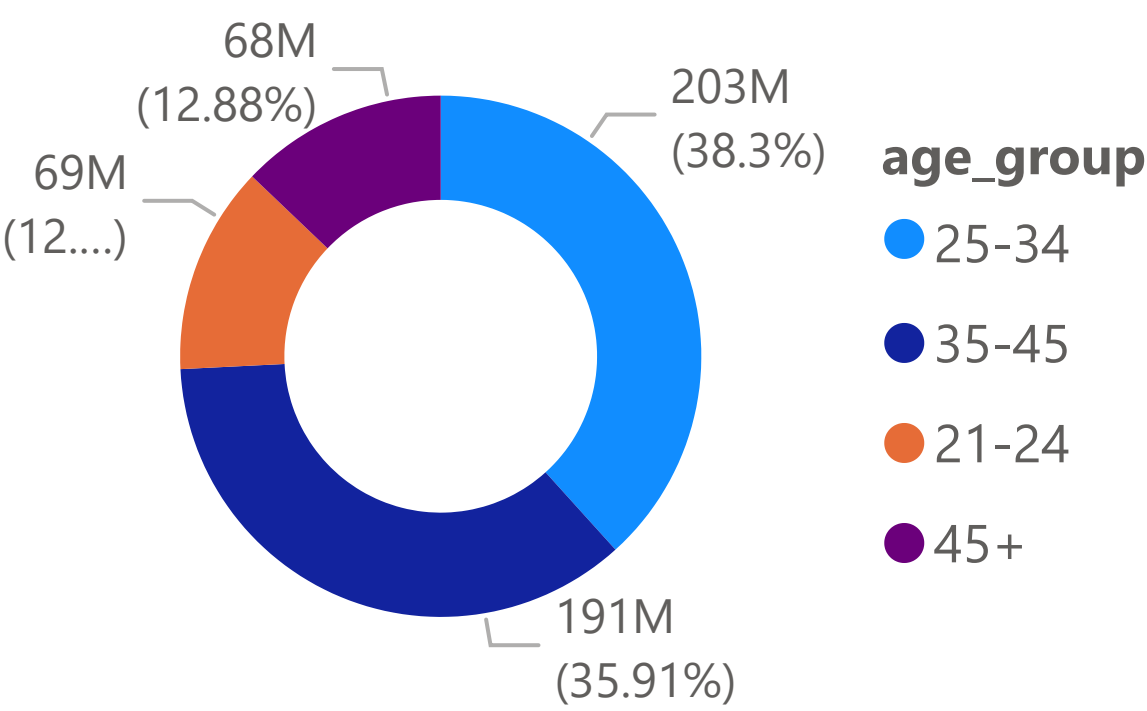
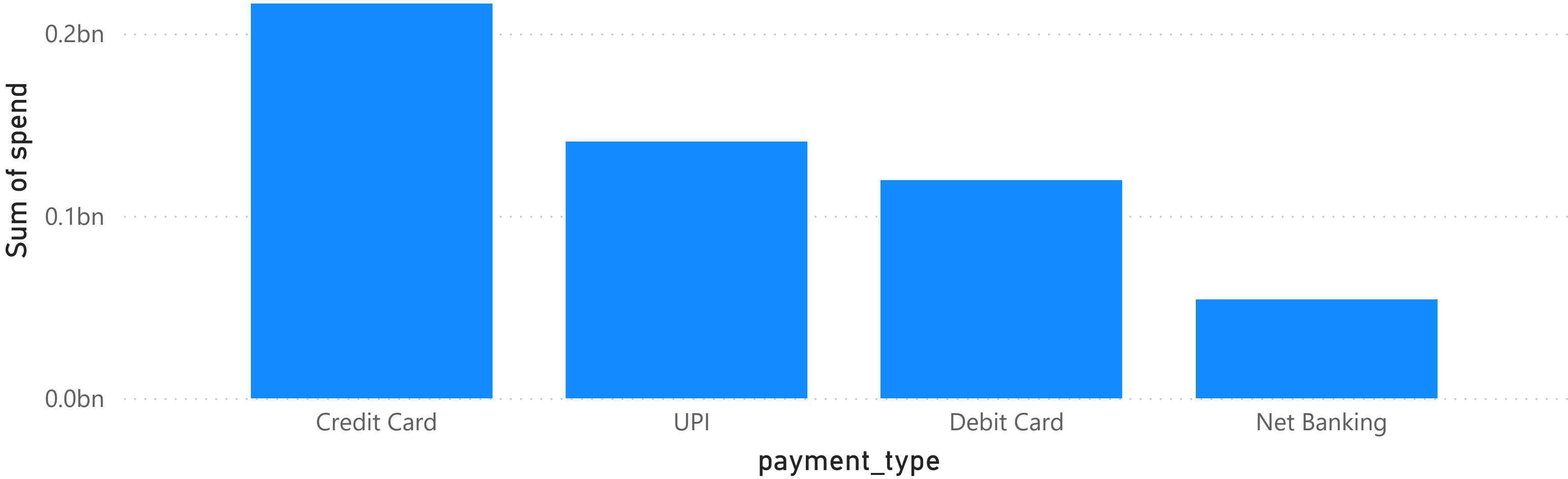


# Mitron Bank- Introducing new Segment Credit card - Analysis

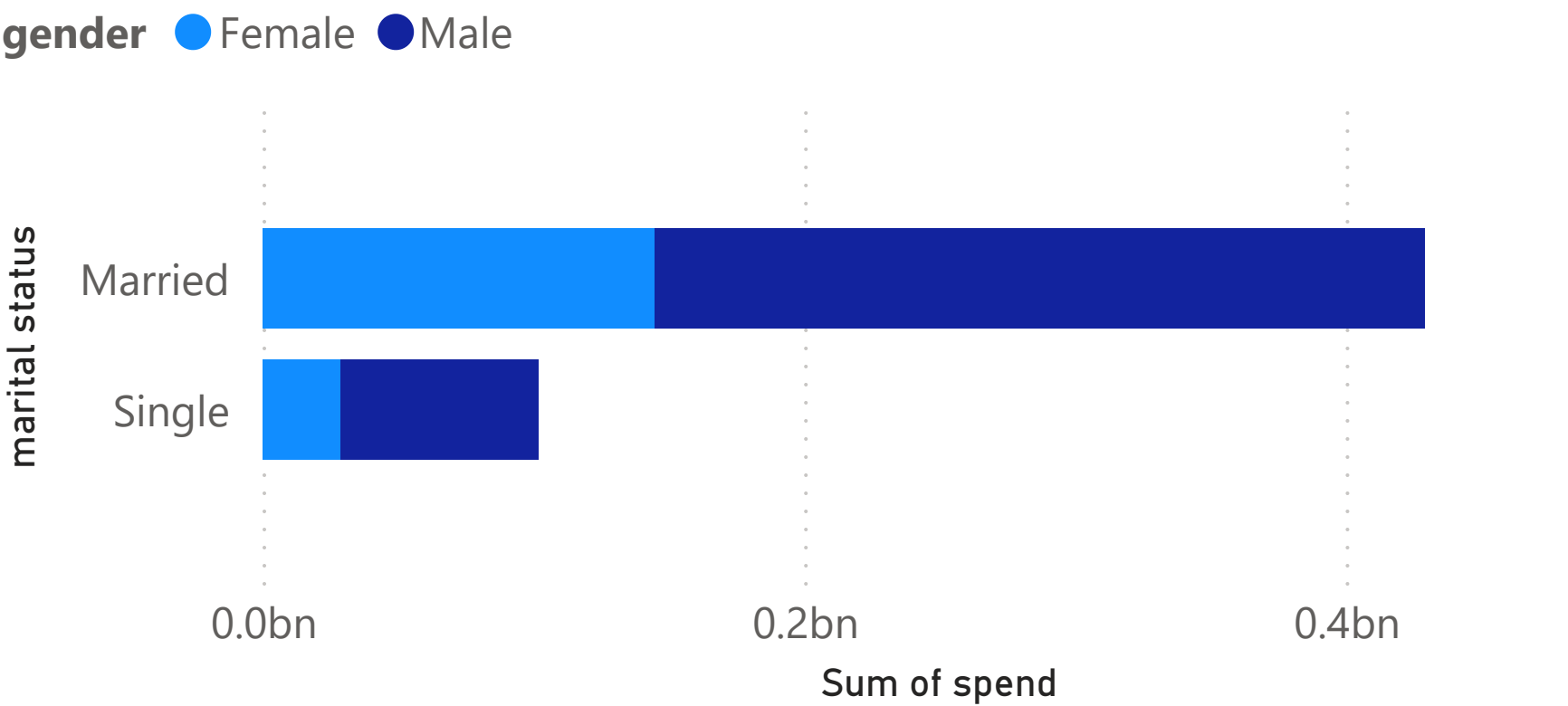
Age-wise Spend Overview



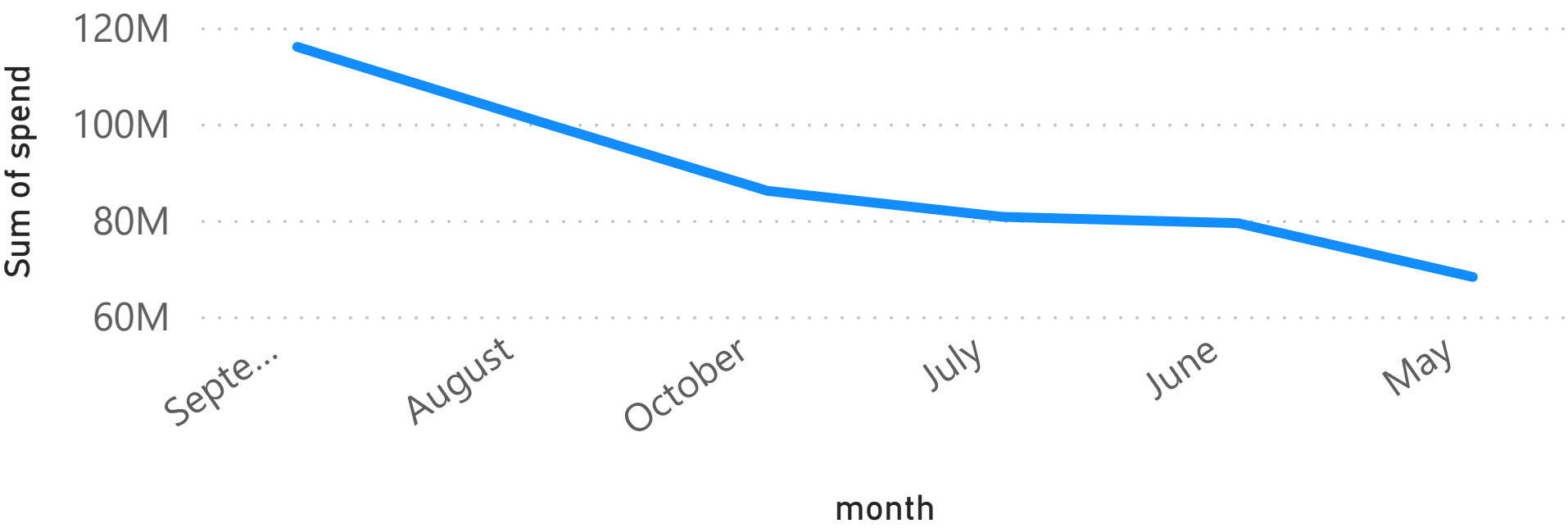
Total Spend by Payment Type



Customer Spend Patterns by Marital Status and Gender



Monthly spend trends



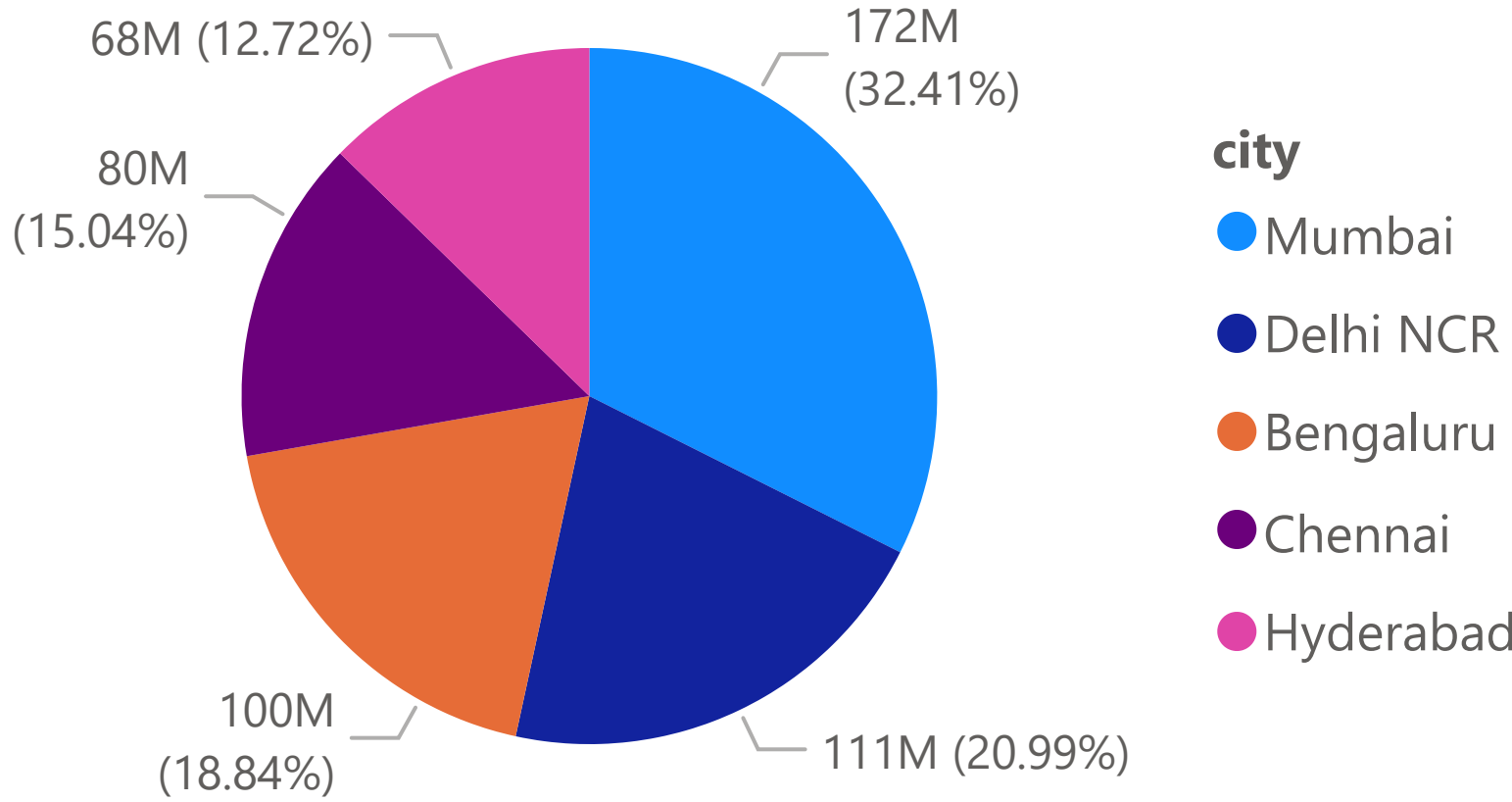
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Total Spends

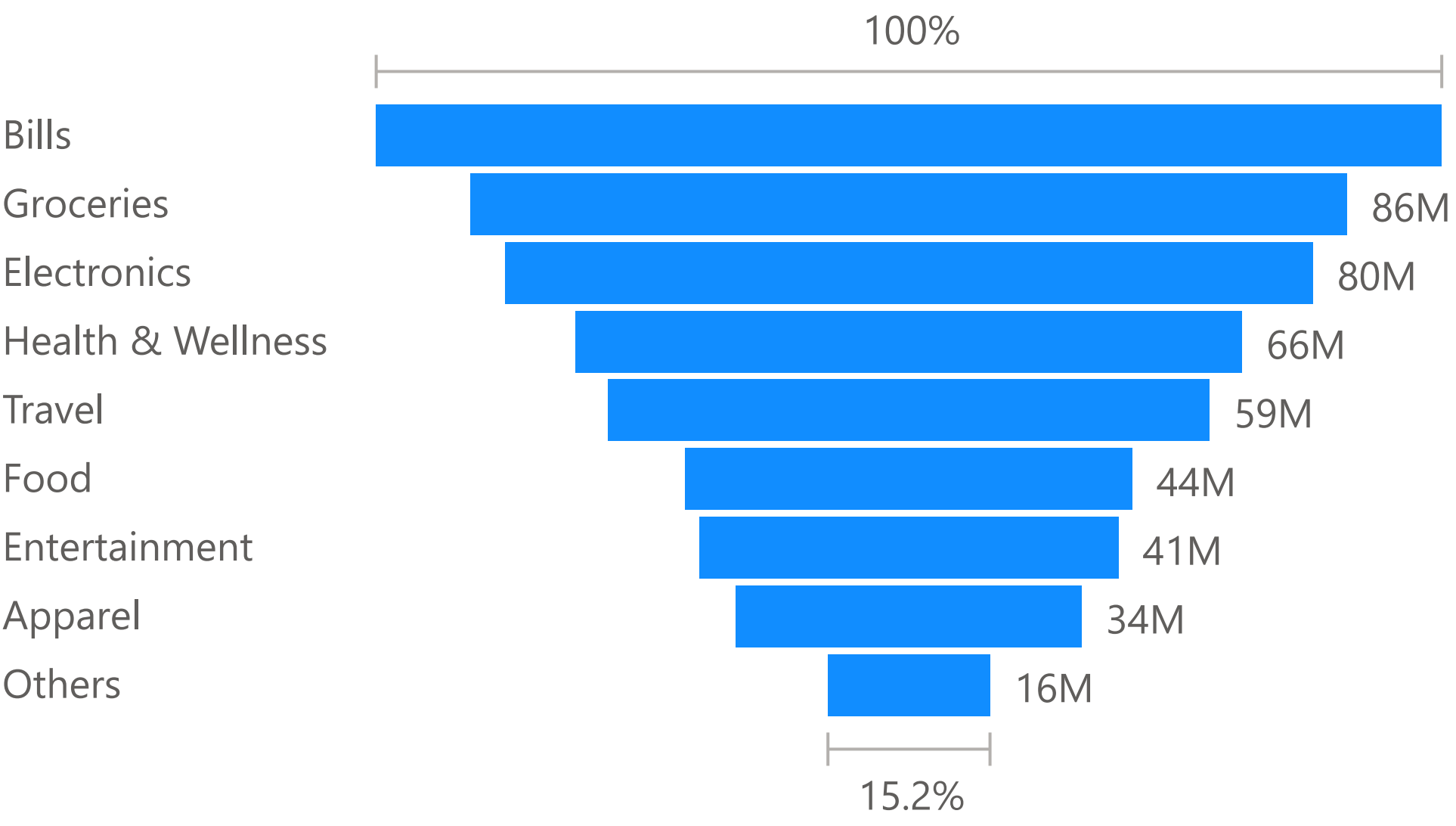
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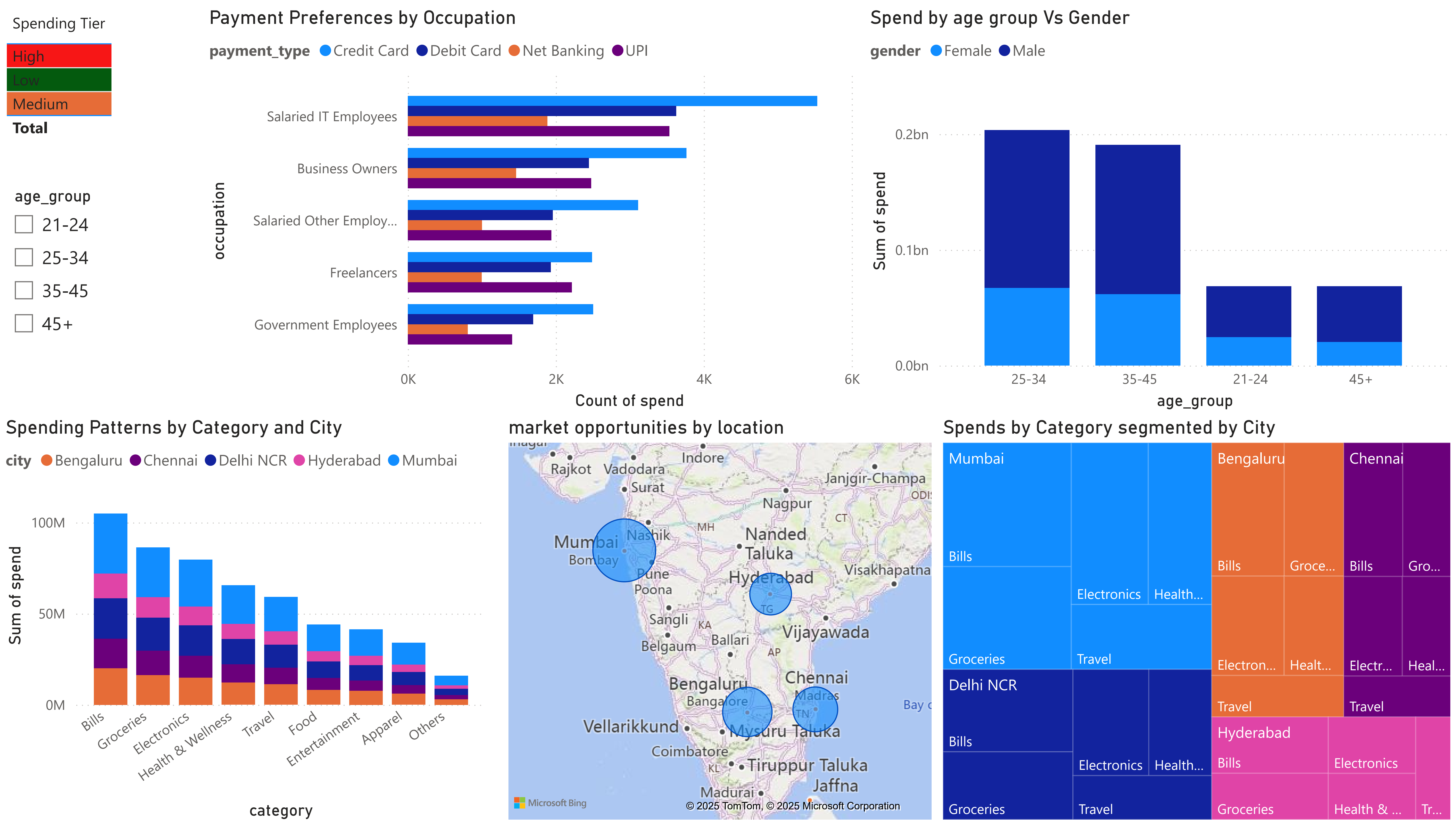
Count of customer\_id

Top 5 Cities by Spend



Top Spends by category





Feature	Why It Helps
Cashback on movies and clothes	People spend a lot on entertainment and shopping. It's attractive to younger customers.
Extra rewards on electronics	Many IT workers and business owners buy gadgets, so this encourages them to use the card.
Festival discounts (Aug–Oct)	Spending increases during Indian festivals, so offers can boost card use.
UPI-linked credit card	Young users like UPI payments. Linking it with credit gives them more convenience and benefits.
Special city deals (Mumbai/Bengaluru)	Partnering with local cinemas, malls, or online stores makes the card more useful for city customers.
Family-friendly benefits	Discounts on family shopping and entertainment attract married couples and parents.
Flexible credit limits and EMI	Adjusting limits and offering easy monthly payments helps high earners manage big purchases safely.