



Mitron Bank Credit Card Analysis



Home



Demographic
classification



Average Income
Utilization %



Spending
Insights





Demographic Classification



Filters

City

All

Gender

All

Martial Status

All

Age Group

All

Occupation

All

Category

All



4000

Total Customers



2597

Male Customers



1403

Female Customers



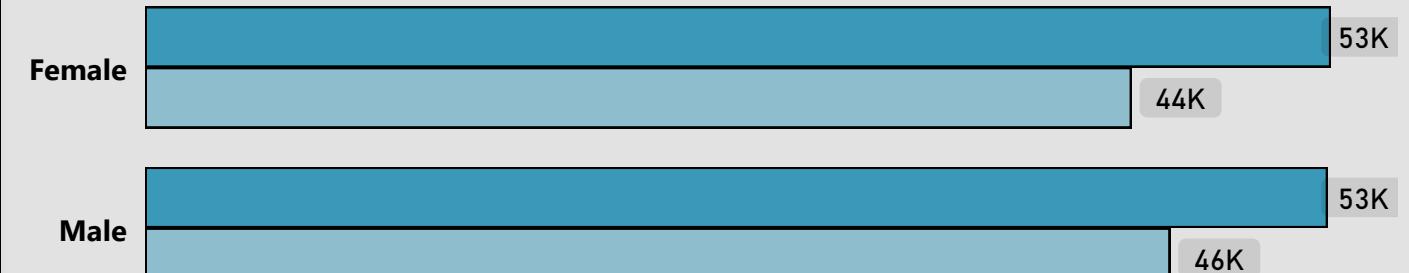
52K

Average Income

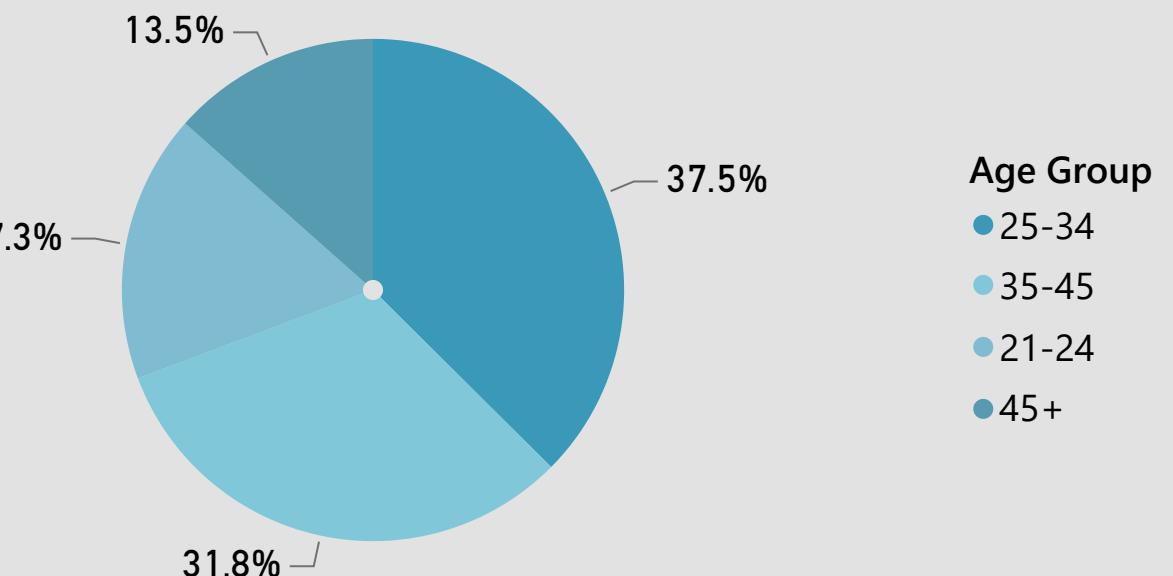


Average Income by gender and marital status

Marital status • Married • Single

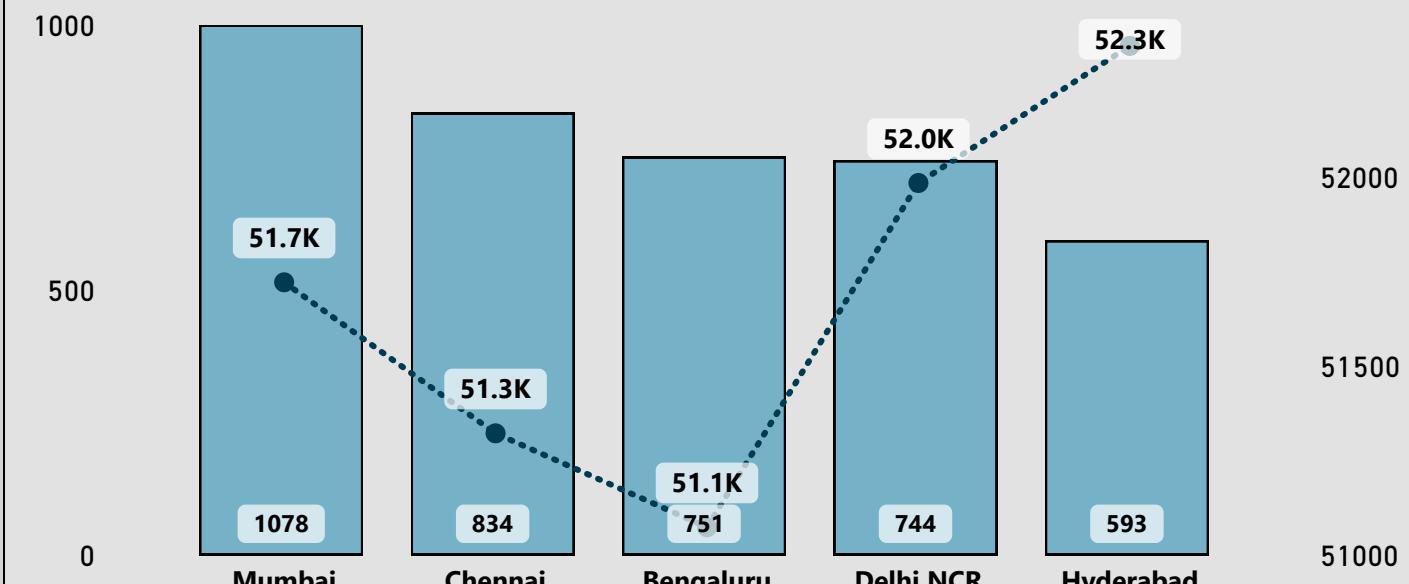


Customer by Age Group

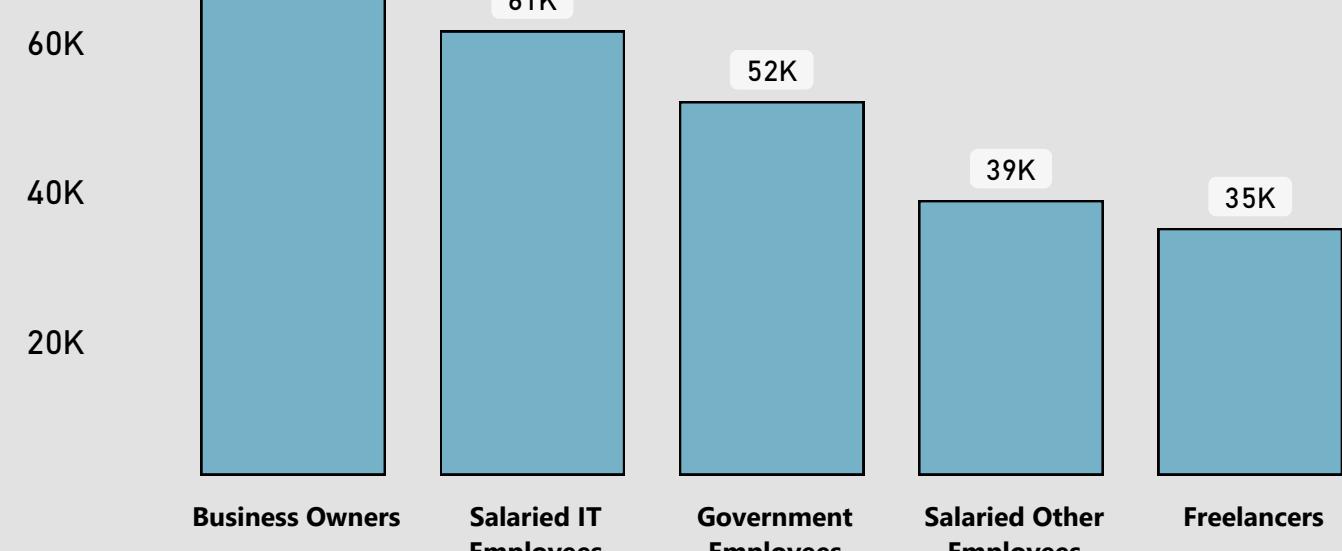


Customers and Average Income by city

• Total Customers • Average Income



Average Income by occupation





Average Income Utilization %



Filters

City

All

Gender

All

Marital Status

All

Age Group

All

Occupation

All

Category

All



4000

Total Customers



1240M

Total Income



531M

Total spend



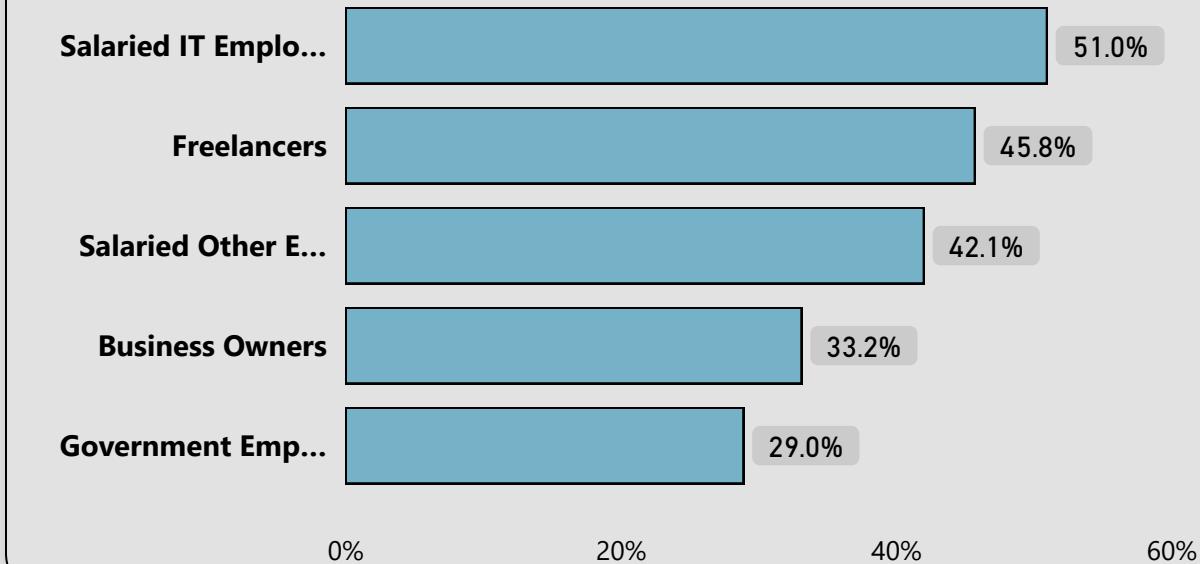
42.82%

Average Income Utilization %

AVG Income Utilization % by month



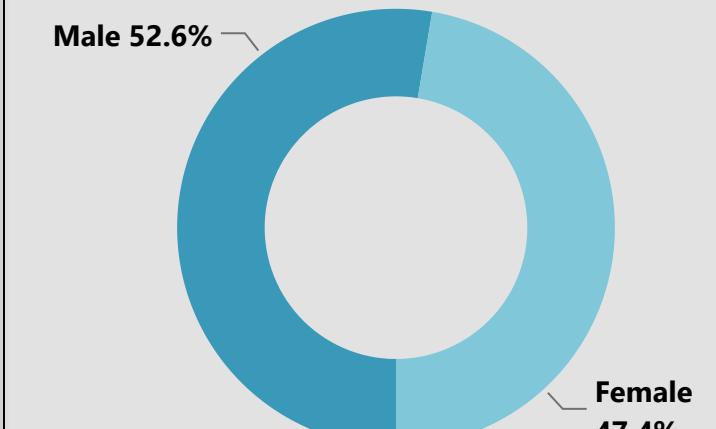
AVG Income Utilization % by Occupation



AVG Income Utilization by % Gender

Male ● Female

By MS



AVG income Utilization % by city

Mumbai

51.4%

Delhi NCR

48.0%

Bengaluru

43.5%

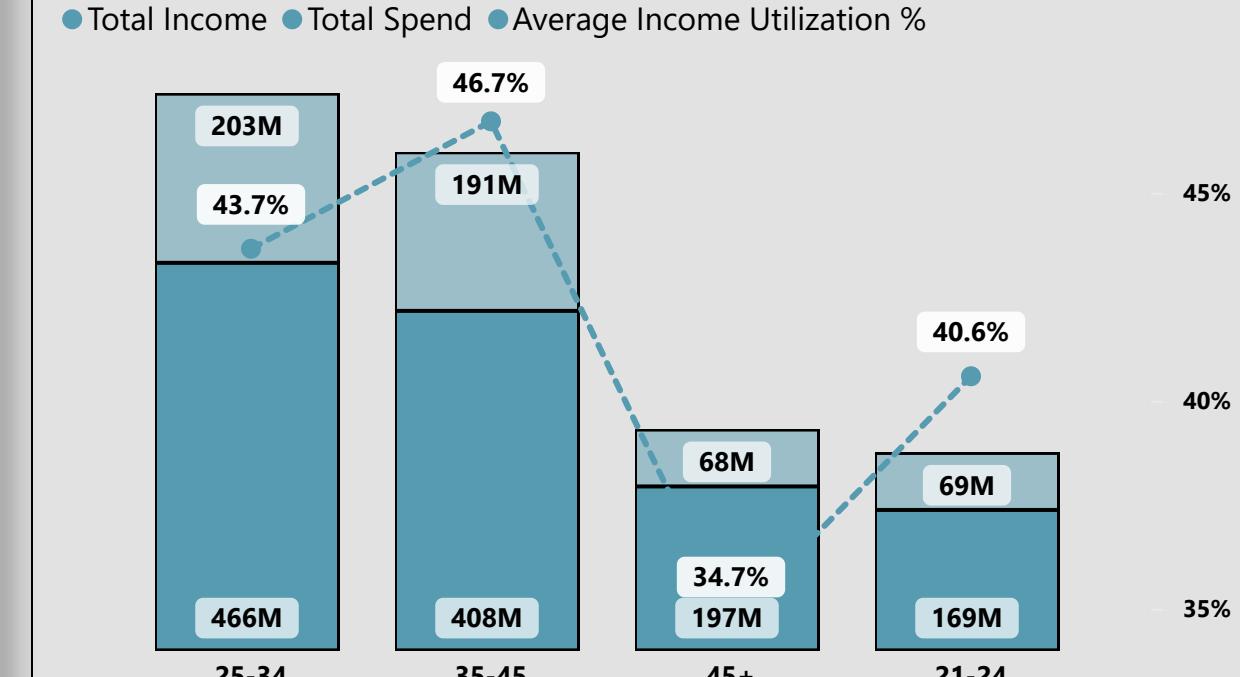
Chennai

31.1%

Hyderabad

36.3%

Total Income, Total Spend & AVG Income Utilization % by Age group





Spending Insights



Filters

City

All

Gender

All

Martial Status

All

Age Group

All

Occupation

All

Category

All



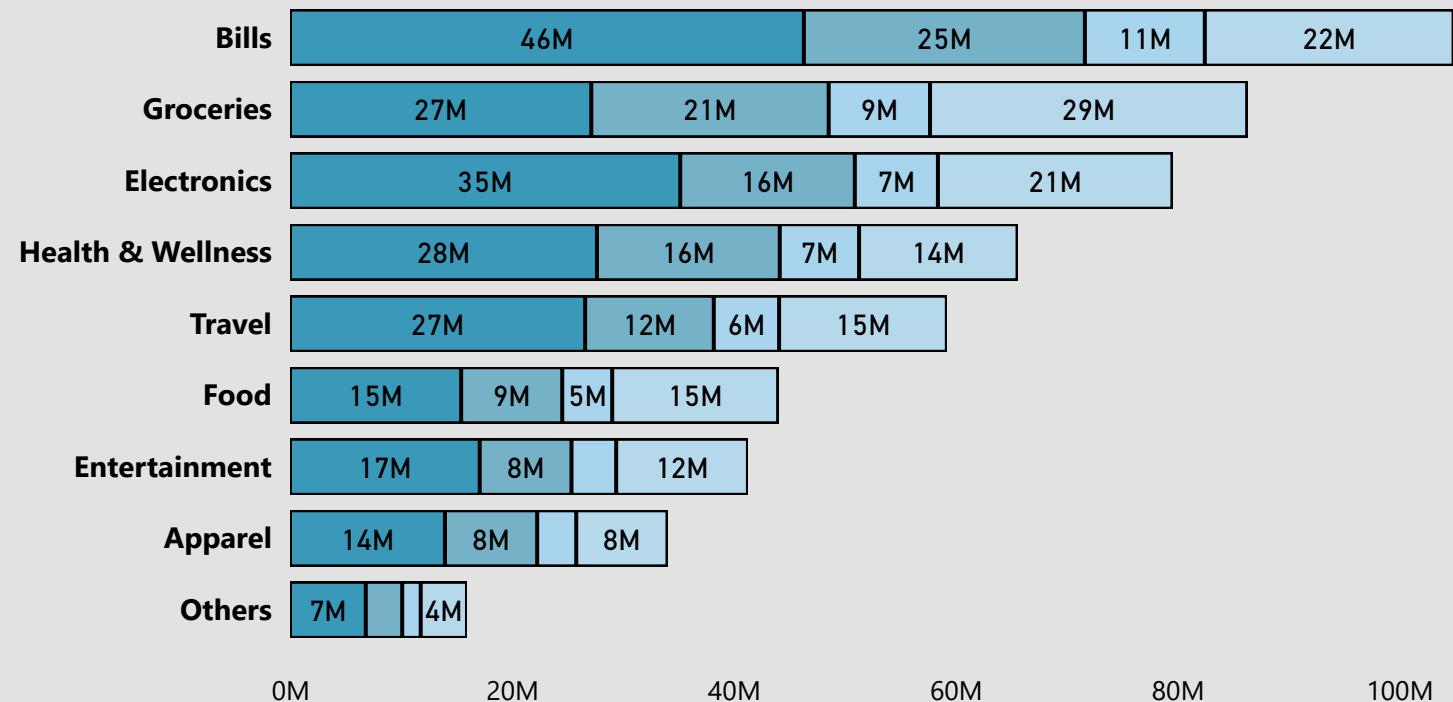
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4000**Total Customers****1240M****Total Income****531M****Total spend****42.82%****Average Income Utilization %**

Total Spend by Category & Payment Type

Age Group ● Credit Card ● Debit Card ● Net Banking ● UPI

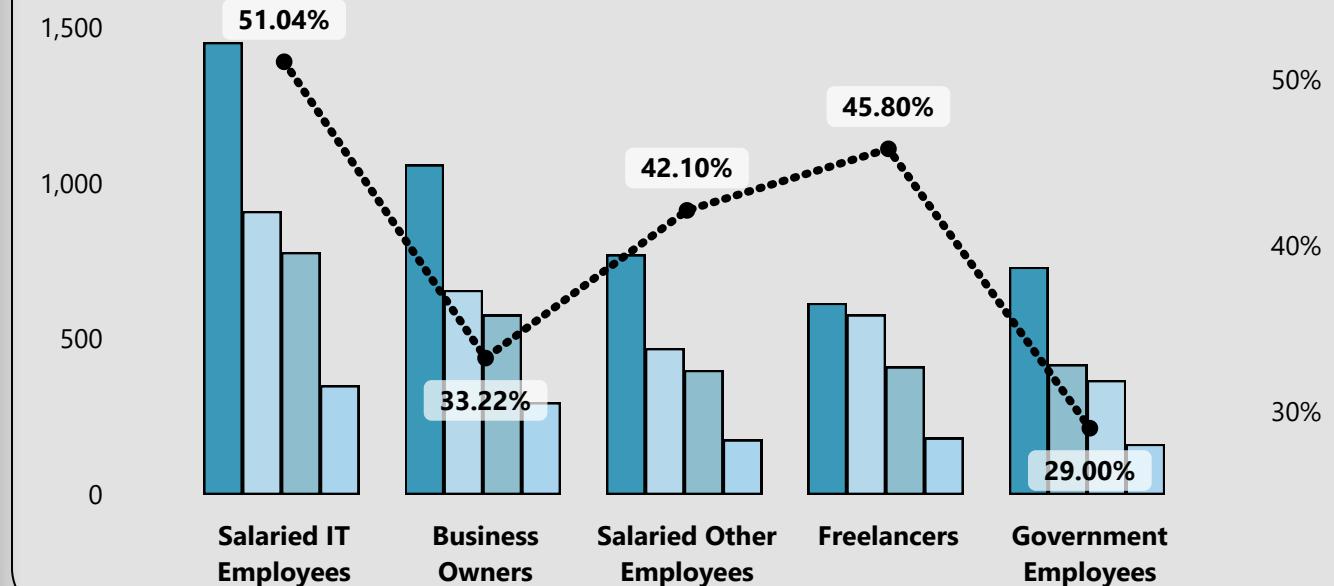
By Age



0M 20M 40M 60M 80M 100M

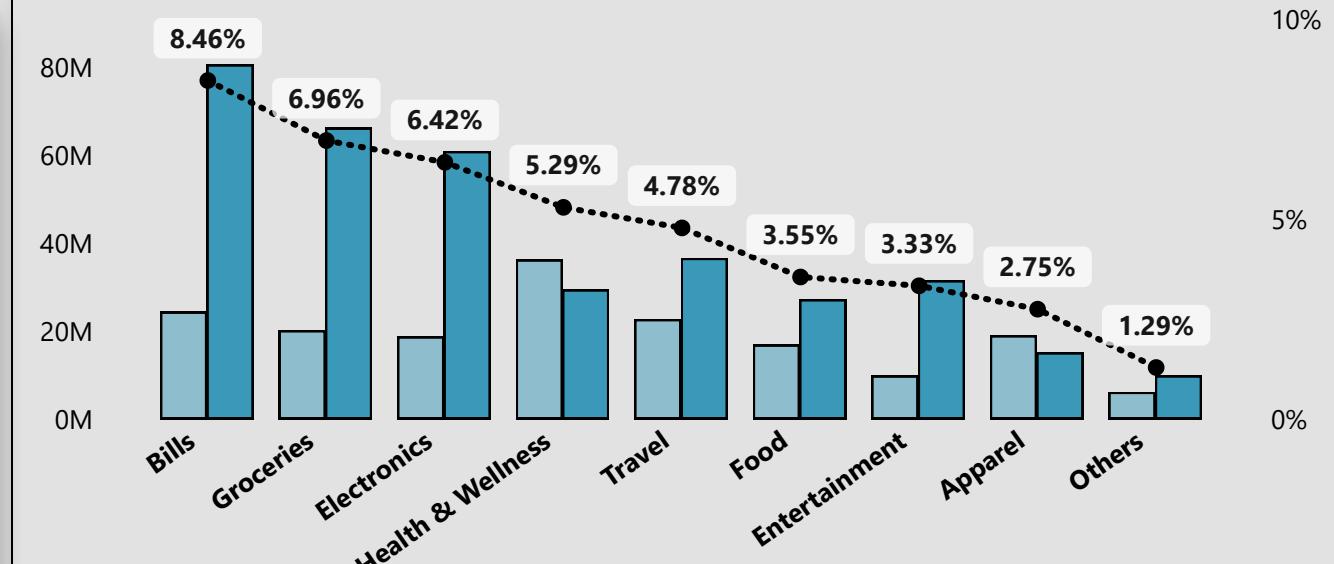
AVG Spend and AIU % by Occupation & Payment type

Payment Type ● Credit Card ● Debit Card ● Net Banking ● UPI ● Average Income Utilization %



Total Spend and AIU % by Category & Gender

Gender ● Female ● Male ● Average Income Utilization %



City	Total Customers	Total Income	Total Spend	Average Income Utilization %	Average Income
Mumbai	1078	335M	172M	51.4%	51.7K
Chennai	834	257M	80M	31.1%	51.3K
Bengaluru	751	230M	100M	43.5%	51.1K
Delhi NCR	744	232M	111M	48.0%	52.0K
Hyderabad	593	186M	68M	36.3%	52.3K