

Payment_type

All



City

All



Month

All



Gender

All



Age_group

All



Occupation

All



531M

Sum of spend

2.57

Avg_icode_utilisat...

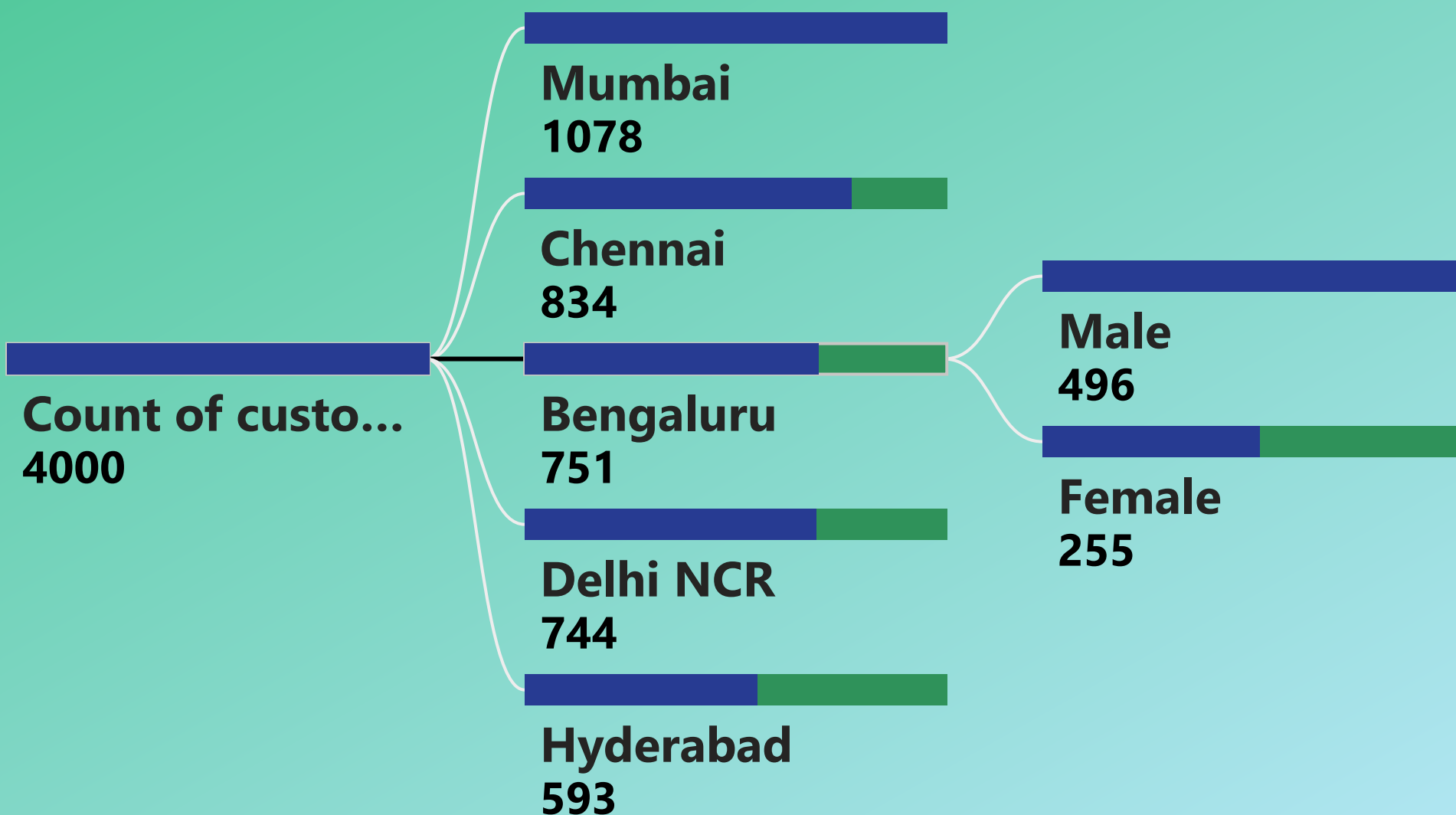
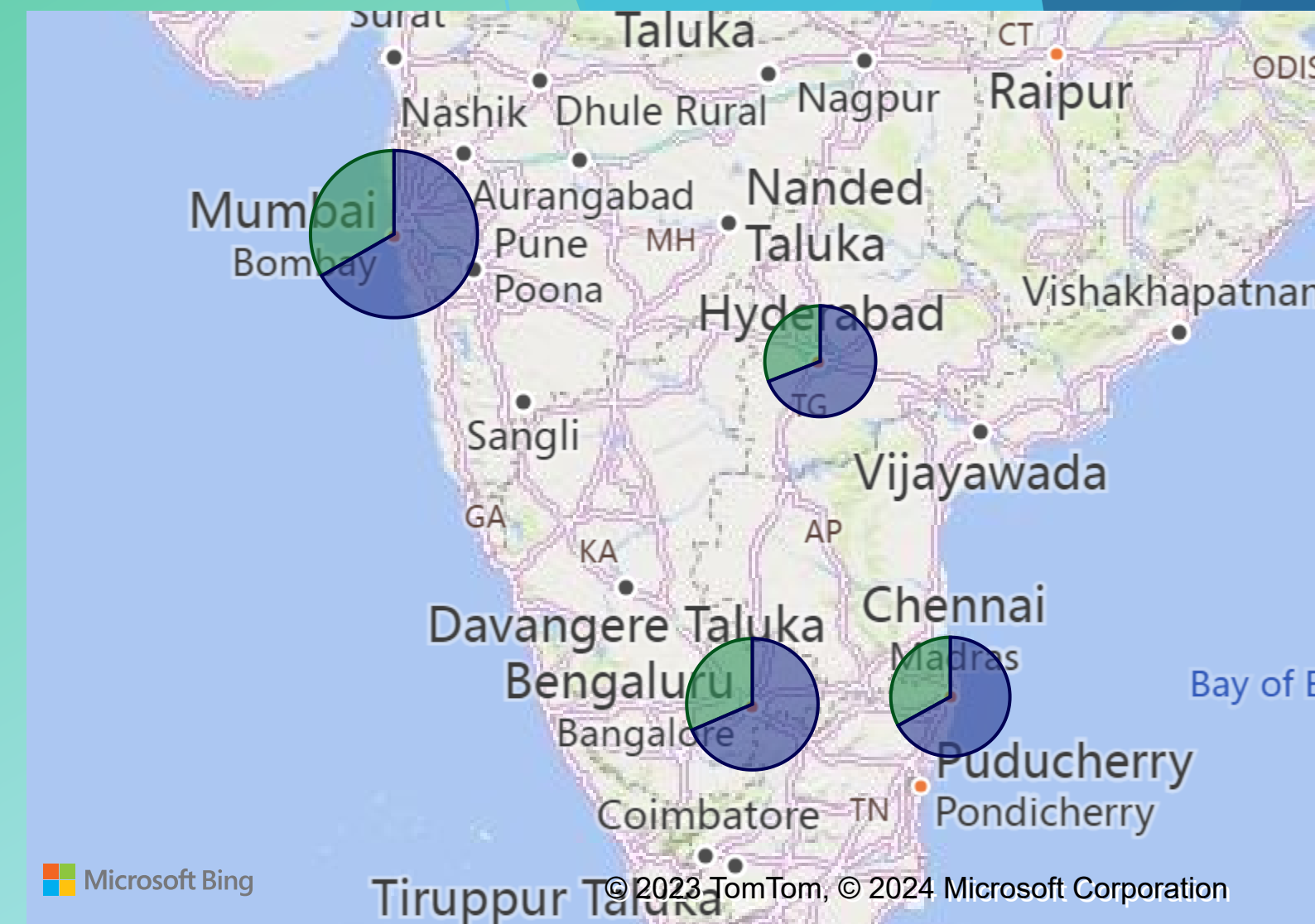
4.00K

Count of customer_id



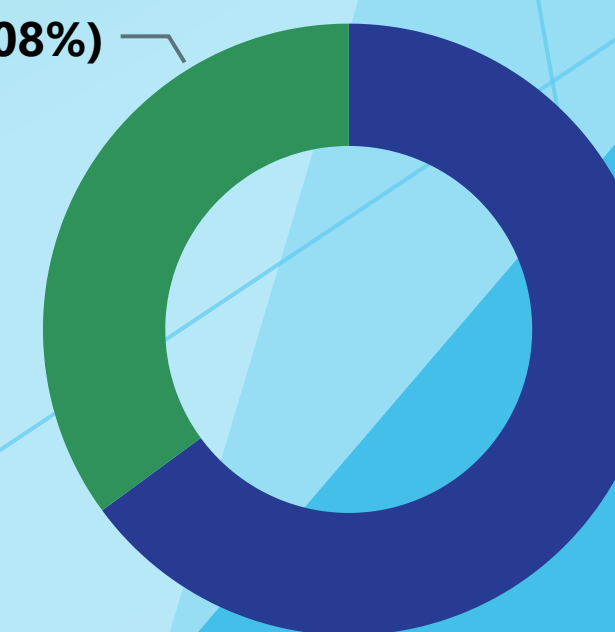
Sum of spend by city and gender

gender ● Female ● Male



Count of customers by gender

1.4K (35.08%)



2.6K (64.93%)

gender

● Male

● Female

payment_type

All



city

All



month

All



gender

All



age_group

All

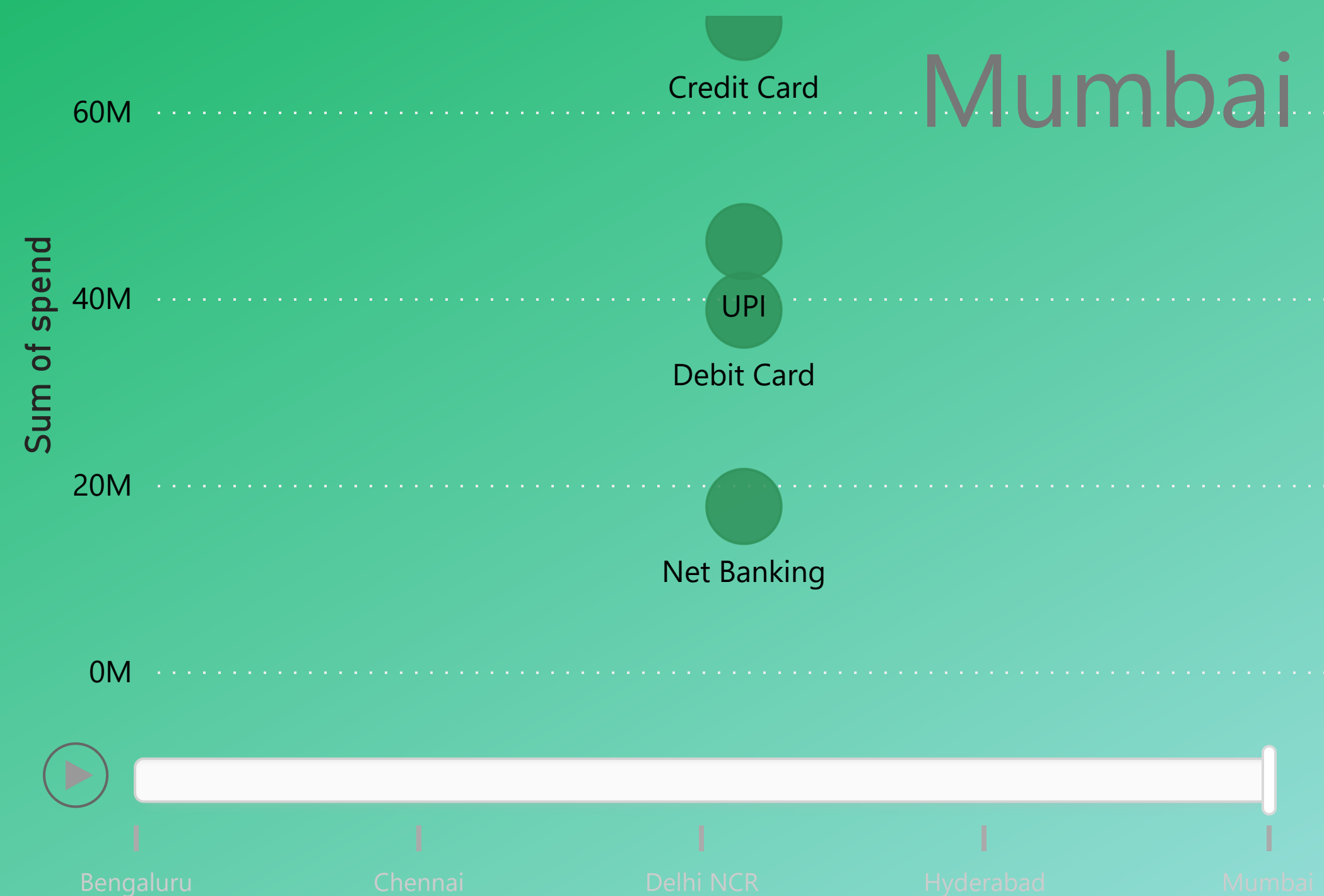


occupation

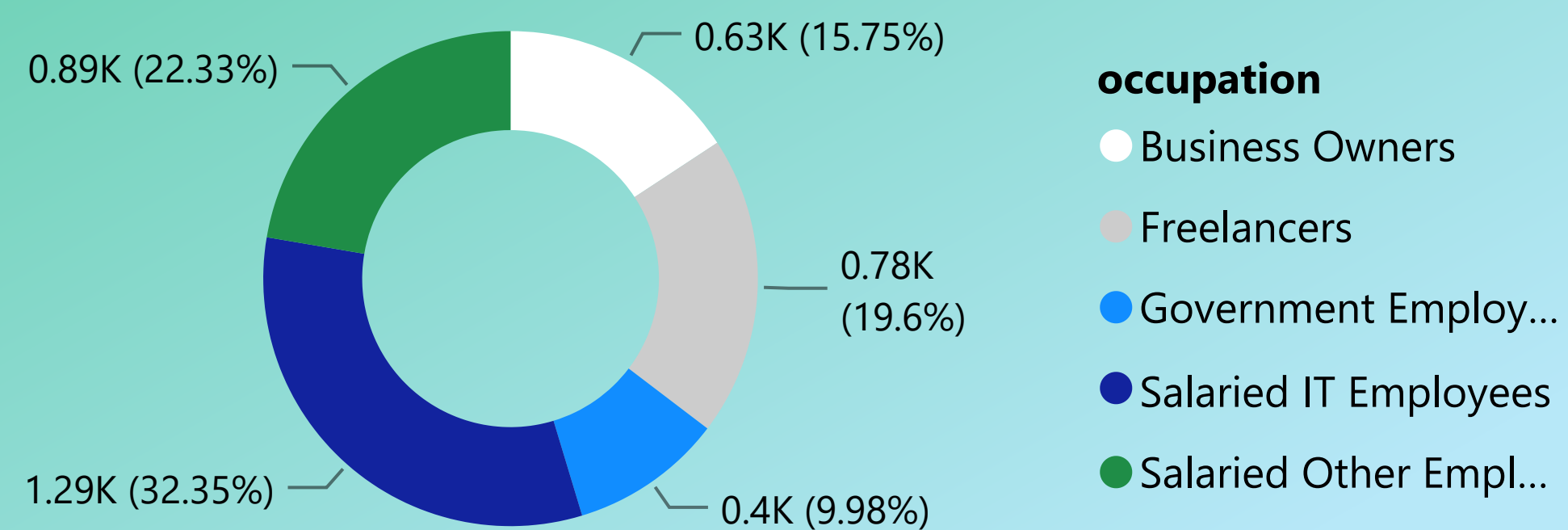
All



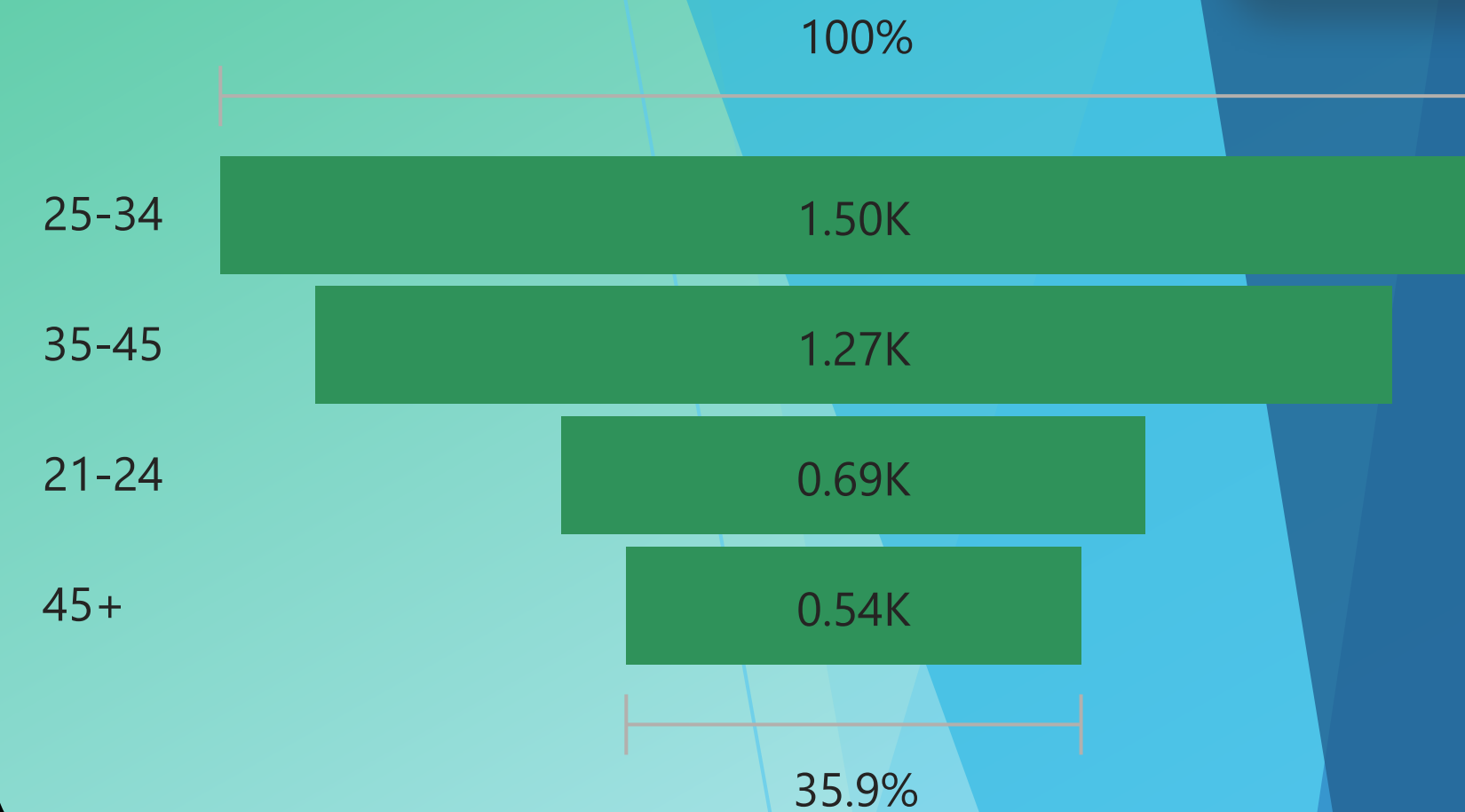
Sum of spend by payment_type and city



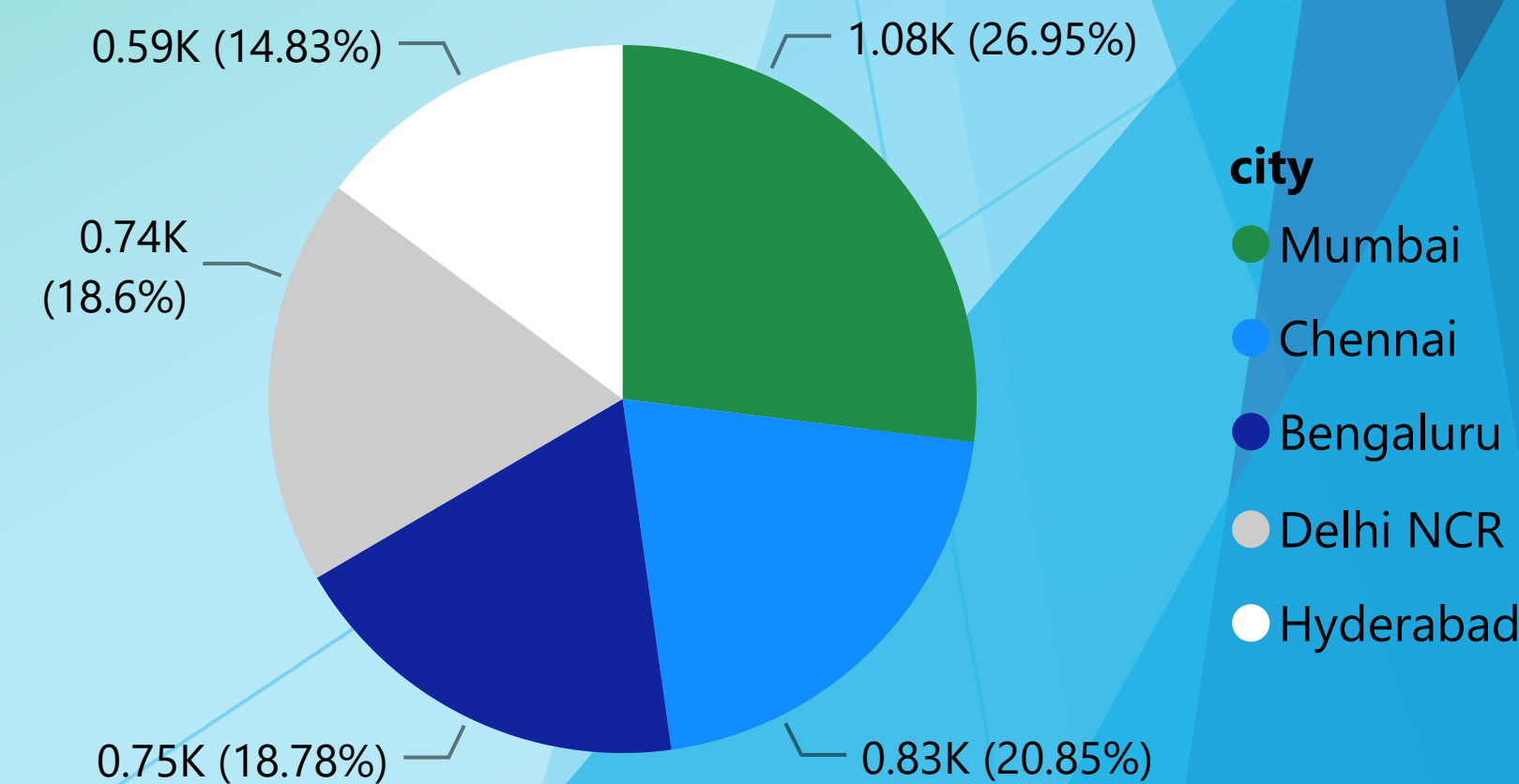
Count of avg_income by occupation

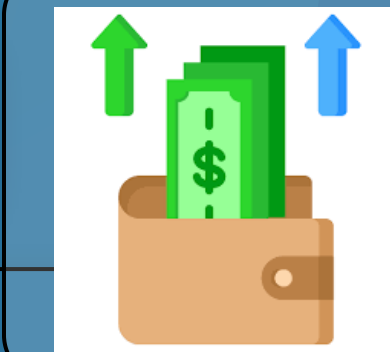


Count of customer_id by age_group



Count of customer_id by city





payment_type

All



city

All



month

All



gender

All



age_group

All



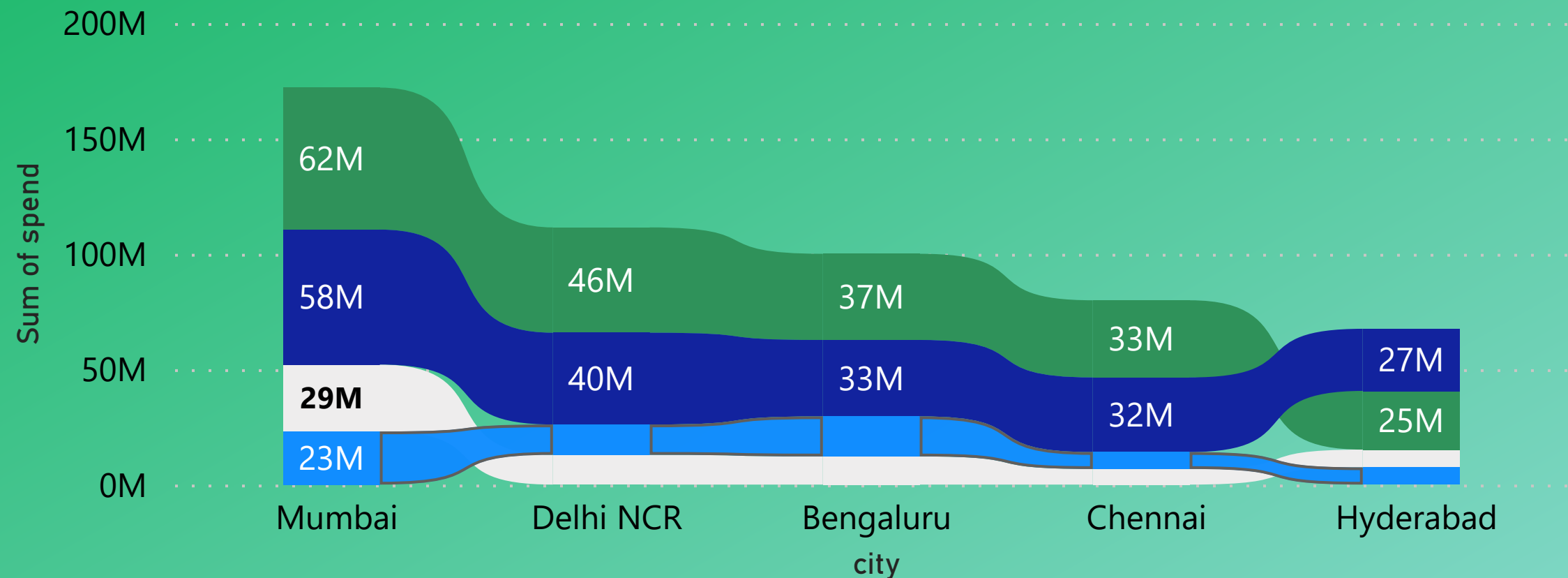
occupation

All

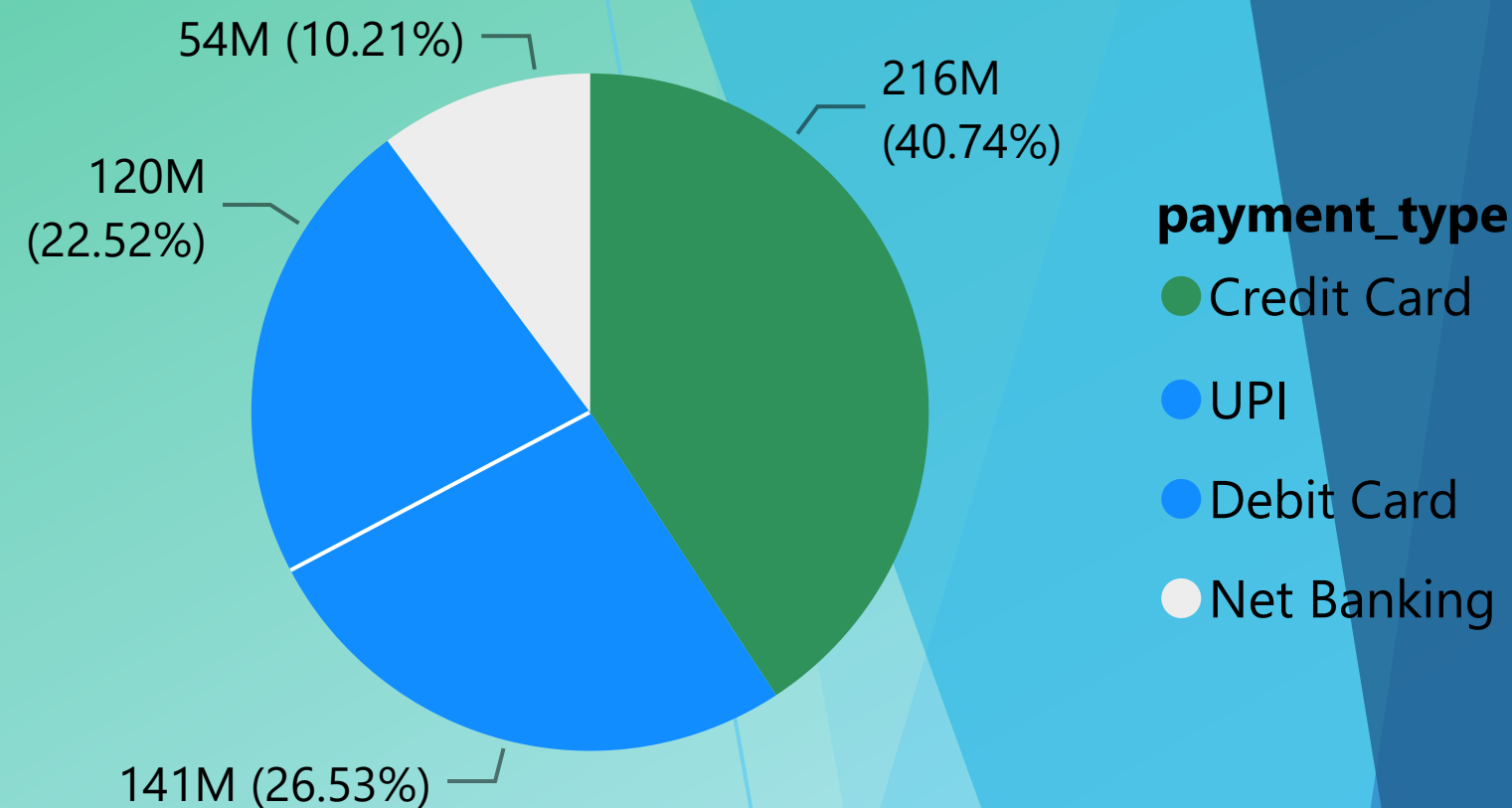


Sum of spend by city and age_group

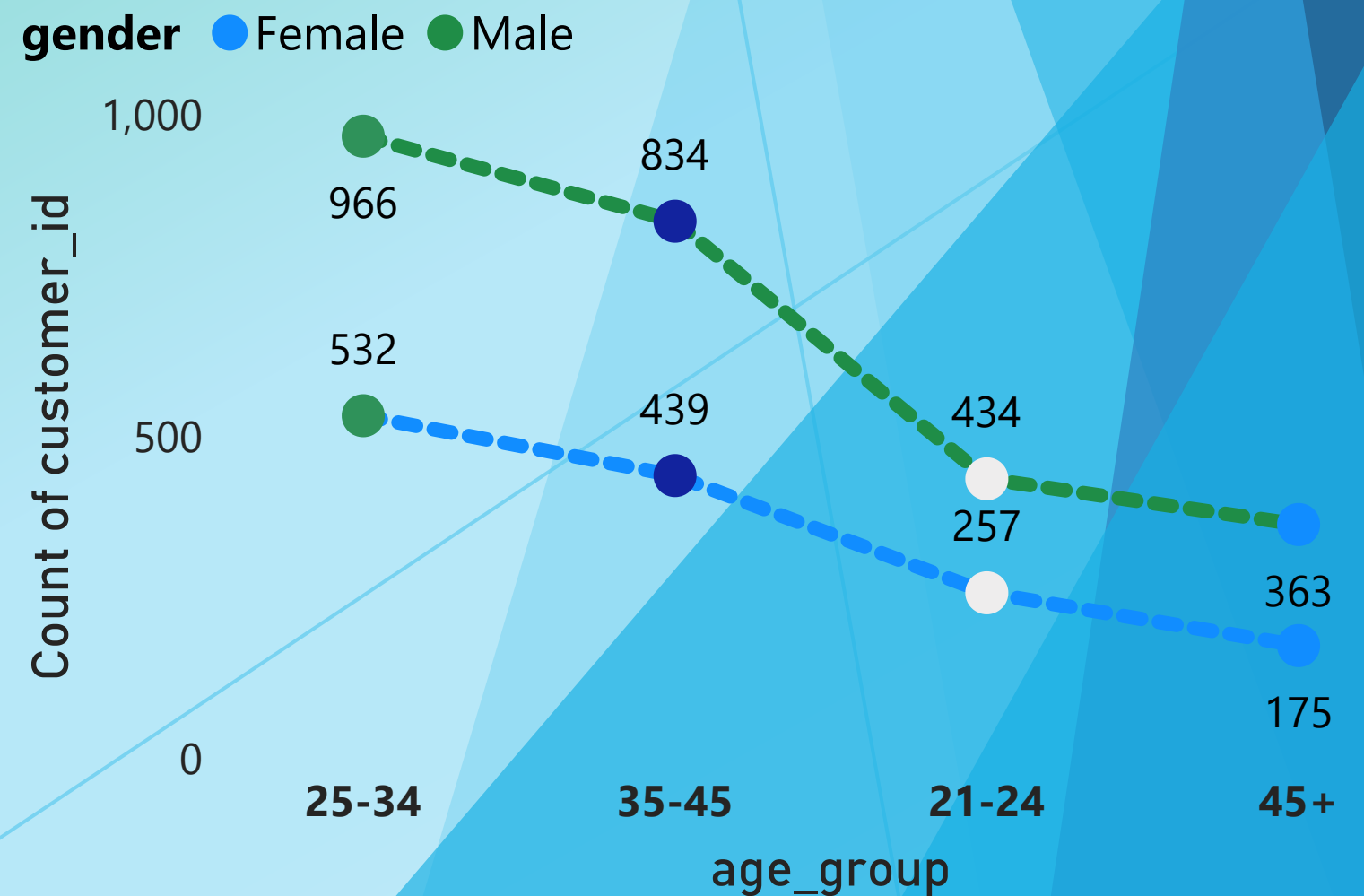
age_group ● 21-24 ● 25-34 ● 35-45 ● 45+



Sum of spend by payment_type



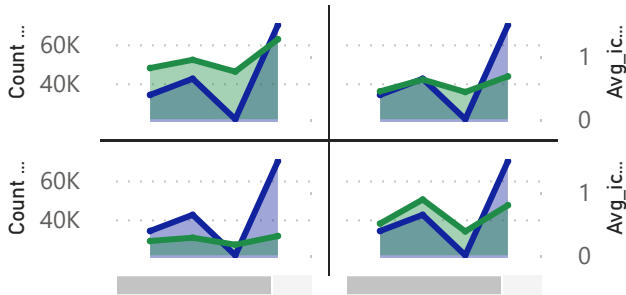
Count of customer_id by age_group and gender



customer_id	Sum of spend	avg_income	age_group	gender	occupation
ATQCUS0903	298645	67141	35-45	Male	Salaried IT Employees
ATQCUS0913	299281	69016	35-45	Male	Salaried IT Employees
ATQCUS0914	309425	70107	35-45	Male	Salaried IT Employees
ATQCUS0918	315201	68895	35-45	Male	Salaried IT Employees
ATQCUS0919	297908	67773	35-45	Male	Salaried IT Employees
ATQCUS0922	306975	68456	35-45	Male	Salaried IT Employees
ATQCUS0936	297883	70197	35-45	Male	Salaried IT Employees
ATQCUS0943	300422	65630	35-45	Male	Salaried IT Employees
ATQCUS0944	304288	68962	35-45	Male	Salaried IT Employees
ATQCUS0948	298452	67739	35-45	Male	Salaried IT Employees
Total	3028480				

Count of customer_id and Avg_income_utilisation by occupation and payment_type

● Count of customer_id ● Avg_income_utilisation





Unlocking Insights:

Understanding Mitron Bank's Financial World



Info

Basic Overview regarding Banking Domain for Mitron Bank Analysis .



Demographic View

Classify the customers based on available demography



Spending Insights

Find Where do people spend money and analyze its effects



Income Info

Finding Average Income Utilisation and provide Income Insights and also Customer Key Insights



Unlocking Insights:

Understanding Mitron Bank's Financial World

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.

They provided a sample dataset of 4000 customers across five cities on their online spending and other details.

