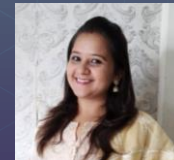




Unlocking Insights:

Understanding Mitron Bank's Financial World

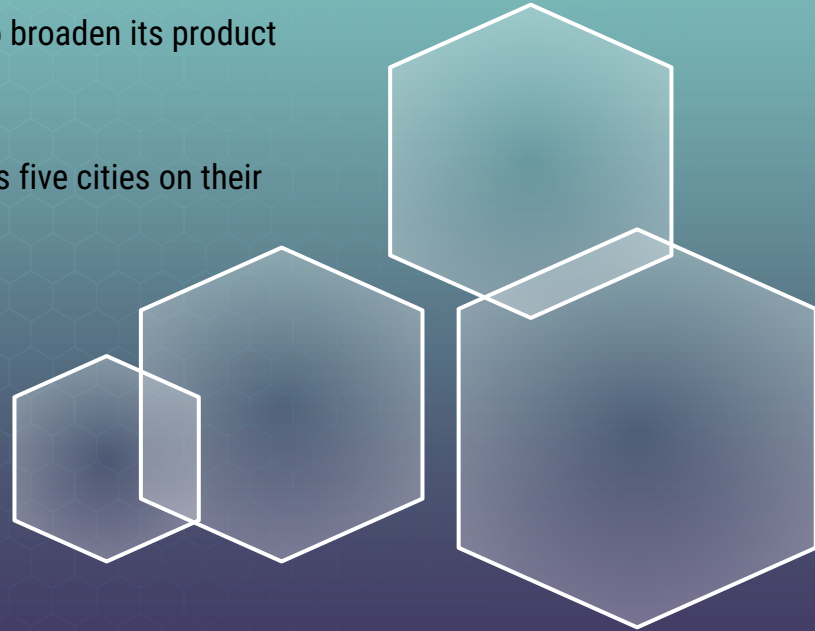


Presented by:-
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INTRODUCTION

- 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.



OBJECTIVES



DEMOGRAPHIC CLASSIFICATION:

Classify the customers
based on available
demography

01



INCOME INSIGHTS

Finding Average
Income Utilisation
and provide Income
Insights

02



SPENDING INSIGHTS

Find Where do people
spend money and
analyze its effects

03



KEY CUSTOMER SEGMENTS

Identify profile key
customers segments

04



CREDIT CARD RECOMMENDATION

Provide
Recommendation for
Credit Card

05

COMPLETE PROCEDURE



STEP 1

Download Dataset
and Data Analysis
using Excel



STEP 2

Load and
Transform Data
using Power BI



STEP 3

Data Cleaning
using Excel and
Power BI



STEP 4

Data Modeling
creating
connection



STEP 5

Create Dashboard
and Provide
Insights



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

VALUABLE INSIGHTS

Flexible Credit Limits

Offer customers the flexibility to customize their credit limits based on their financial preferences and needs



Financial Education Resources:

Integrate financial education resources within the credit card app or online portal.



Travel Benefits and Insurance:

Enhance the credit card offering with travel-related benefits such as travel insurance, airport lounge access, and discounts on travel expenses.



Enhanced Security Features:

Prioritize security by incorporating advanced features such as biometric authentication, transaction alerts, and the option to temporarily freeze the card.



VALUABLE INSIGHTS

Family Friendly Benefits

Provide supplementary cards for family members with spending controls

Credits for Health

Provide credits for health and wellness for the customers having age between 34-45



Implement Special Rewards

Implement Special Rewards on Bills, Groceries and also Female Accessories ..such as clothing, jwelleries etc..

Make Partnership

Make paternship with different companies such food companies Zomato, swiggy because people love to eat online food.

