

"Unlocking Financial Horizons: Introducing Our New Line of Credit Cards!"

MITRON BANK

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PROBLEM STATEMENT



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.

TASK



Task is to analyse the provided sample data and report key findings to the strategy team of Mitron Bank. This analysis is expected to guide them in tailoring the credit cards to customer needs and market trend. Finally, design a Dashboard with metrics and analysis

DASHBOARD

Filter Pane Appears when
User clicks the Filter Pane
Button

KPI

Filter Pane Button

Home Page

Github

LinkedIn

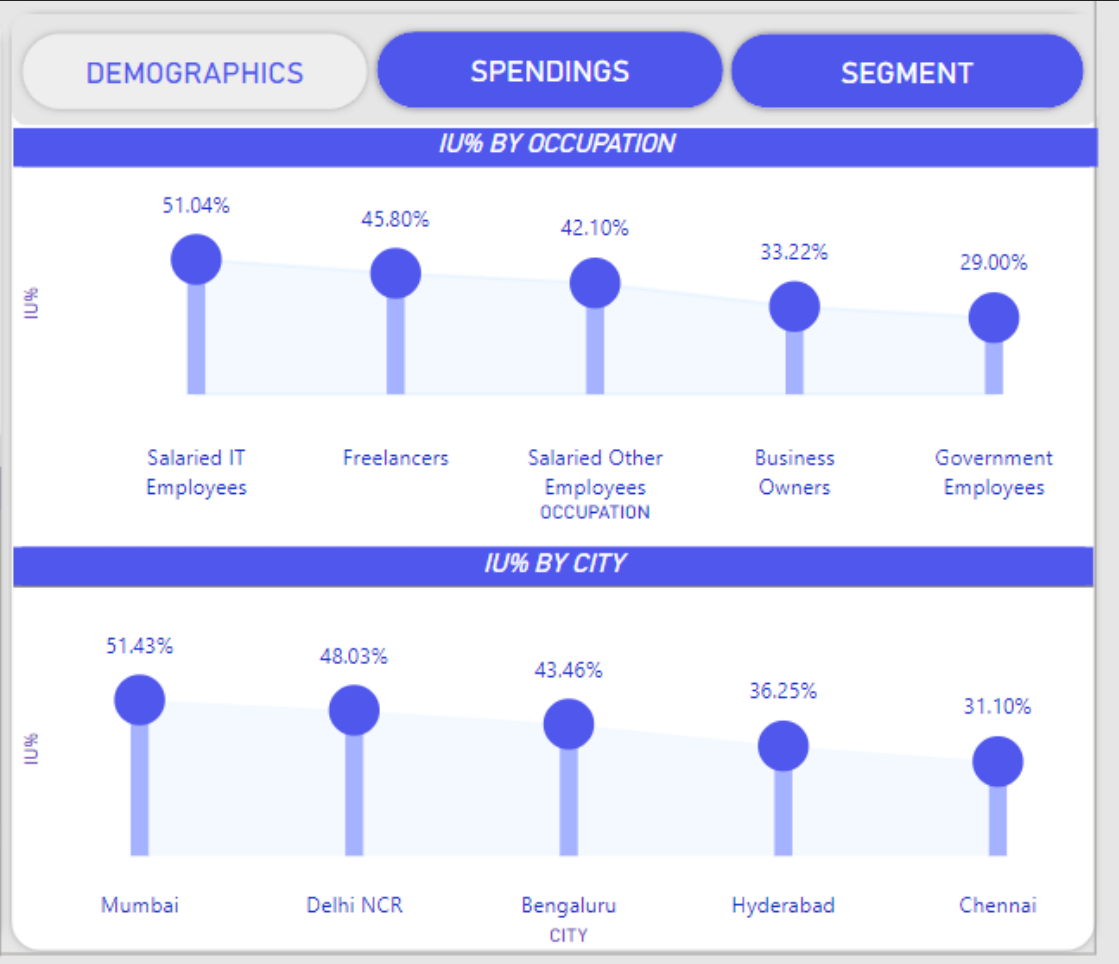


Navigation Pane

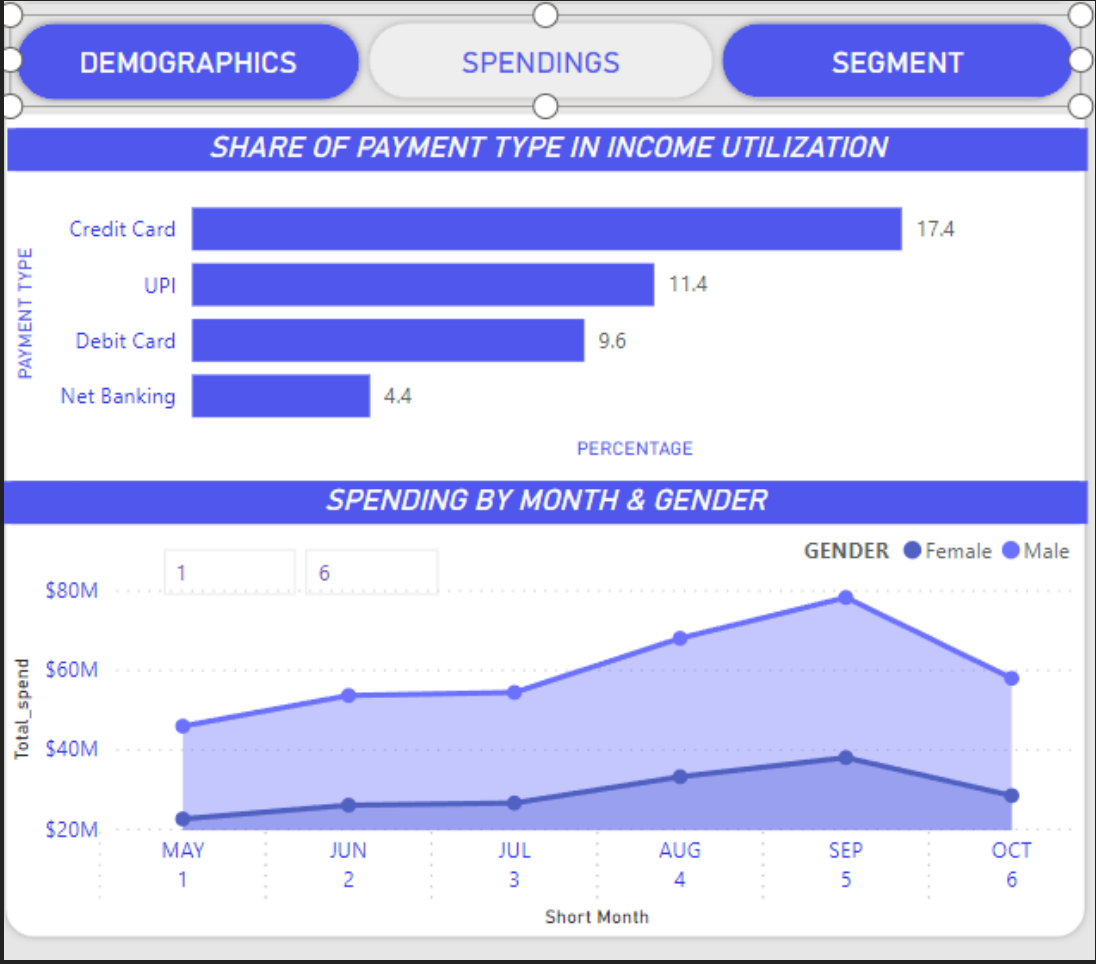
navigate between different Sections of the
dashboard

NAVIGATION PANE

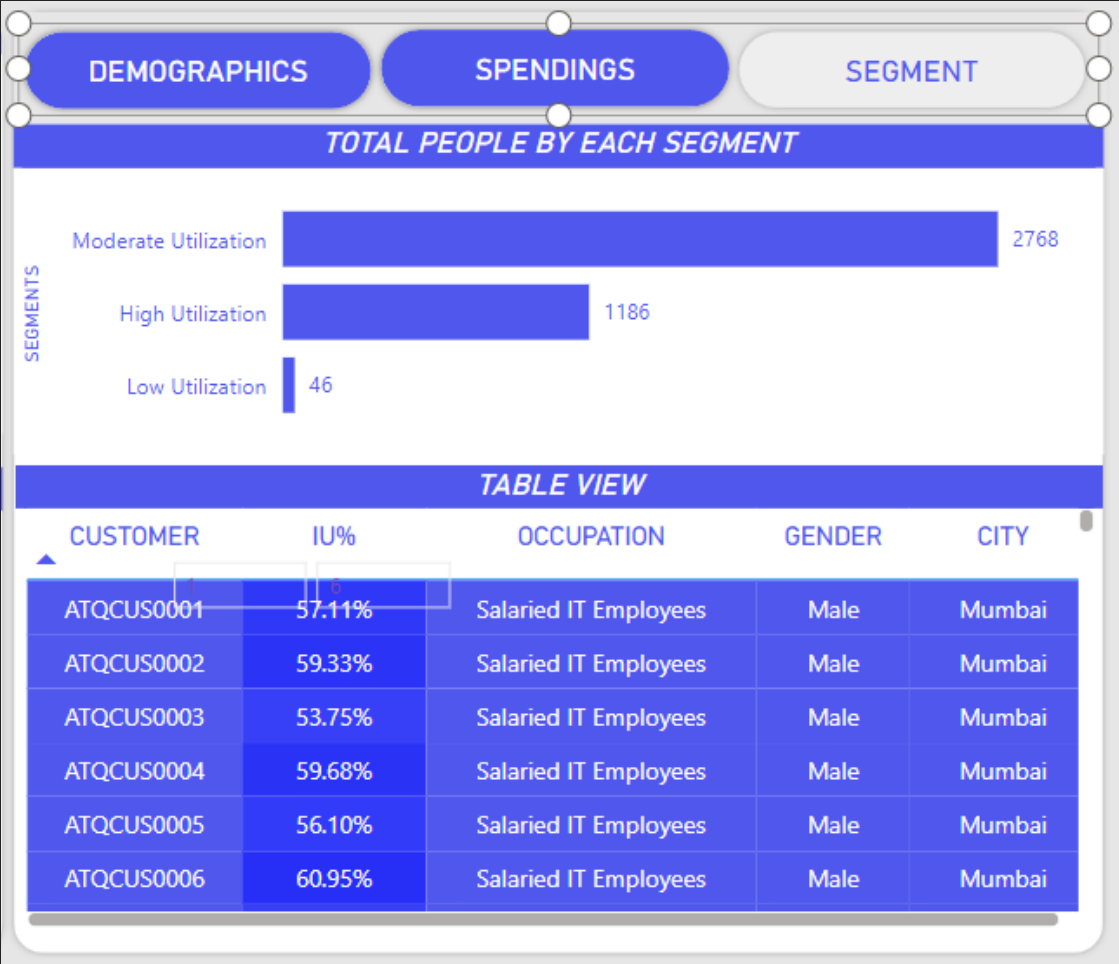
WALK THROUGH



DEMOGRAPHIC



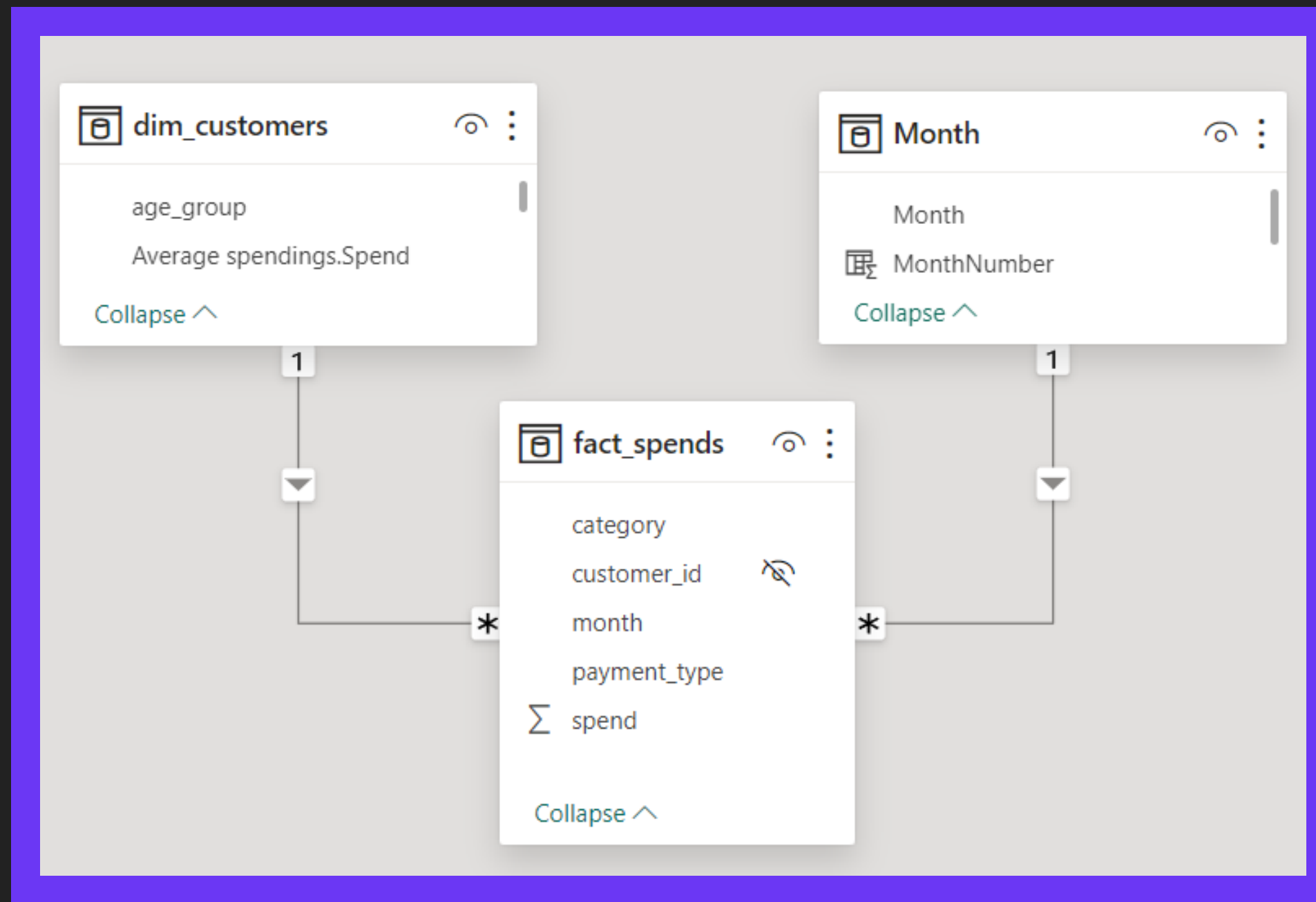
SPEND ANALYSIS



SEGMENT

DATA MODEL

- Dim_Customers is a dimension table that is storing all the details about customers it is having 4000 unique records .
- Month is a calendar table created based on the Month column of fact_spend
- Fact_spend is the fact table that contains all the transactions.



STEPS



CONNECT TO DATA SOURCE



DATA TRANSFORMATION



MODELLING



DATA VISUZLIAZATION



CREATE DASHBOARD



IMPLEMENT INTERACTIVITY



INSHIGHTS

CONNECT TO DATA SOURCE

Connected to data Source Excel Workbook

DATA TRANSFORMATION

- Utilized Power Query functions for data transformation.
- Applied the group by function with aggregation (average) to calculate the average spend for each customer.
- Created measures using DAX for essential metrics:
 - Total Spend
 - Average Salary
 - Average Income
 - IU % (Utilization Percentage)
 - Utilization Share (Distinct count of people)
- Established a segmentation for customers based on IU (Utilization Percentage):
 - Low Utilization ($IU < 20$)
 - Medium Utilization ($20 \leq IU < 50$)
 - High Utilization ($IU \geq 50$)
- Generated a calendar table with columns for month, short month, and month

MODELLING

- Connected the primary key (customer id) in the dim_customers table with the foreign key in the fact table.
- Connected the "Month" from the Month table to the "Month" in the Fact_spends table.
- Established relationships with a one-to-many relationship type.
- Implemented a star schema, enhancing data organization and query performance.

DATA VISUALIZATION & INTERACTIVITY

- Created various visualizations to interpret data effectively.
- Implemented filters for enhanced interactivity, allowing users to explore data by: Month, City, Payment type, Occupation, Age Group.
- Enabled users to drill down and focus on specific aspects of the data based on their criteria.

TOTAL SPENDING

\$530M

KPI OVERVIEW

IU

42.82%

TOTAL PEOPLE

40000

AVERAGE SPEND

21.12k

AVERAGE INCOME

51.66k

OVERVIEW

- IU % is the income Utilization Rate which is Average income / Average Spend.
- This dataset contains the details of 4000 people in which Male are 2597 and Female is 1403.
- Average spend and Income is the average of 6 months period. Total Spending is 530 Millions.

INSIGHTS

AGE_GROUP

- The IU of male is higher in all the age groups as compared to female
- The age group 35-45 is having the highest IU rate as most of the people in this bracket are earning more than the average and are married. So they have more things to spend the money on.
- 45+ they are the least IU yet being the highest average income bracket.

CATEROGIES

- The Top 5 categories people spend are (% of Total Income):
Bills - 8.5% , Groceries - 7.0% , Electronics - 6.4% , Health & Wellness - 5.3% , Travel - 4.2 %
- The Age Group 21-24 Tend to spend more on
Entertainment - 9% , Apparel - 6.6%, Electronics - 6.7%
- If we dive deep into this age group we find that female spends 9.9% of there income in Apparel , whereas Male approx 11% in Entertainment and 8.5% on Electronics.
- The 45+ Female spends more than 8% of there income in Health & Wellness.
- The 35-45 Females spends about 11.5% of there income in Health & Wellness.

INSIGHTS

OCCUPATION

- Salaried IT Employees IU is the highest 51% where as the Government Employees IU is the lowest 29%.
Freelancers - 45% ,Business Owners - 33% , Salaried Other - 42%

CITY

- IU of peoples in Mumbai is the highest 51%
Other cities also show moderate income utilization.

PAYMENT TYPE

- Credit Card is having about 40% share in the Total spendings which means that People are using Credit Cards for there 40% spendings
- Mumbai is having the highest % of credit card users, and highest IU suing Credit Cards.

MONTH

- The spendings of people are the highest in the month od Sep \$116 M followed by Aug \$111 M with

RECOMENDATIONS



CATEROGIES

TRAVEL:

As Travel is one of the top 5 category of spending, so credit card must include the following:

- Customized Travel Concierge:
 - Access to a 24/7 concierge service specializing in travel arrangements, such as personalized itinerary planning, exclusive travel experiences, and priority bookings.
- Global Wi-Fi Access:
 - Complimentary global Wi-Fi access for cardholders during their travels.
- Airport Lounge Access:
 - Unlimited access to premium airport lounges worldwide.

RECOMENDATIONS



CATEROGIES

ELECTRONICS:

Electronics is most popular among the youth and mid aged people generally men so the credit card must have following features:

- Tech Purchase Protection:
 - Extended warranty and purchase protection specifically for electronic gadgets and technology purchases.
- Tech Support Hotline:
 - A dedicated hotline for technical support and assistance with electronic devices.

Grocery Purchase Rewards.

- Extra rewards or cashback for spending on groceries, ensuring cardholders receive additional benefits for their everyday essential purchases.

RECOMENDATIONS



CATEROGIES

HEALTH & WELLNESS:

Female are more into Helath & Wellness than men and in order to promote spending of people credit card must include:

- Fitness Class Discounts:
 - Discounts or cashback for spending on gym memberships, fitness classes, and wellness retreats.
- Telehealth Benefits:
 - Access to telehealth services and virtual consultations with healthcare professionals.
- Healthy Living Rewards:
 - Rewards for purchases related to healthy living, such as organic food, fitness equipment, and wellness products

RECOMENDATIONS



AGE GROUP

SENIOR CITIZENS:

This is 45+ age group which is having the highest average income but low IU in order to increase there spending behaviour this aspects need to be considered:

- Medical Expense Benefits:
 - Enhanced rewards or discounts for medical expenses, prescriptions, and health-related services.
- Retirement Planning Tools:
 - Access to retirement planning tools and resources, including financial advisory services.
- Senior Travel Benefits:
 - Travel insurance and perks tailored for senior travelers, such as comfortable seating options and priority boarding.

RECOMENDATIONS



OCCUPATION

Business Professionals :

They have the highest average income but their IU is below average rate so in order to increase their spending habit we can inculcate the following:

Expense Tracking Tools: Advanced expense tracking tools and integrations with accounting software for business-related spending.

Business Rewards Program: Tailored rewards for business-related expenses, such as office supplies, business travel, and client entertainment.

Corporate Discounts: Exclusive discounts or partnerships with business-related service providers, such as office supply stores and business software subscriptions.

RECOMENDATIONS



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RECOMENDATIONS



OCCUPATION

1. Flexible Business Expense Tracking:
 - Advanced expense tracking tools tailored for business-related spending.
2. Professional Development Stipend:
 - A small stipend or rewards specifically allocated for professional development courses or memberships.
3. Flexible Payment Terms during Slow Months:
 - Options for flexible payment plans during months with irregular income.

RECOMENDATIONS



MARRIED

- **Family Travel Benefits:**

Enhanced travel rewards and discounts for family vacations or travel-related expenses.
Family-friendly travel insurance coverage.

- **Joint Rewards Accumulation:**

The ability to combine rewards earned by both spouses for more significant benefits.

- **Spousal Supplementary Card Discounts:**

Discounts or special offers when adding a supplementary card for the spouse.

- **Anniversary Rewards:**

Exclusive rewards or bonuses on the card's anniversary, celebrating the couple's commitment.

RECOMENDATIONS



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RECOMENDATIONS



SEGMENTS

There are 70% moderate utilizers, 1% low utilizers, and 29% high utilizers .

Segmenting credit customers into low, moderate, and high utilization groups allows the company to craft targeted marketing strategies. By understanding the unique needs of each segment, the company can create a diverse range of credit card offerings. This approach not only optimizes customer acquisition but also enhances customer satisfaction by delivering tailored benefits and features that align with individual

THE END

