



RESUME PROJECT CHALLENGE

#8

Bank Domain

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INTRODUCTION

I am Saurabh Sonwane, a dedicated Data Analyst with a passion for transforming raw data into actionable insights. Armed with a strong analytical mindset and expertise in data visualization tools like Power BI, I thrive on unraveling complex patterns and trends..





ABOUT PROJECT

In this project, I undertook a comprehensive analysis of customer data in the banking domain to inform the introduction of a new line of credit cards. Leveraging Power BI, I delved into demographic insights, spending patterns, and market dynamics, aiming to provide strategic recommendations that align with customer needs and market trends.

WHY THIS PROJECT

I chose this project in the bank domain because it presents a unique opportunity to leverage data analytics to enhance financial offerings. Analyzing customer demographics, spending patterns, and market trends allows for strategic decision-making in introducing new credit cards. The goal is to align the product with customer needs, ensuring relevance, competitiveness, and the potential for increased customer satisfaction, ultimately contributing to the growth and success of the bank in the dynamic financial market.

MARKET RESEARCH

- Average monthly household expenditure: INR 22,276 (rural) - INR 40,618 (urban) in 2023 ([NSSO 2021-22](#))
- Largest monthly spending category: Groceries & Essentials (25-30% of monthly budget) ([PhonePe Pulse, 2021](#))
- Increase in healthcare spending: 4-7% post-pandemic due to heightened awareness ([PhonePe Pulse, 2021](#))
- Growth of online shopping: Driven by convenience and access to deals ([Flipkart, 2023](#))
- Increased spending on consumer electronics & gadgets: 12% annual growth rate forecast ([Statista, 2023](#))
- Mobile wallets preferred payment method: 56% of online transactions made through mobile wallets ([Razorpay, 2023](#))
- Focus on wellness & experiences: Increased spending on fitness activities, travel adventures, and personalized services ([EY Future Consumer Index, 2023](#))

BI REPORT BUILDUP



Step 1 ●

Data Collection
&
Data Cleaning



Step 2 ●

Data
Exploration &
Data
preprocessing



Step 3 ●

Data Analysis:
Built Models or
Create
Visualization



Step 4 ●

Model
Evaluation



Step 5 ●

Communicate
Results

FINANCIAL METRICS

Monthly Average per Customer

City	Income	Spend	Income Utilisation
Mumbai	₹ 51,720	<u>₹ 26,598</u>	<u>51.43%</u>
Delhi	₹ 51,983	₹ 24,966	48.03%
Bengaluru	₹ 51,073	₹ 22,197	43.46%
Hyderabad	<u>₹ 52,345</u>	₹ 18,977	36.25%
Chennai	₹ 51,321	₹ 15,962	31.10%

AVG. MONTHLY SPEND PER CUSTOMER

Payment Type	Apparel	Bills	Electronics	Entertainment	Food	Groceries	Health & Wellness	Travel	Others
Credit Card	<u>₹ 582</u>	<u>₹ 1,931</u>	<u>₹ 1,466</u>	<u>₹ 713</u>	<u>₹ 643</u>	₹ 1,132	<u>₹ 1,153</u>	<u>₹ 1,109</u>	<u>₹ 285</u>
Debit Card	₹ 347	₹1,056	₹ 656	₹ 345	₹ 380	₹ 892	₹ 687	₹ 483	₹ 137
Net Banking	₹ 147	₹ 451	₹ 312	₹ 168	₹ 188	₹ 381	₹ 298	₹ 245	₹ 69
UPI	₹ 343	₹ 935	₹ 881	₹ 495	₹ 623	<u>₹ 1,192</u>	₹ 595	₹ 630	₹ 174

SPENDING PROPORTIONS

Occupations & Payments

- Business Owners: 6.8%
- Freelancers: 4.9%
- Gov. Employees: 3%
- IT Emp: 19.1%
- Other Employees: 7%

Age & Payments

- 21-24 – UPI Payment: 4.6%
- 25-35 - Credit Card Payment: 17.9%
- 35-45 – Credit Card Payment: 13.9%
- 45+ – Credit Card Payment: 4.6%

Gender & Marriage

- Married Male Expenditures: 53.5%
- Married Female Expenditures: 27.3%
- Single Male Expenditures: 13.7%
- Female Expenditures: 5.5%

SPENDING BY RANKS

Payment	Category	Occupation	City	Month
Credit Card UPI Debit Card Net Banking	Bills Groceries Electronics Health & Wellness Travel Food Entertainment Apparel	IT Emp. Business Owners Other Emp. Freelancers Gov. Emp.	Mumbai Delhi NCR Bengaluru Chennai Hyderabad	September August October July June May

CARD PROPORTION

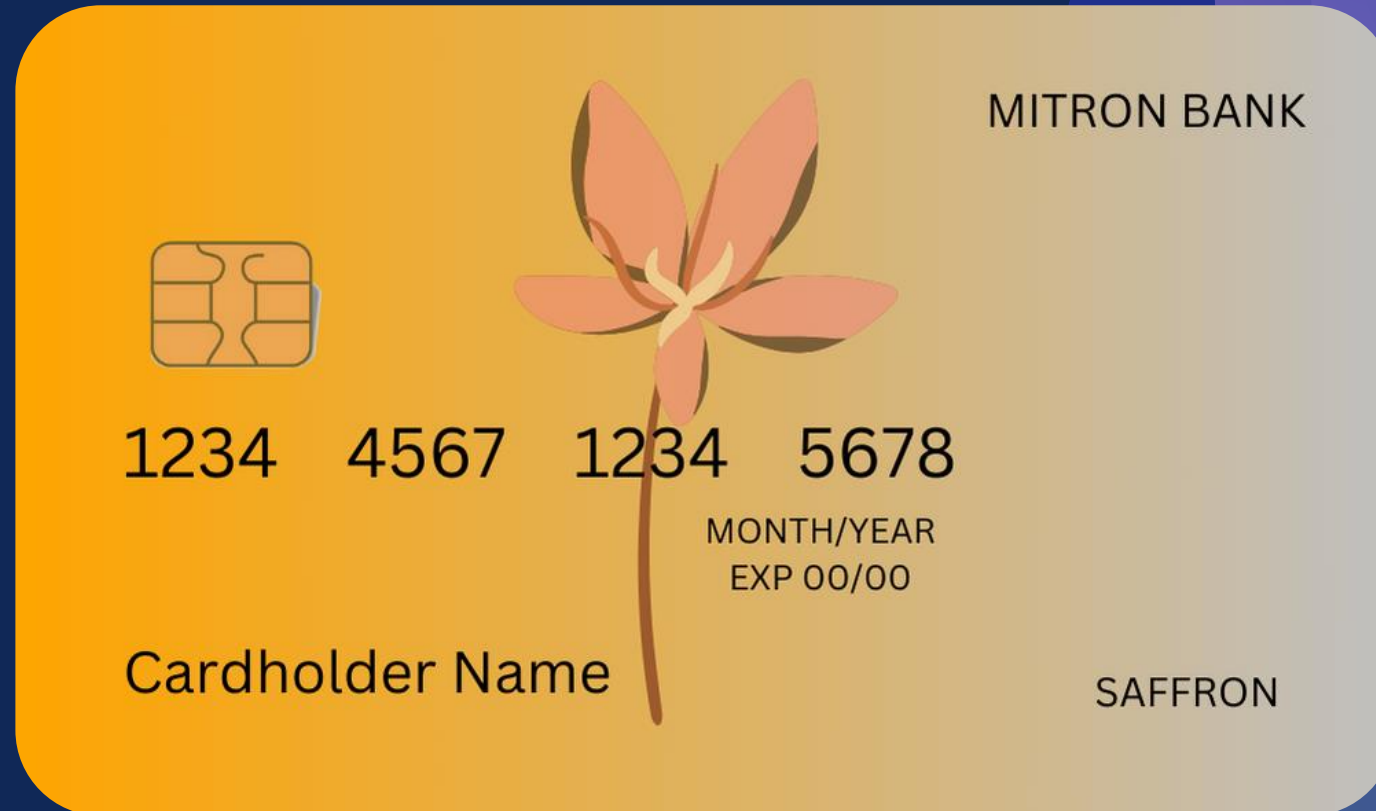
	Regular Customer	Gold Customer	Premium Customer
Income	< ₹ 45,000	₹ 45,000 to ₹ 66,000	> ₹ 66,000
Spending	< ₹ 29,000	₹ 29,000 to ₹ 55,000	> ₹ 55,000

CARD PROPORTION

Considering No. of Transactions, Avg. Monthly Spend and Avg. Income Utilization

	Regular Customer	Gold Customer	Premium Customer
Target Customer	42.3%	35.6%	21.5%
Age Group	21-24	25-34 35-45	35-45 45+
Occupation	Gov. Emp. Freelancer	Other Emp. Freelancer IT Emp.	IT Emp. Business Owners

SAFFRON CARD



Perks

- 1% cash back on all purchases, up to 5% cash back on selected purchases.
- Annual fee waived for the first year; ₹800 annual fee thereafter.
- 0% APR(Annual Percentage Rate) for the first 12 months on purchases and balance transfers.
- Basic travel insurance coverage with up to ₹40000 in trip interruption coverage and ₹80000 in rental car insurance.
- Fraud Protection, ₹0 liability on unauthorized transactions.

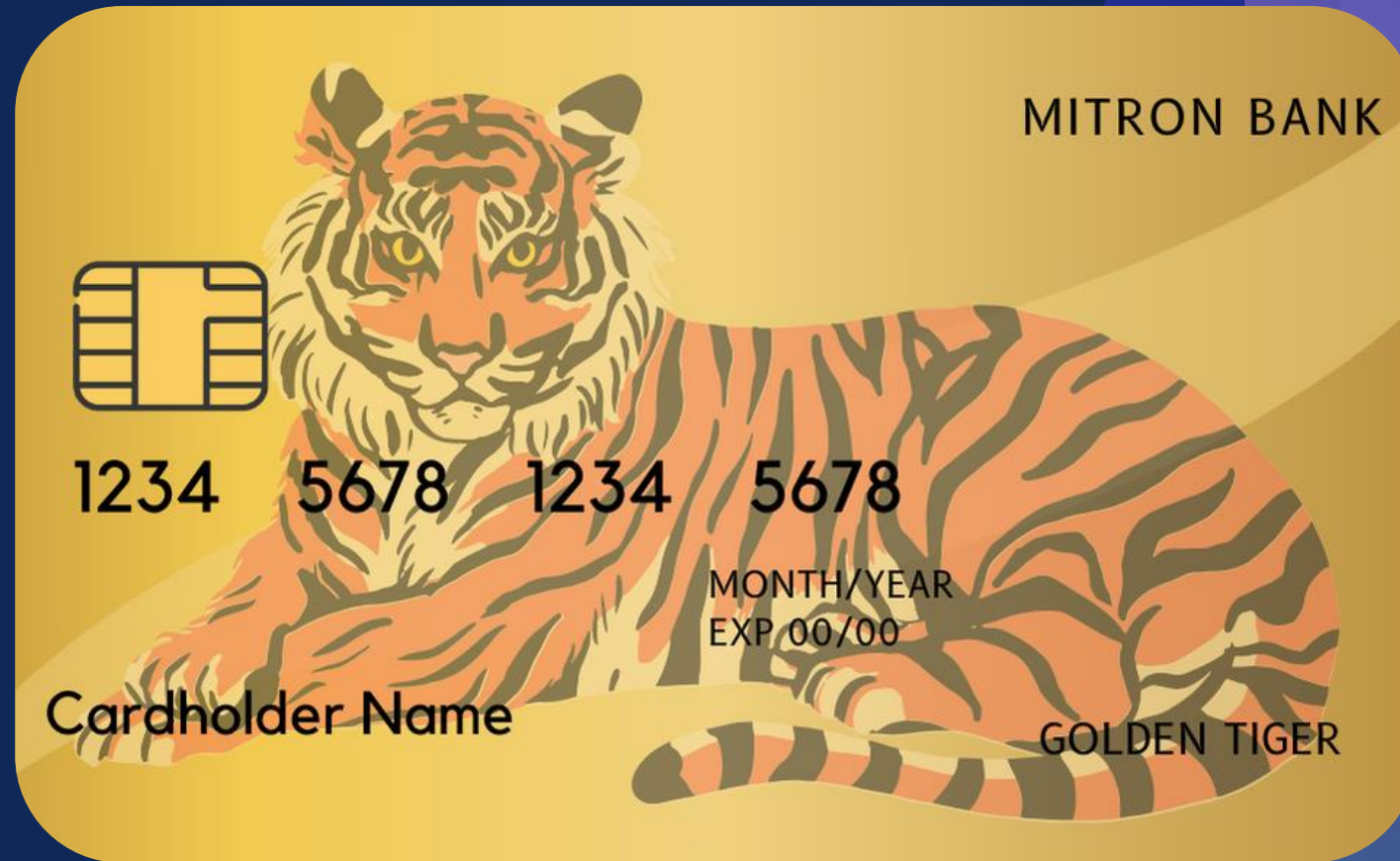
Targets

- Income:
less than ₹45000
- Spending:
less than ₹29000

Card Limit

- Range:
₹20000 - ₹1 Lakhs

GOLDEN TIGER CARD



Perks

- 2% cash back on dining and travel purchases; 1.5% cash back on all other purchases.
- Complimentary access to premium airport lounges up to 4 times per year.
- 24/7 concierge service for travel bookings, restaurant reservations, and event tickets.
- Comprehensive travel insurance coverage with up to ₹1.2 Lakhs in trip interruption coverage ₹2.4 Lakhs in rental car insurance, and ₹40 Lakhs in travel accident insurance.
- Dedicated customer support line with a guaranteed response time of 2 minutes or less.
- Access to exclusive events, discounts, and promotions with partner merchants, including a complimentary annual membership to a premium lifestyle rewards program.

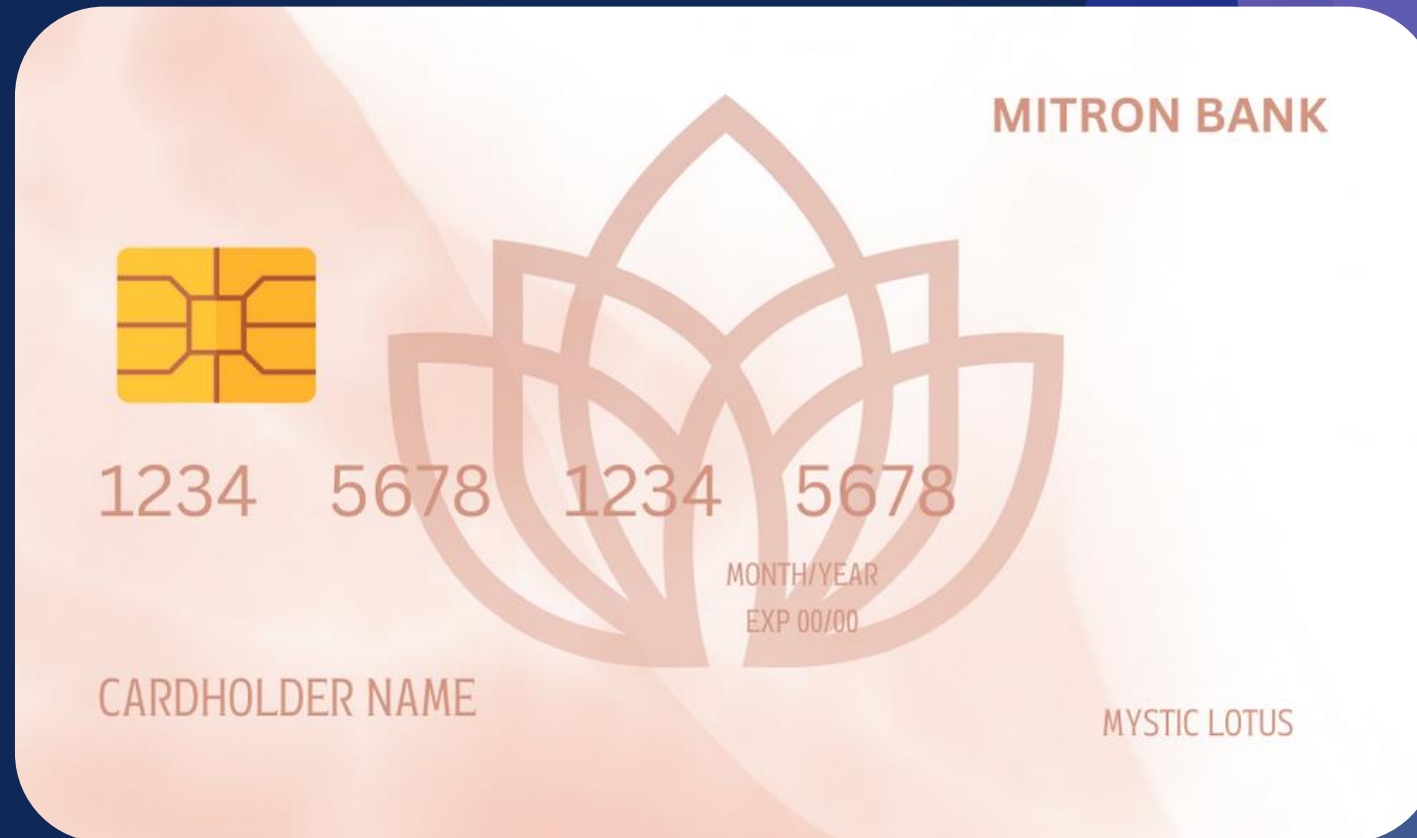
Targets

- Income:
₹45000 - ₹66000
- Spending:
₹29000 - ₹55000

Card Limit

- Range:
₹1 Lakhs - ₹5 Lakhs

MYSTIC LOTUS CARD



Perks

- 3% cash back on dining, travel, and premium brands, 2% cash back on all other purchases.
- Annual fee waived for the first two years; ₹3000 annual fee thereafter.
- Unlimited complimentary access to premium airport lounges worldwide.
- Dedicated personal concierge and lifestyle manager for personalized services, including exclusive event access, travel arrangements, and special experiences.
- Comprehensive travel insurance with up to ₹1.6 Lakhs in trip interruption coverage, ₹4 Lakhs in rental car insurance, and ₹80 Lakhs in travel accident insurance.
- 24/7 elite customer support with a guaranteed response time of 1 minute or less.
- Exclusive access to a premium rewards program with additional perks, such as early access to sales, private events, and custom rewards.

Targets

- Income:
greater than ₹66000
- Spending:
greater than ₹55000

Card Limit

- Range:
₹5 Lakhs and above.

SUMMARY

Understanding customers' ages, incomes, and jobs guides creating credit cards they'll love. Smart credit limits and attractive rewards enhance card appeal. Strategic marketing ensures our cards stand out in the market. Continuous monitoring and customer feedback drive ongoing improvements. This analysis ensures our credit cards meet customer needs and stay competitive.

MEET OUR TEAM



Bashnir Rover

Mitron Bank
Strategy Director



Team Members

Mitron Bank
Team



Tony Sharma

Atliq
Manager



Saurabh Sonwane

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THANK YOU

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