Mitron Bank Analysis

Demographic View

Classify the customers based on available demography such as age group, gender, occupation etc. and provide insights based on them

Spending Analysis

Where do people spend money the most? Does it have any impact due to occupation, gender, city, age etc.? This can help you to add relevant credit card features for specific target groups.

Payment Analysis

By doing above, you should be able to identify and profile key customer segments that are likely to be the highest-value users of the new credit cards.

Executive Anlysis

A top level dashboard for executives consolidating top insights from all dimensions of business.

Full Grid View

A full grid view for complete analysis where all the insights are on one page.