
Credit Card Transactions

Gender, Location, and Transaction Trends

By Sadat Akash [\[source\]](#)

About this dataset

This dataset contains insights into a collection of credit card transactions made in India, offering a comprehensive look at the spending habits of Indians across the nation. From the Gender and Card type used to carry out each transaction, to which city saw the highest amount of spending and even what kind of expenses were made, this dataset paints an overall picture about how money is being spent in India today. With its variety in variables, researchers have an opportunity to uncover deeper trends in customer spending as well as interesting correlations between data points that can serve as invaluable business intelligence. Whether you're interested in learning more about customer preferences or simply exploring unbiased data analysis techniques, this data is sure to provide insight beyond what one could anticipate

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How to use the dataset

- To get started with this dataset, you first need to select the columns you want to analyze. Once your columns are selected, use pivot tables to create a summary of the total amount spent by month or city or other parameters of analysis. Some suggested analysis would include factors such as gender, seasonality/timing of spending etc which can help to better understand Indian consumer behaviour related to credit cards as well as provide insights into personal finance management that could be useful for improved financial decisions.
- Once a summary table is created from the selected columns it could be useful to add more detailed breakdowns by combining multiple criteria such as 'amount' with 'expense type' or 'date' etc., this way more informative visuals and summaries can be generated which could then again help in forming better conclusions about financial habits within India related to Credit Card usage trends and recommendations for future improvement measures if needed .
- Additionally , if available other external information (i.e population size/density/income levels etc.)could also be compared with these findings so further actionable areas of focus can be identified on an overall level or credited towards specific buyer personas / cities etc.

Research Ideas

- To analyze consumer trends and interests by looking at the type of purchases people make based on their gender and city.
- To detect potential credit card fraud or malicious activity, such as by analyzing changes in spending habits or unusual purchases, by city and gender.
- To predict spending patterns for promotional campaigns, such as during festivals or holidays, in order to better target customer segments according to city and gender based spending habits

Acknowledgements

If you use this dataset in your research, please credit the original authors.

[Data Source](#)

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See the dataset description for more information.

Columns

File: Credit card transactions - India - Simple.csv

Column name	Description
City	The city in which the transaction took place. (String)
Date	The date of the transaction. (Date)
Card Type	The type of credit card used for the transaction. (String)
Exp Type	The type of expense associated with the transaction. (String)
Gender	The gender of the cardholder. (String)
Amount	The amount of the transaction. (Number)

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