



MITRON BANK

Strategic Insights For **Mitron Bank's** New Credit Card Line

Demography

Income Analysis

Expenditure Analysis

Income U% Analysis



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Created by By : SMITH SOLANKI
Dataset Provide by - Atliq Data Services

Demography

Filters -

Age Group

All

Month

All

City

All

Gender

All

4000

Active Customers

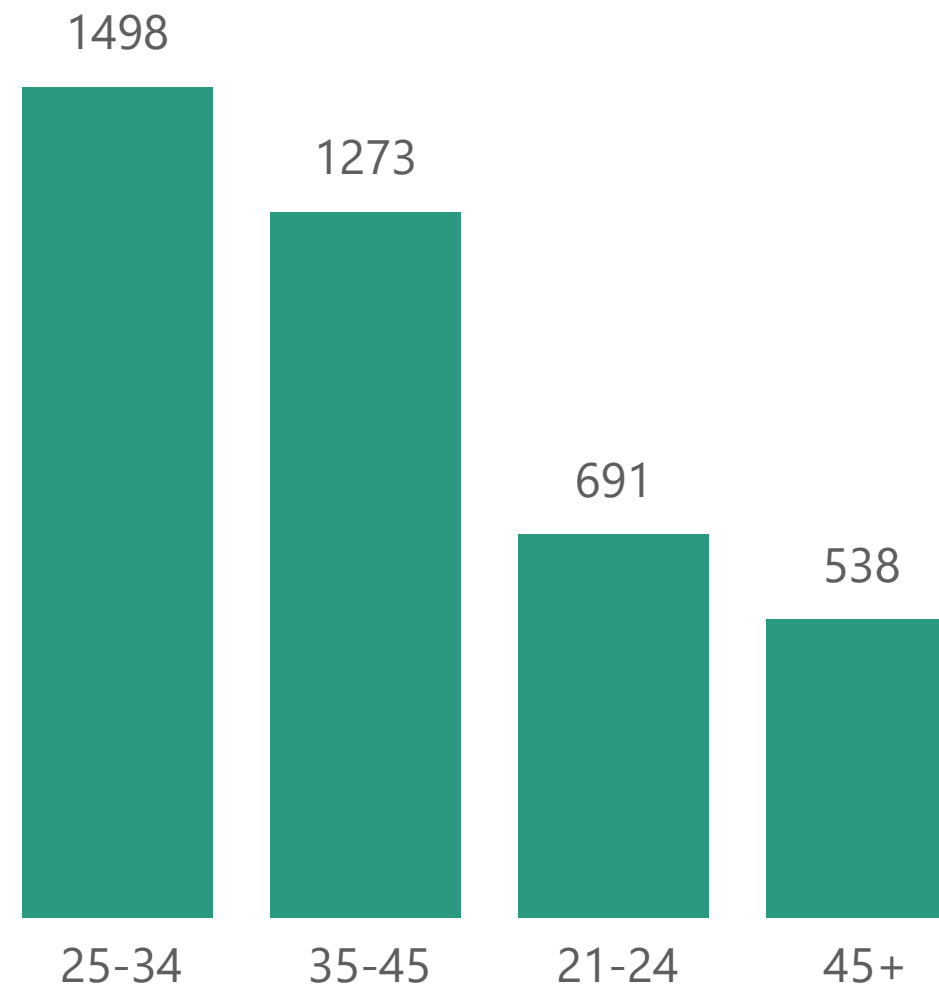
1403

Female Customers

2597

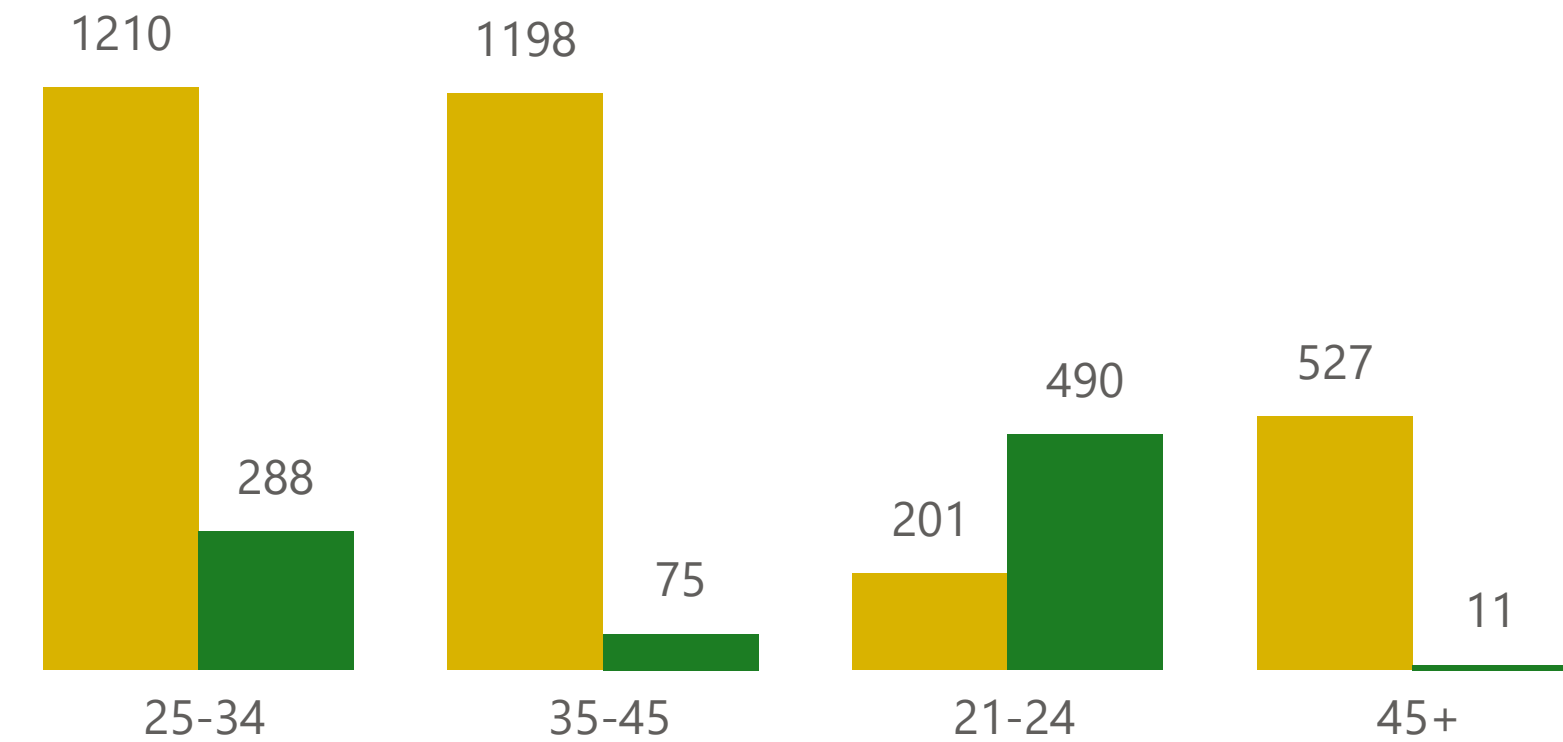
Male Customers

Total Customers by Payment Type

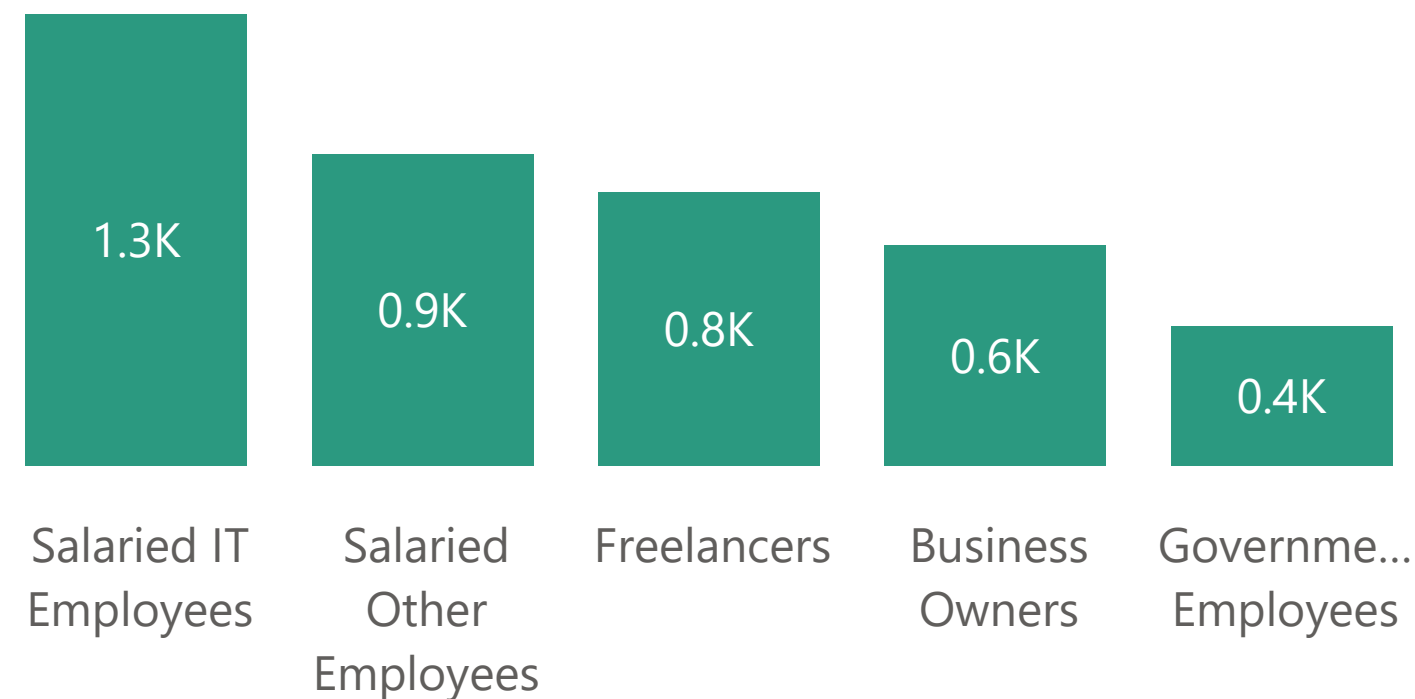


Age Group And Martial Status Distribution

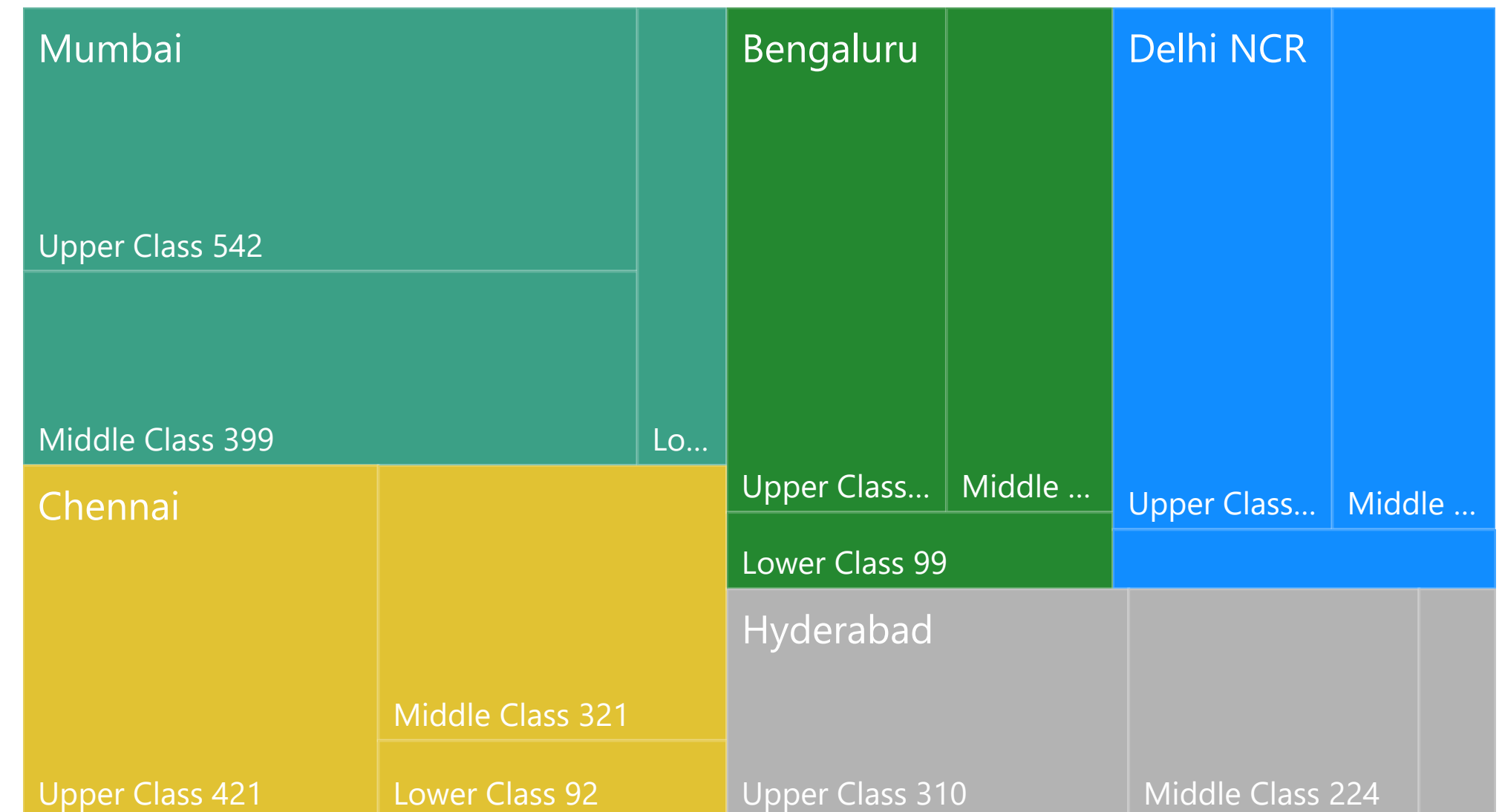
Martial Status ● Married ● Single



Active Customers By Occupation



Active Customers by city and Income Class



Income Analysis

Filters -

Age Group

All

Month

All

City

All

Gender

All

207M

Avg Income

42.82%

Income Utilization %

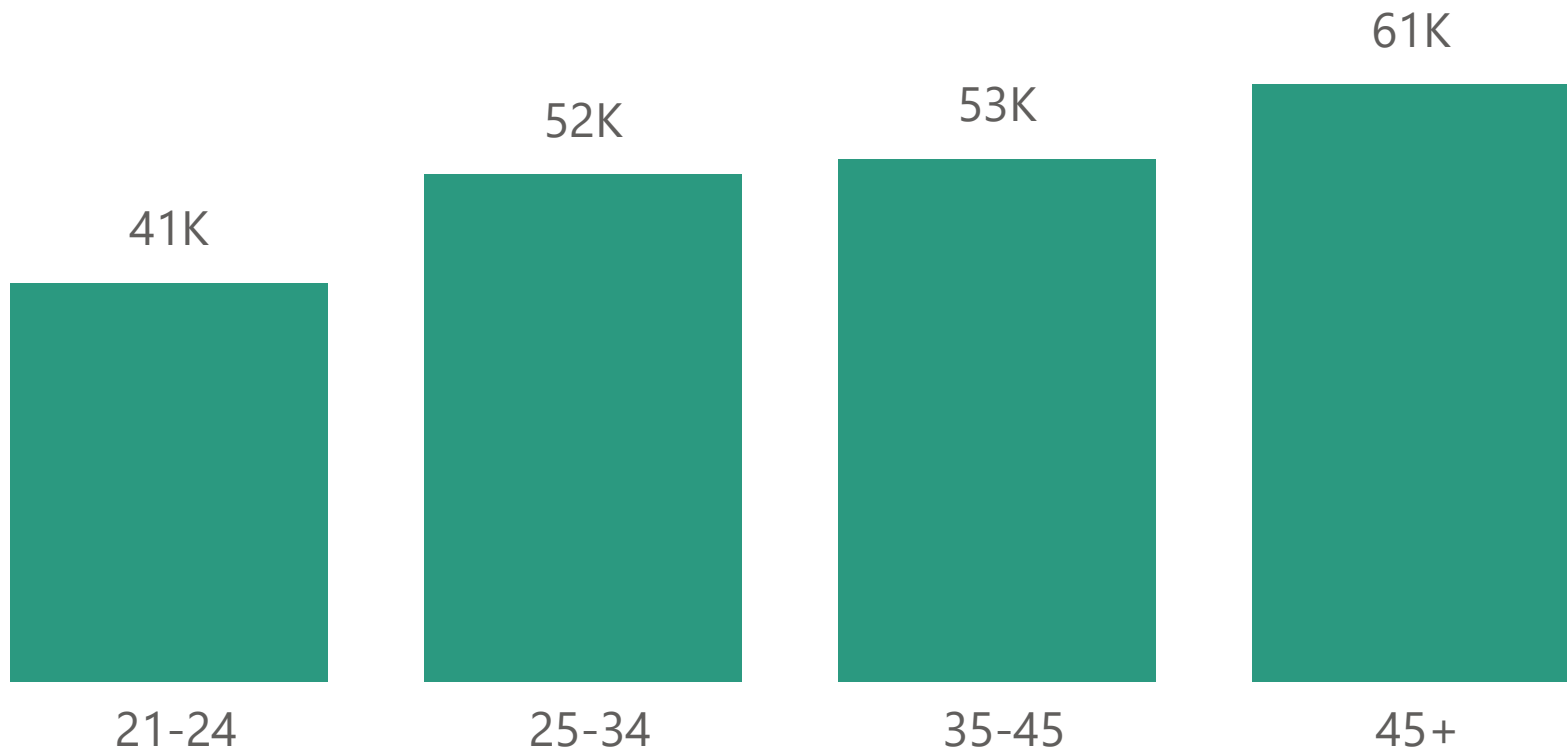
Average Income Monthly Of Occupation In Different Cities

Cities	Business Owners	Freelancers	Government Employees	Salaried IT Employees	Salaried Other Employees
Bengaluru	₹70,428K	₹35,115K	₹52,893K	₹61,867K	₹38,797K
Chennai	₹70,232K	₹35,138K	₹52,076K	₹62,595K	₹39,002K
Delhi NCR	₹69,736K	₹35,377K	₹51,564K	₹61,594K	₹38,910K
Hyderabad	₹70,210K	₹35,502K	₹52,232K	₹61,512K	₹39,526K
Mumbai	₹69,945K	₹34,427K	₹51,533K	₹60,424K	₹38,152K

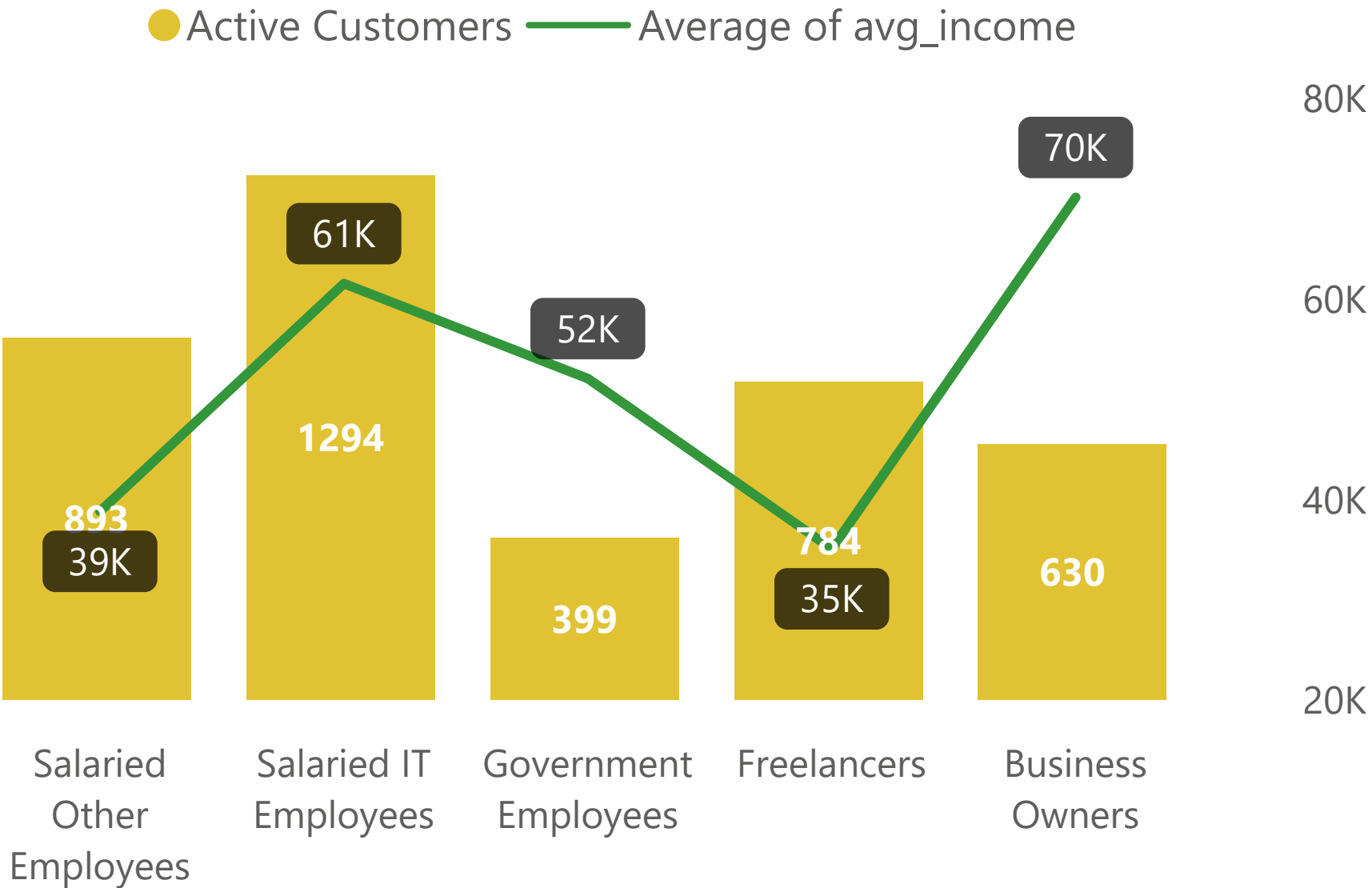
Average Income U % By Occupation and P_M

payment_type	Business Owners	Freelancers	Government Employees	Salaried IT Employees	Salaried Other Employees
Credit Card	13.59%	15.78%	12.63%	21.24%	17.86%
Debit Card	7.40%	10.53%	7.22%	11.38%	9.26%
Net Banking	3.80%	4.67%	2.80%	5.12%	4.09%
UPI	8.42%	14.82%	6.34%	13.31%	10.89%
Total	33.22%	45.80%	29.00%	51.04%	42.10%

Avg Income by Age Group



Active Customers & Avg Income by Occupation





Expenditure Analysis

Filters -

Age Group

All

Month

All

City

All

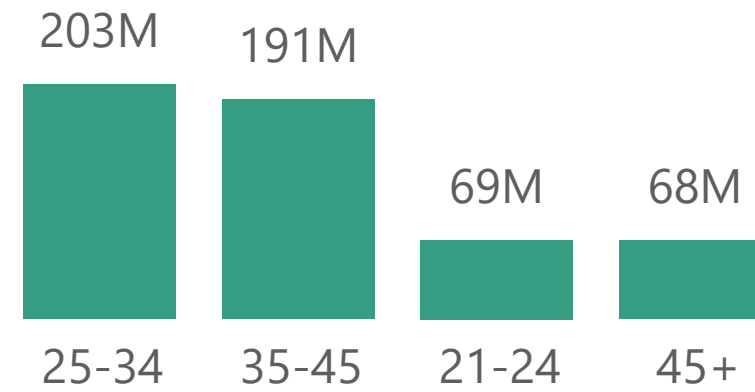
Gender

All

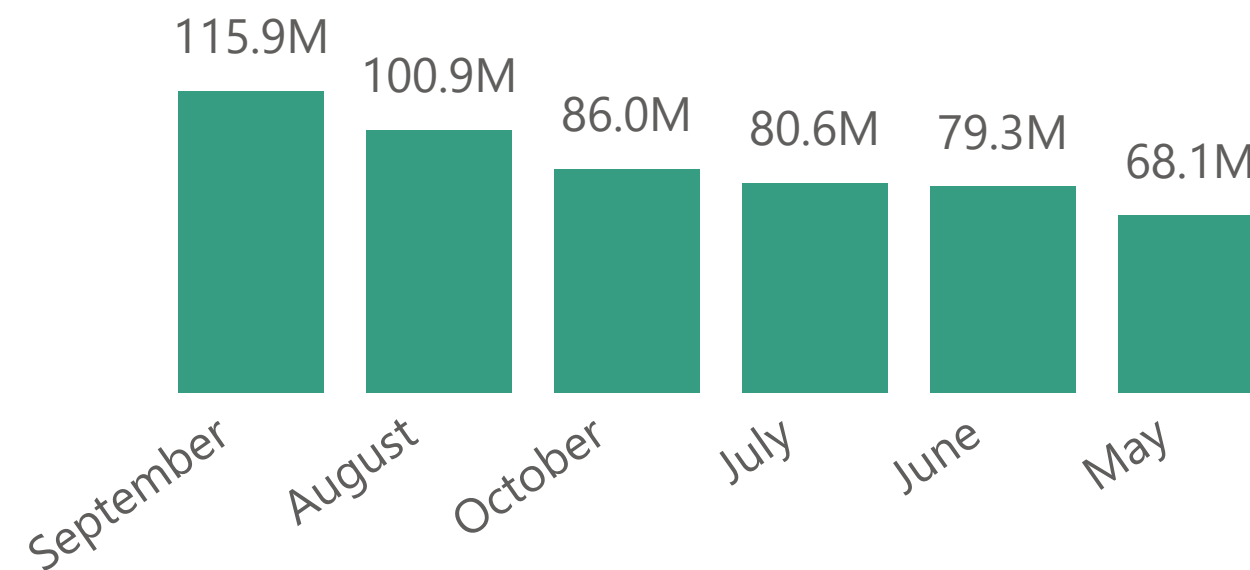
Spend By Age Group

531M

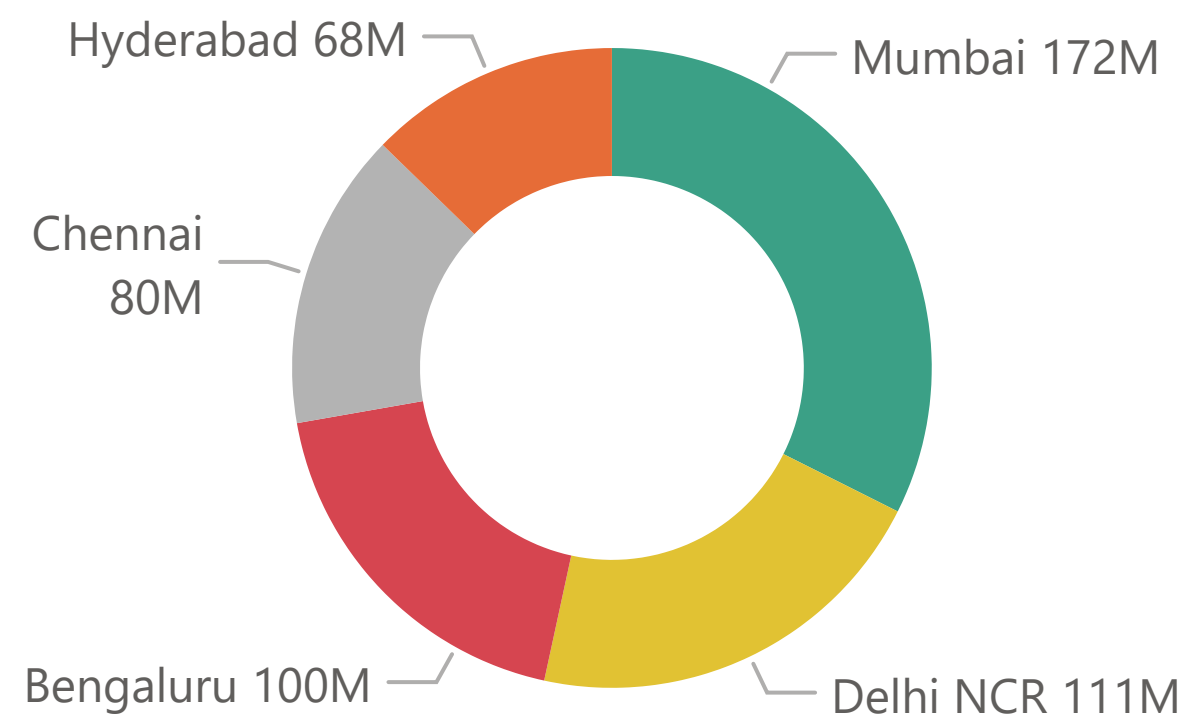
Sum of spend



Total Spend By Month

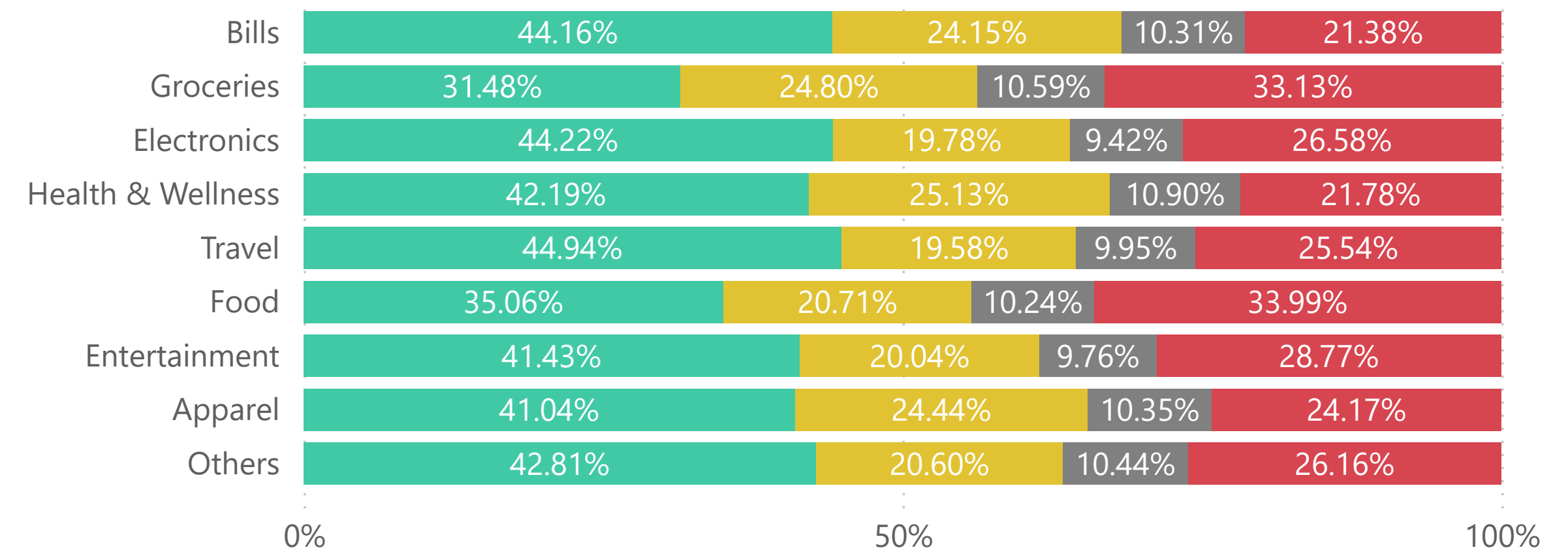


Total Spend By City

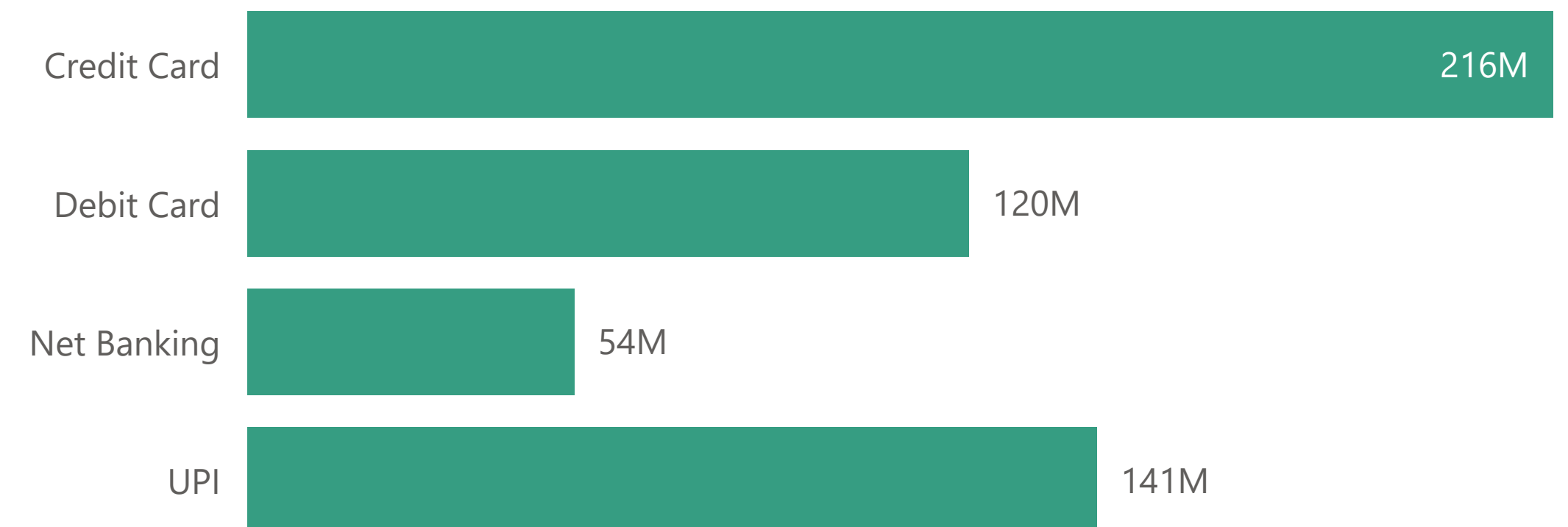


Total Spend By Category Distributed By Payment Type

Payment Type ● Credit Card ● Debit Card ● Net Banking ● UPI



Total Spend By Payment Type



Home

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Home

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Income U% Analysis

Filters -

Age Group

All

Month

All

City

All

Gender

All

207M

Avg Income

88.48M

Avg Spend

42.82%

Income Utilization %

Female

39.92%

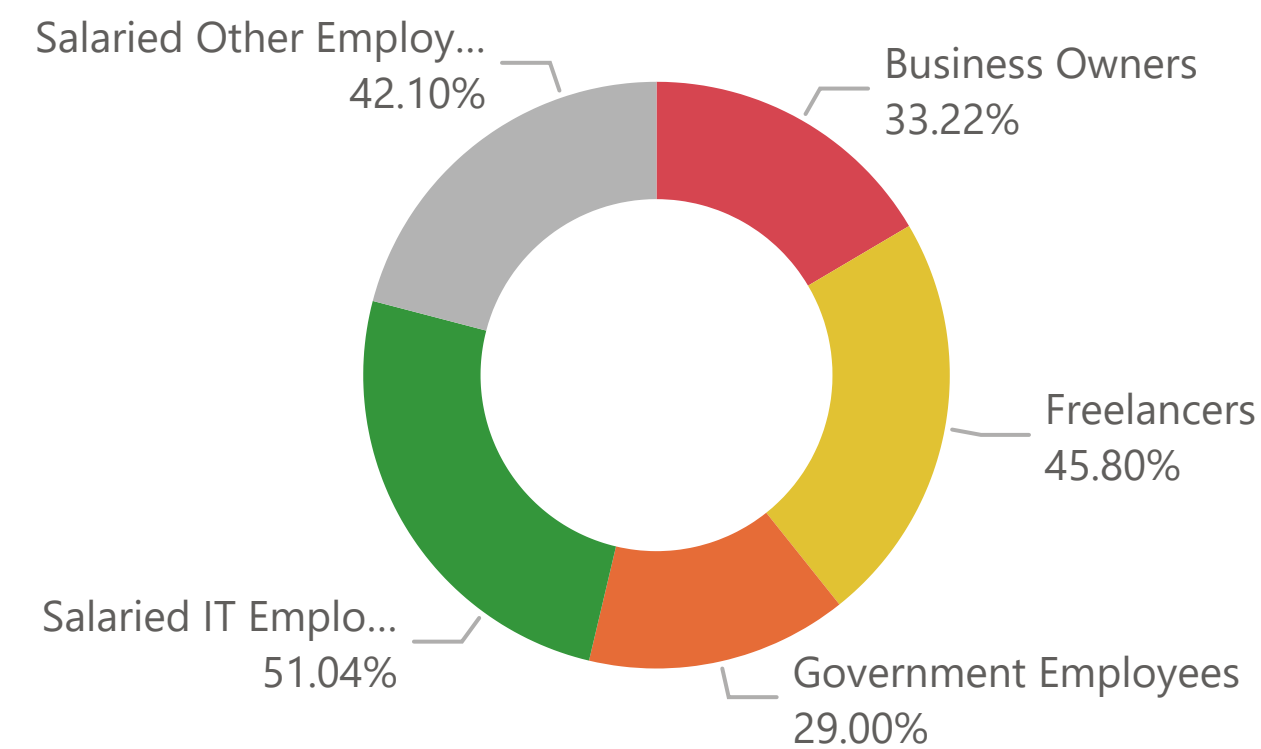
Income Utilization %

Male

42.82%

Income Utilization%

Income U % by occupation

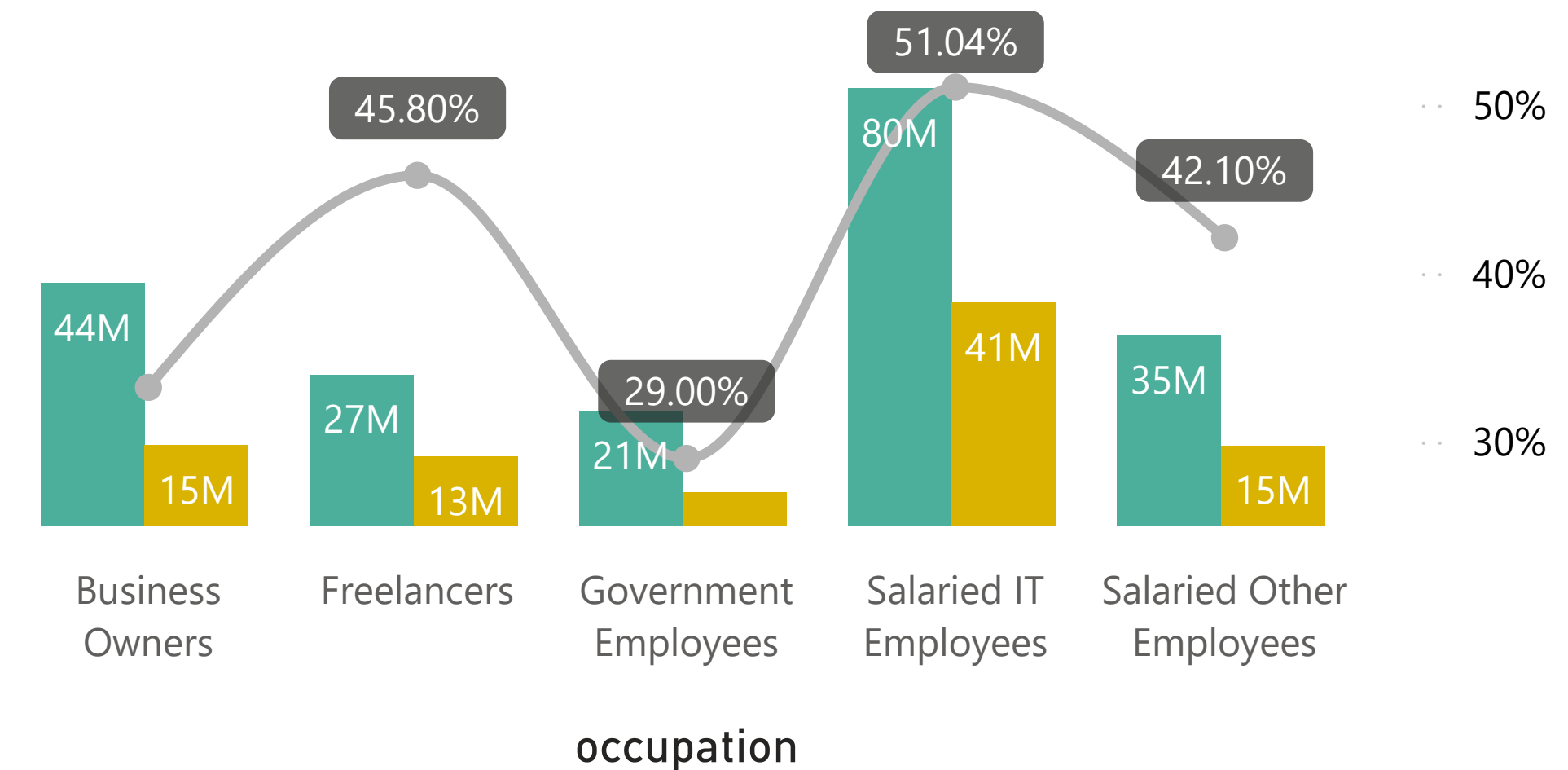


Matrix Visual Avg Income, Spend, Utilization

Occupation	Avg Income	Avg Spend	Income UA%
<div><div></div>Business Owners</div>	₹ 44,157,443.00	₹ 14,667,451.50	33.22%
<div><div></div>Freelancers</div>	₹ 27,485,671.00	₹ 12,589,773.00	45.80%
<div><div></div>Government Employees</div>	₹ 20,761,899.00	₹ 6,020,403.00	29.00%
<div><div></div>Salaried IT Employees</div>	₹ 79,580,577.00	₹ 40,620,050.67	51.04%
<div><div></div>Salaried Other Employees</div>	₹ 34,642,539.00	₹ 14,585,281.00	42.10%
<div><div></div>Total</div>	₹ 206,628,129.00	₹ 88,482,959.17	42.82%

Avg Income, Avg Spends & Income U% By Occupation

Sum of avg_income Avg_Spend Income UA%



Avg Income, Avg Spends & Income U% By Age Group

Sum of avg_income Avg_Spend Income UA%

