**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.

AtliQ Data Services came to know about this through an internal link and

approached Mitron Bank with a proposal to implement this project. However,

strategy director of Mitron Bank, Mr.Bashnir Rover is skeptical and asked them

to do apilot project with the sample data before handing them the full project.

They provided a sample dataset of 4000 customers across five cities on their

online spend and other details.

Peter Pandey is a data analyst at AtliQ Data Services and asked by his manager

to take over this project. His role 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 trends.

The successful acquisition of this project depends on Peter's ability to provide

actionable, data-driven recommendations and impress Mr. Bashnir Rover & his

team. Peter requested support from his manager Tony Sharma, and he

provided him with some ideas to generate insights based on the data

provided.

**Task:**

Imagine yourself as Peter Pandey and perform the following task:

1. Use “Insight Ideas from Tony.pdf”. Create metrics and visuals accordingly.

2. Design a dashboard with your metrics and analysis. The end users of this

dashboard are top-level management and product strategy team- hence the

dashboard should be self-explanatory and easy to understand.

codebasics.io

3. Present your insights to Mr.Bashnir Rover & team. Be creative and concise

with your presentation. Use your dashboard in the presentation along with the

deck.