

# Credit Card Insights for the Product Strategy Team

Total Customers

4000

Male

2597

Female

1403

## Filters

### Age Group

All

### City

All

### Gender

All

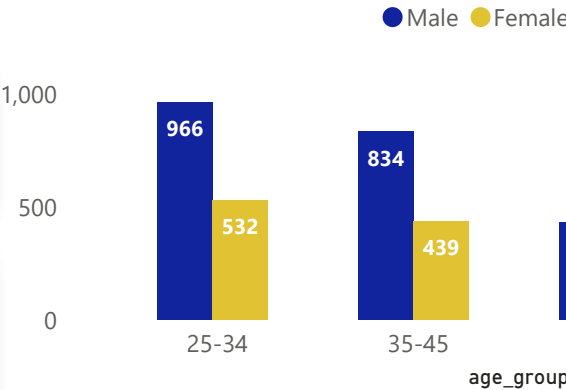
### Marital Status

All

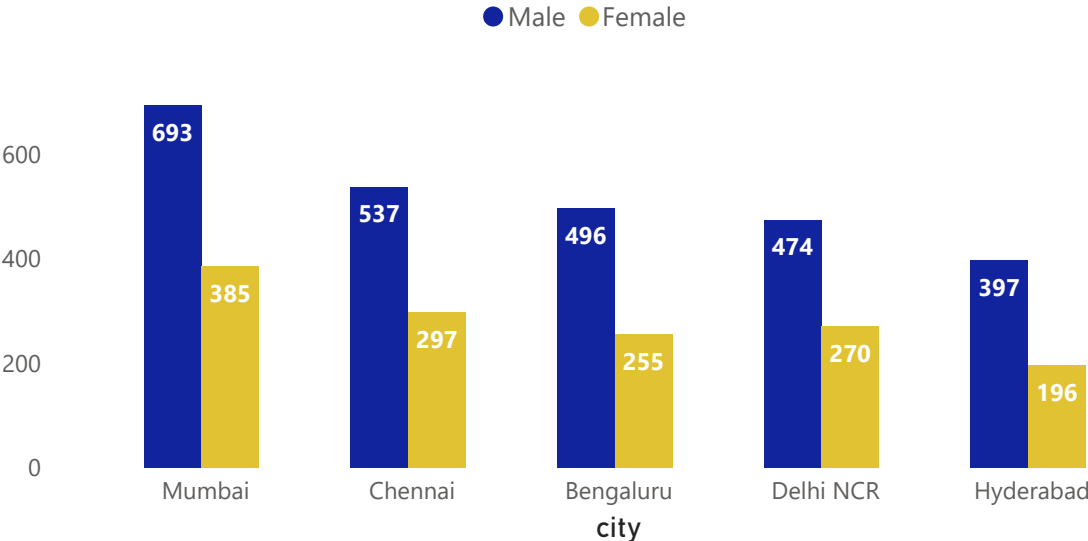
### Occupation

All

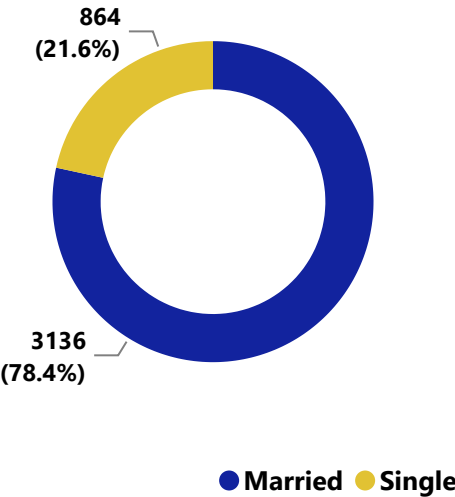
Customer by Age Group and Gender



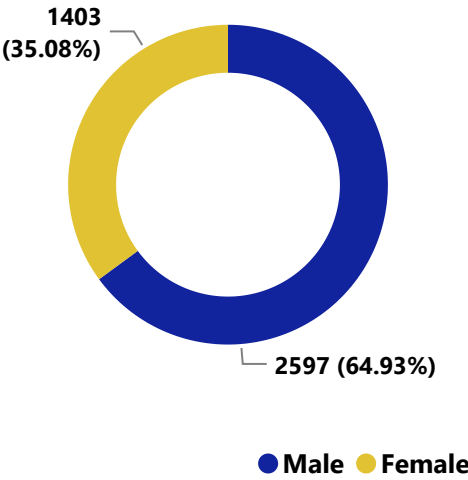
Customer by City and Gender



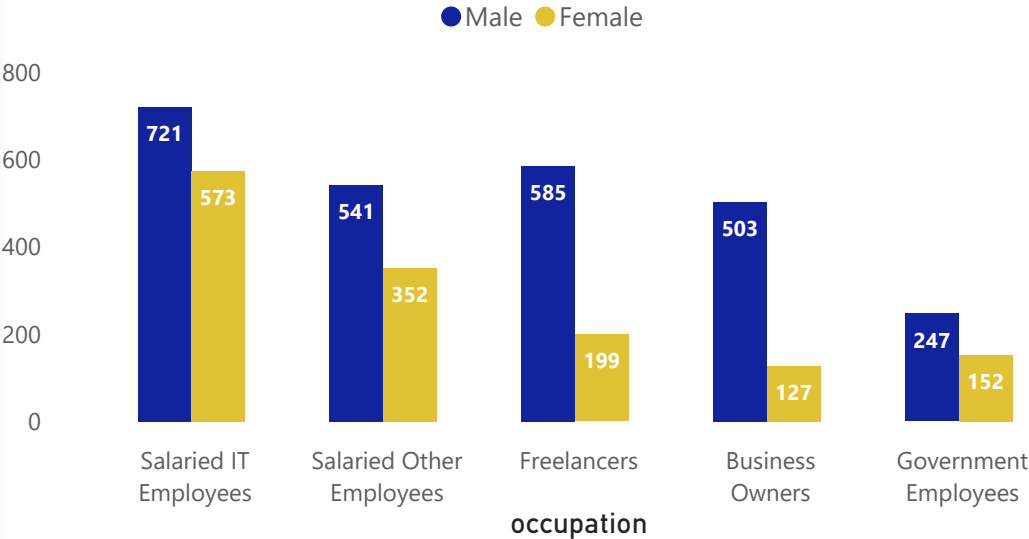
Customer by Marital Status



Customer by Gender



Customer by Occupation and Gender





Total Customers

4000

Male  
2597

Female  
1403

Total Income  
1240M

Total Spend  
531M

Average Income  
51.66K

Avg. Income Utilization  
42.82%

### Filters

#### Month

All

#### Occupation

All

#### Gender

All

#### City

All

#### Category

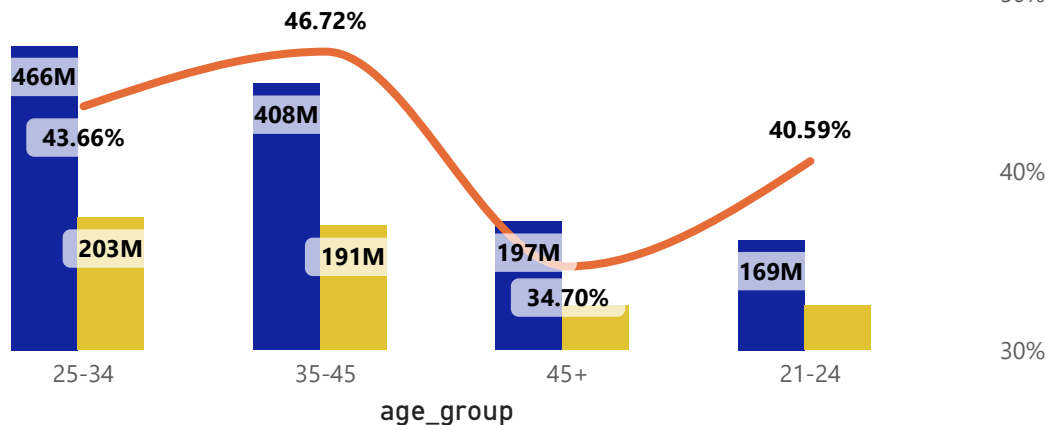
All

#### Payment Type

All

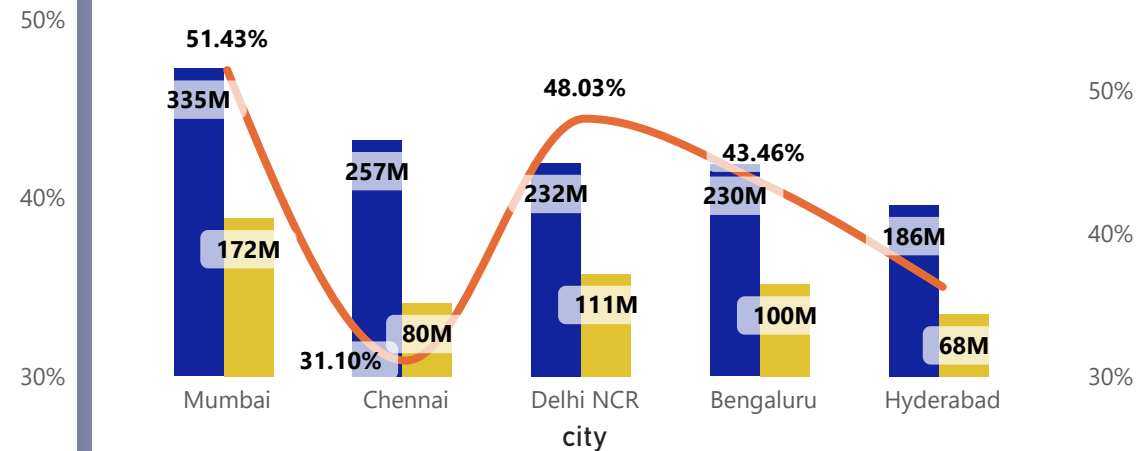
#### Income, Spend and Income Utilization by Age Group

● Total Income ● Total Spend ● Avg. Income Utilization %



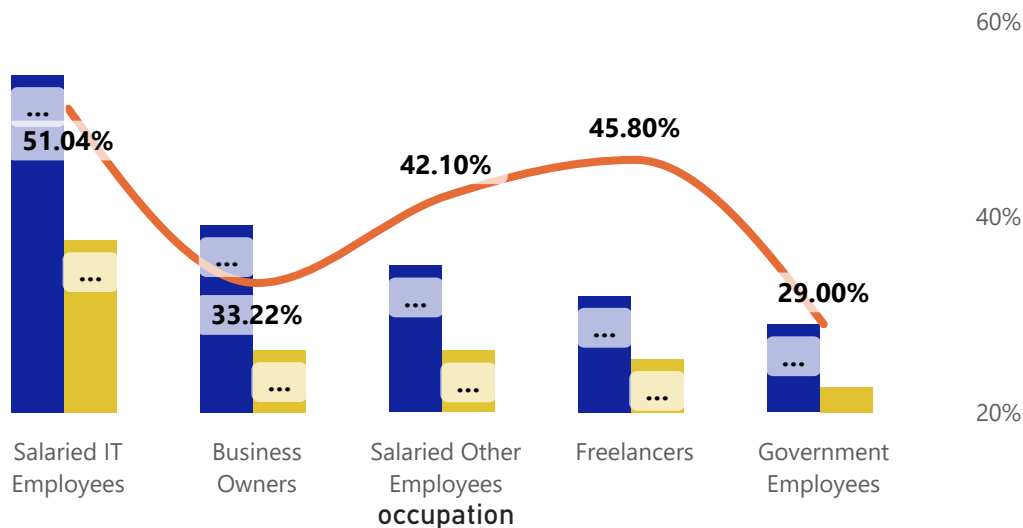
#### Income, Spend and Income Utilization by City

● Total Income ● Total Spend ● Avg. Income Utilization %



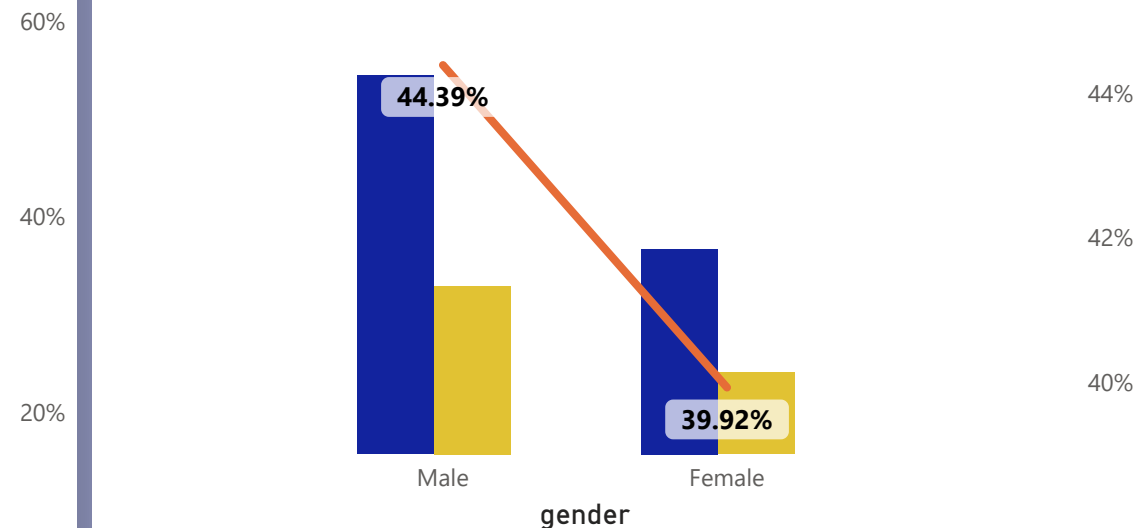
#### Income, Spend and Income Utilization by Occupation

● Total Income ● Total Spend ● Avg. Income Utilization %



#### Income, Spend and Income Utilization by Gender

● Total Income ● Total Spend ● Avg. Income Utilization %





Total Customers

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Total Income

1240M

Total Spend

531M

Average Income

51.66K

Avg. Income Utilization

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Male

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### Filters

#### Month

All

#### Occupation

All

#### Gender

All

#### City

All

#### Category

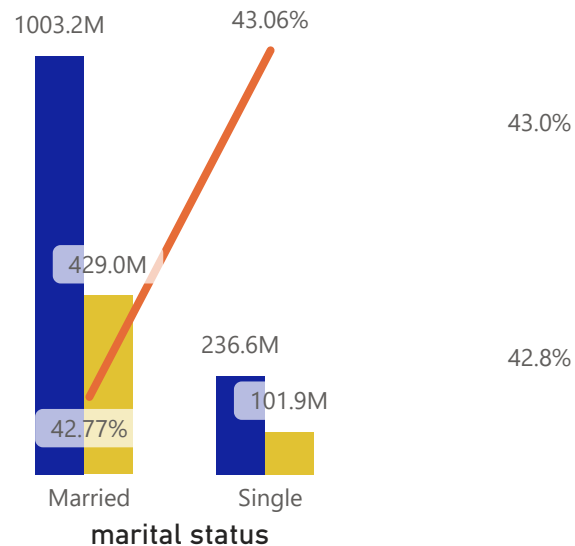
All

#### Payment Type

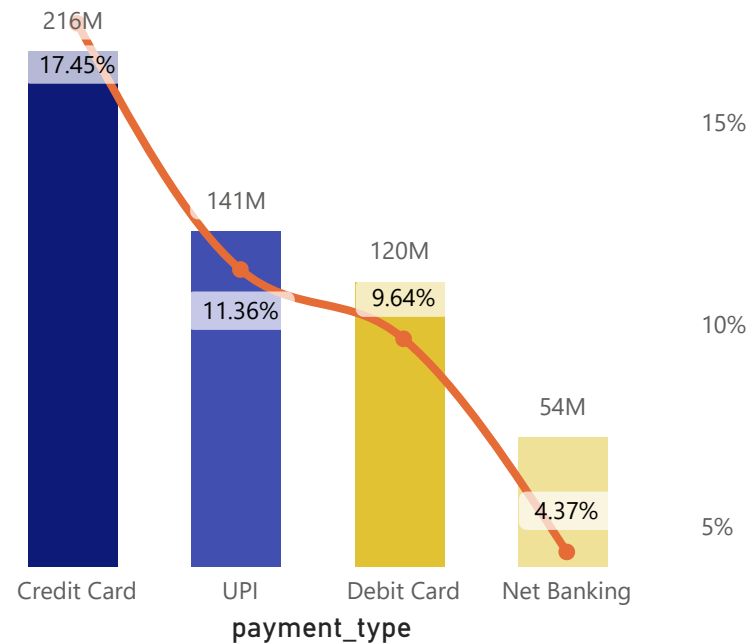
All

#### Income, Spend and Income Utilization by Marital Status

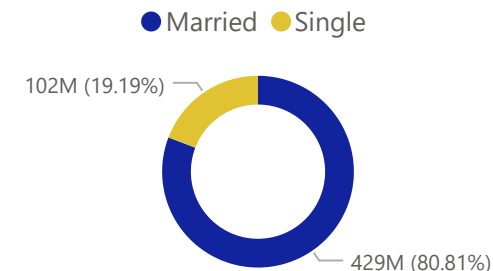
● Total Income ● Total Spend ● Avg. Income Utilization %



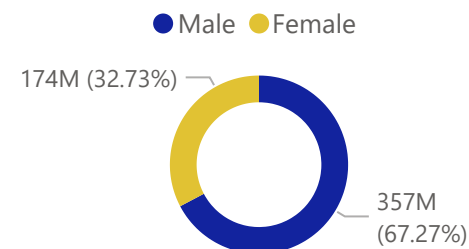
#### Total Spend by Payment Card



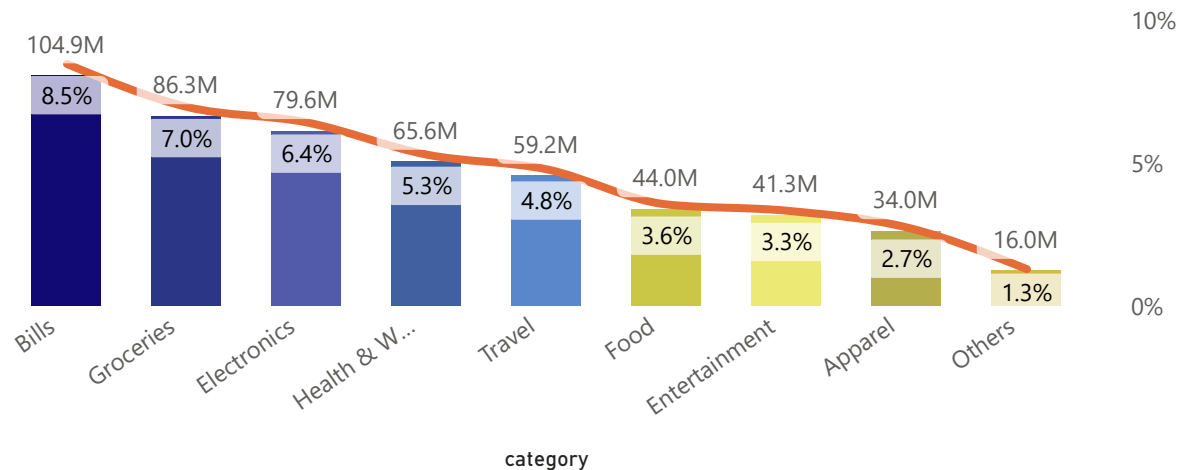
#### Total Spend by Marital Status



#### Total Spend by Gender



#### Total Spend by Category



#### Total Spend by Month

