

Mitron Bank – Credit Card Strategy Analysis

Problem Statement

Mitron Bank, a legacy bank headquartered in Hyderabad, plans to launch a **new line of credit cards**.

Before rolling out these products at scale, leadership needs clarity on:

- **Which customer segments** are best suited for credit cards
- **How customers earn, spend, and pay** (Credit Card vs UPI/Debit/Net Banking)
- **What features & rewards** will drive higher card adoption and usage

Using sample data for **4,000 customers across 5 major Indian cities**, this project evaluates **income utilisation, spending patterns, and payment behaviour** to recommend **data-driven credit card strategies**.

Methodology

- Cleaned and transformed raw CSVs in **Power Query** (customer & spends data)
- Built a **Star Schema** in Power BI:
 - `dim_customers` (demographics, income, occupation, marital status)
 - `fact_spends` (month-wise spend, category, payment type)
 - `dim_month` (month_no, month_name)
- Created **10+ DAX measures** for:
 - Total Spend, Avg Spend per Customer
 - Total Income, Avg Income Utilisation %
 - Segment-wise Utilisation % (Age, City, Occupation, Gender, Marital Status)
 - Spend share by Category & Payment Type
- Developed **executive-level dashboards**:
 - Page 1: Customer & Segment Overview
 - Page 2: Spend & Payment Behaviour
- Used **MySQL** to:
 - Validate core KPIs
 - Run segment-wise aggregations (city, age_group, occupation)
 - Explore payment mix and high-value segments

Key Insights

1. Customer & Segment Profile

- **4,000 customers** across **5 cities**; strong presence in metro locations.
- **Age 25–45** drives the majority of spend and has the highest engagement.
- **Salaried IT Employees** contribute a large share of income and spend, with **~51% income utilisation** → ideal for premium & digital cards.

- **Mumbai** stands out with the **highest income, spend, and utilisation (~51.4%)**, making it the best city to **pilot new cards**.
- The majority of customers are **married**, forming a strong base for **family-oriented card offerings**.

2. Income Utilisation & Affordability

- Overall **Average Income Utilisation ≈ 42.9%**, indicating strong capacity to use credit products responsibly.
- **25–34 and 35–45 age groups** show both high income and high utilisation → best target group.
- **Salaried IT & Other Salaried** segments show consistently high utilisation; **Government employees** show comparatively lower utilisation.

3. Spending & Payment Behaviour

- Top spend categories: **Bills, Groceries, Electronics, Health & Wellness** → together more than **50% of total spend**.
- **Credit Card** is already the **largest single payment method**, but **UPI and Debit Card** still account for a substantial portion of spend → **conversion opportunity**.
- **September** shows a clear peak in spending (festive season & big-ticket purchases).

> Overall, there is a strong case to design **segment-specific credit cards** aligned to **everyday essentials + digital lifestyle**.

Recommendations

1. Launch Segment-Specific Credit Cards

A. Urban Rewards Card

- Target: Young salaried professionals (25–34, urban, digitally active)
- Features:
 - Cashback on **Bills, Groceries, Online Shopping & Dining**
 - Bonus rewards for recurring payments (subscriptions, utilities)

B. Family Premium Card

- Target: Married customers (30–45) with higher family spend
- Features:
 - Rewards on **Education, Health & Insurance, Utilities**
 - Family add-on cards with shared limits
 - EMI options for medical & large household expenses

C. Business Flexi Card

- Target: Business Owners & Self-Employed customers
- Features:

- Higher credit limits, **travel & electronics** offers
- Flexible billing cycles & **EMI on big purchases**
- Airport lounge and business travel benefits

2. Drive Adoption & Usage

- Use **bonus rewards** for customers who move recurring payments from UPI/Debit to Credit Card.
- Run **festive campaigns** during high-spend months (especially September–November).
- Promote **UPI-linked credit card, contactless payments, and mobile-wallet integration** for frictionless usage.

3. Risk Management & Experience

- Leverage **income and utilisation data** to set **appropriate credit limits** per segment.
 - Enhance digital experience with:
 - Spend analytics & budgeting tools in the app
 - Real-time alerts & fraud detection
 - Temporary card lock/unlock and virtual card numbers
- > These strategies can potentially drive a **15–20% uplift in credit card penetration** and generate **\$70M+ annual incremental spend** for Mitron Bank.

Tools Used

Power BI · MySQL (SQL) · Power Query · DAX · Excel

Data Modeling · Customer Segmentation · Banking & Credit Card Analytics