

Key Customer Insights

Overall Spend Insights

% Spend by Credit Card

9.22%

71.75%

51.66K

Average Income

56M

Total Spend by CC

Total Customers



11.18%

Average Utilization %

% Utilization

3.02%

26.98%

Gender

Female

Male

Age Group

21-24

25-34

35-45

45+

Marital Status

Married

Single

Occupation

- ☐ Business Owners
- ☐ Freelancers
- ☐ Government Employees
- ☐ Salaried IT Employees
- ☐ Salaried Other Employees

City

All

Best Customer Segment for Credit Cards by Filters



Gender

Most Spend by

Male

% Customers by

65%

Total Spend by

37M



Age Group

Most Spend by

25-34

% Customers by

37.45%

Total Spend by

25M



Marital Status

Most Spend by

Married

% Customers by

78.40%

Total Spend by

46M



Occupation

Most Spend by

Salaried IT  
Employees

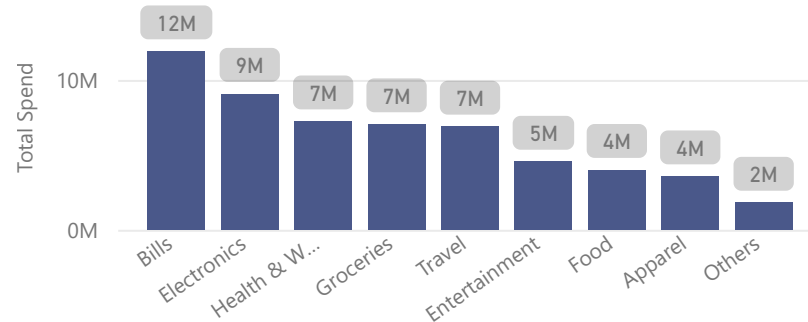
% Customers by

32.35%

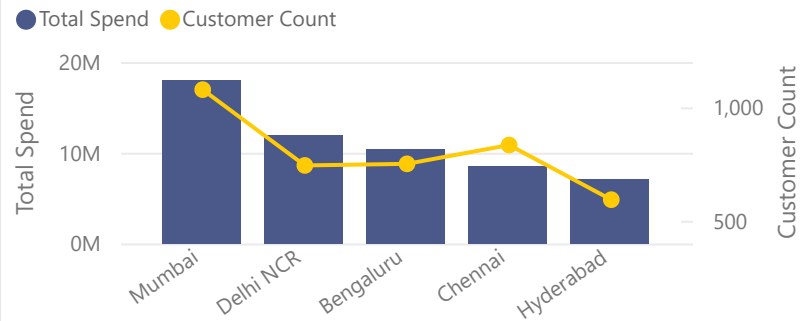
Total Spend by

26M

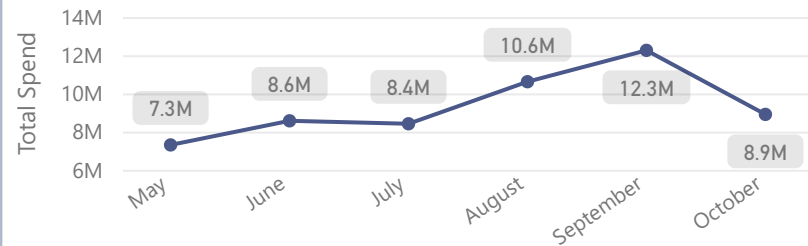
Total Spend (by CC) by Category



Total Spend (by CC) and Customer Count by City



Total Spend (by CC) by Month



Customer List for Credit Cards by Filters

Customer Id	Occupation	% Utilization	Total Spend by CC	Total Spend	% spend by CC
ATQCUS0702	Business Owners	7.21%	21934	30571	71.75%
ATQCUS0230	Business Owners	12.84%	35056	49891	70.27%
ATQCUS0175	Salaried Other Employees	11.31%	18785	27001	69.57%
ATQCUS0680	Business Owners	8.65%	25761	37189	69.27%
ATQCUS2146	Business Owners	10.95%	28944	42225	68.55%
Total			56043721	138188267	40.56%

## Key Customer Insights

## Overall Spend Insights

### % Spend by Credit Card

9.22%

71.75%

51.66K

Average Income

138.19M

Total spend

### Total Customers



11.18%

Average Utilization %

### % Utilization

3.02%

26.98%

### Gender

Female

Male

### Age Group

21-24

25-34

35-45

45+

### Marital Status

Married

Single

### Occupation

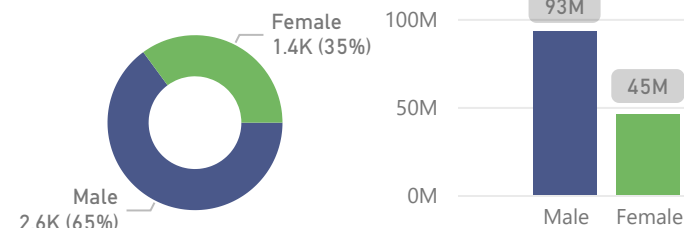
- ☐ Business Owners
- ☐ Freelancers
- ☐ Government Employees
- ☐ Salaried IT Employees
- ☐ Salaried Other Employees

### City

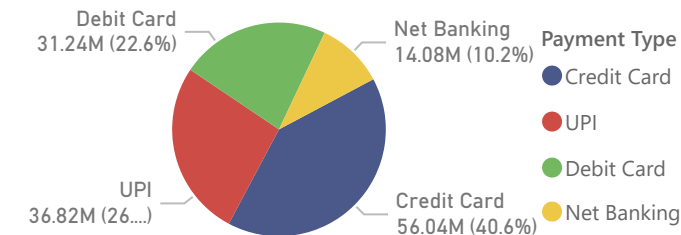
All

### Total Customer and Spend by Gender

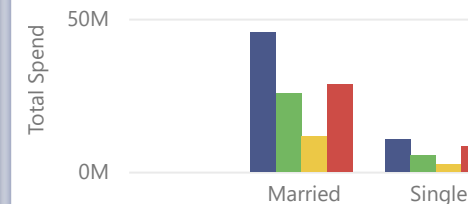
Male Female



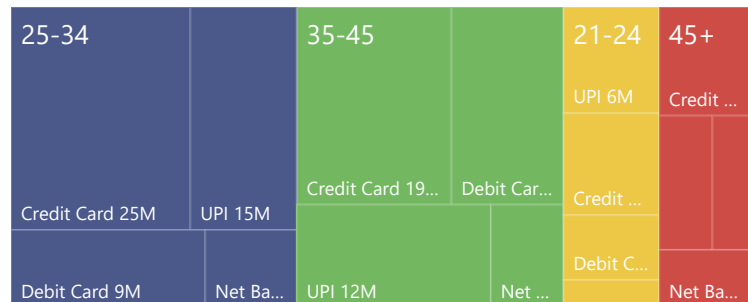
### Total Spend by Payment Type



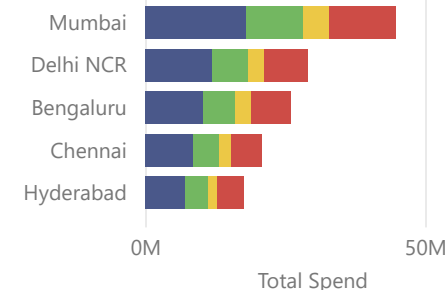
### Total Spend by Marital Status and Payment Type



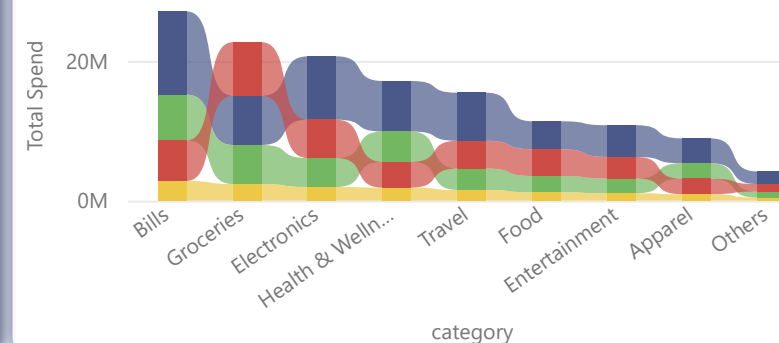
### Total Spend by Age Group and Payment Type



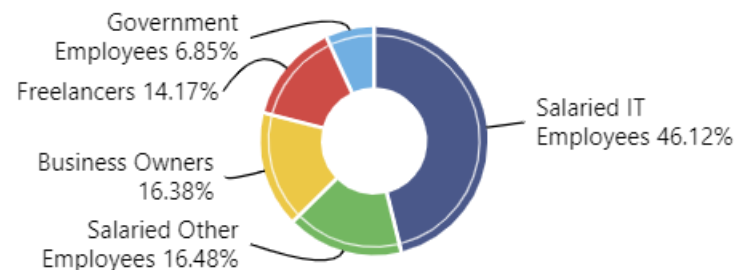
### Total Spend by City and Payment Type



### Total Spend by Category and Payment Type



### Total Spend by Occupation and Payment Type



### Total Spend by Payment Type and Month

