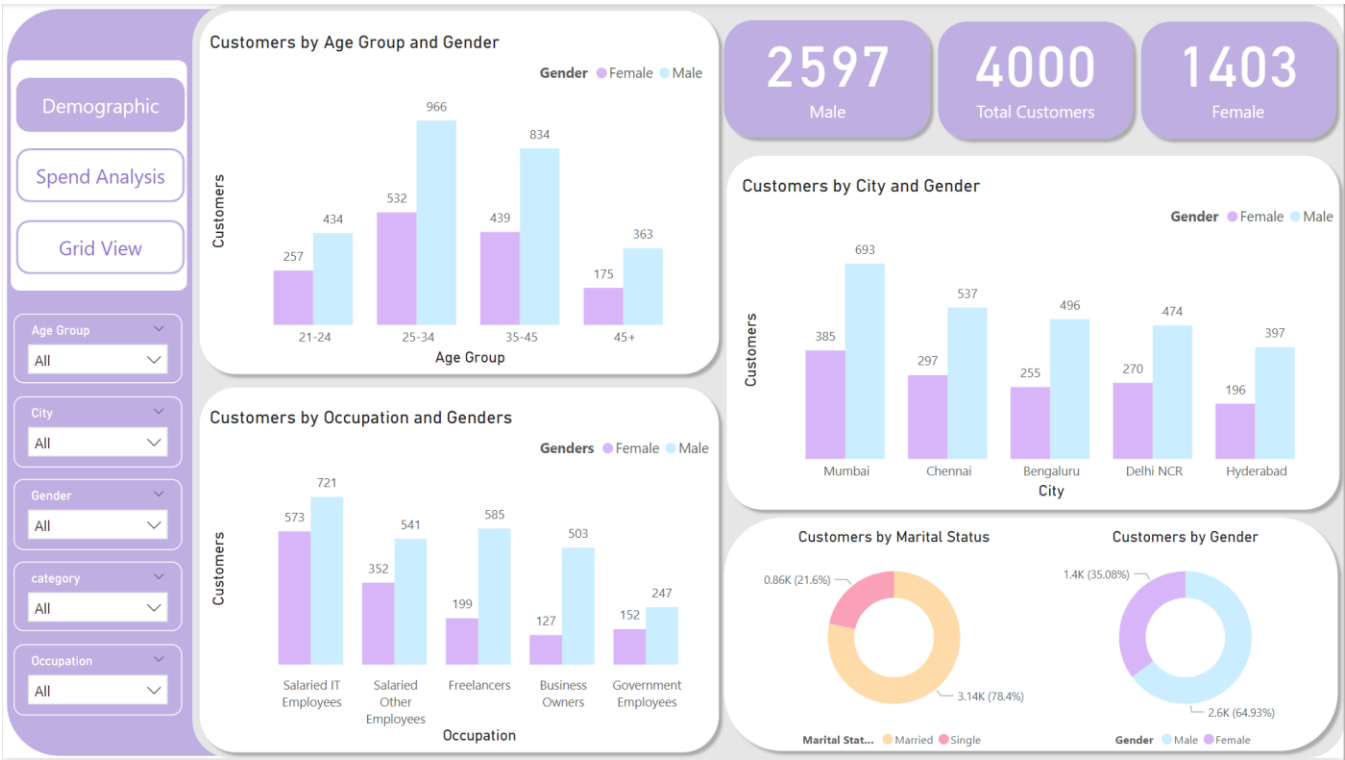


# INSIGHTS

## Demographic Classification:

For demographic classification, I have conducted a thorough customer demographic analysis using Power BI, and here are the key findings presented in a visually engaging manner:



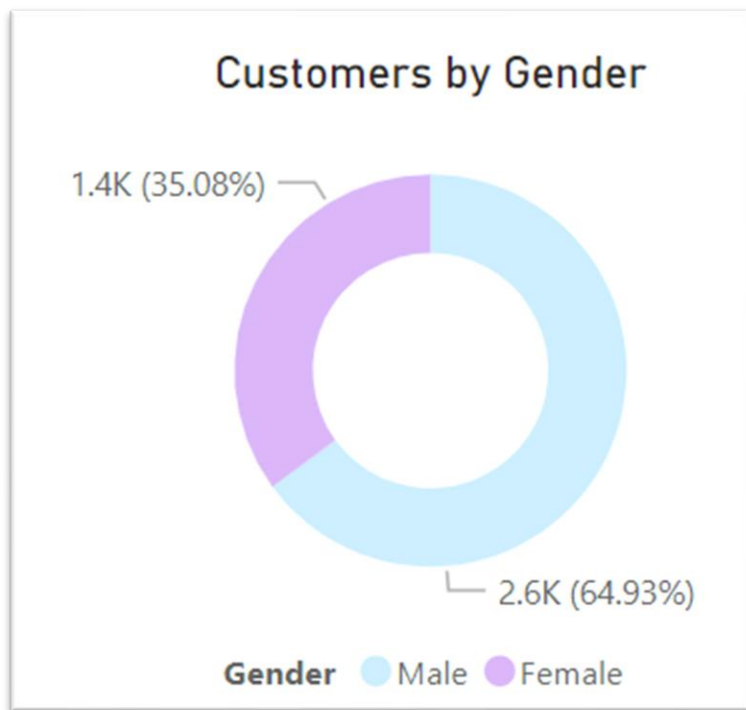
### - Total Customers:



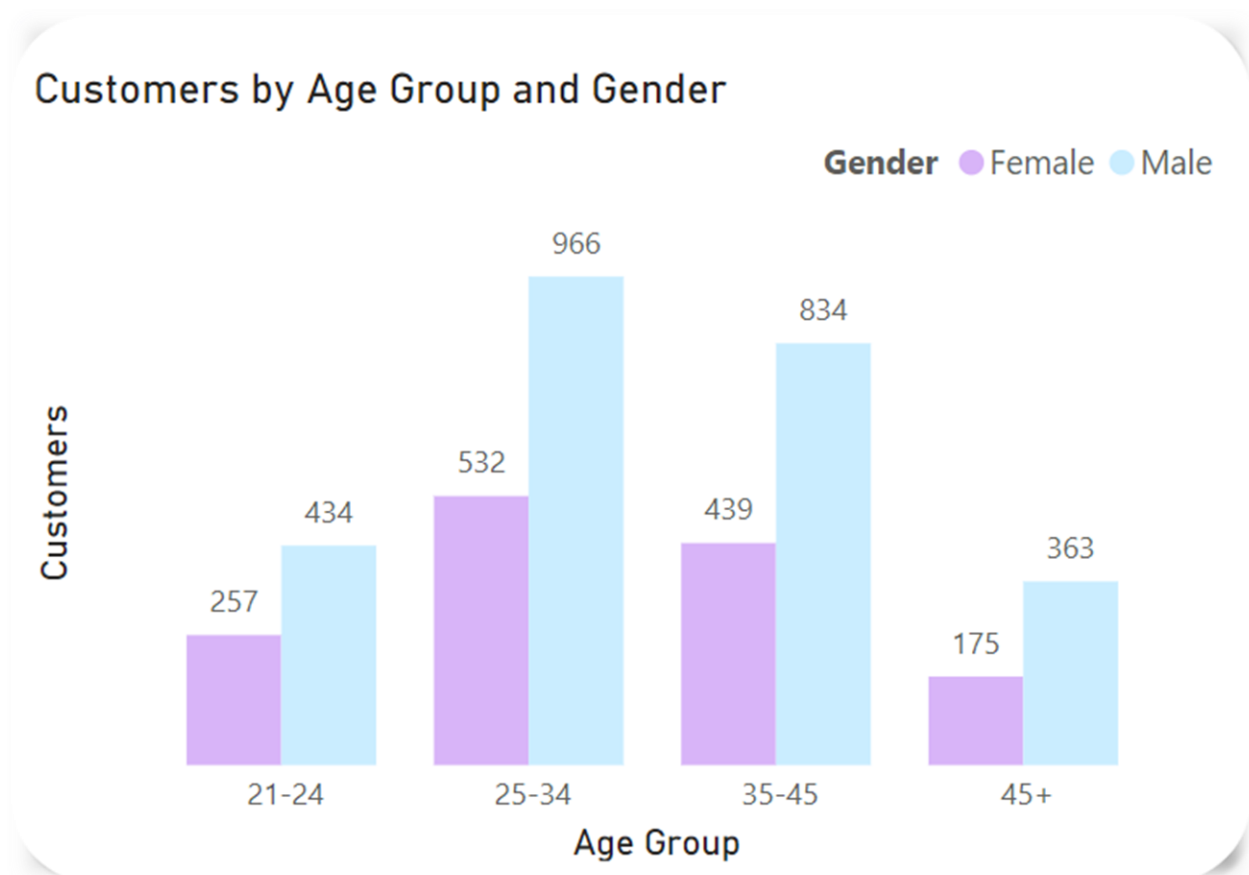
The dataset encompasses a substantial pool of 4000 customers, forming the foundation of our analysis.

### - Gender Dynamics:





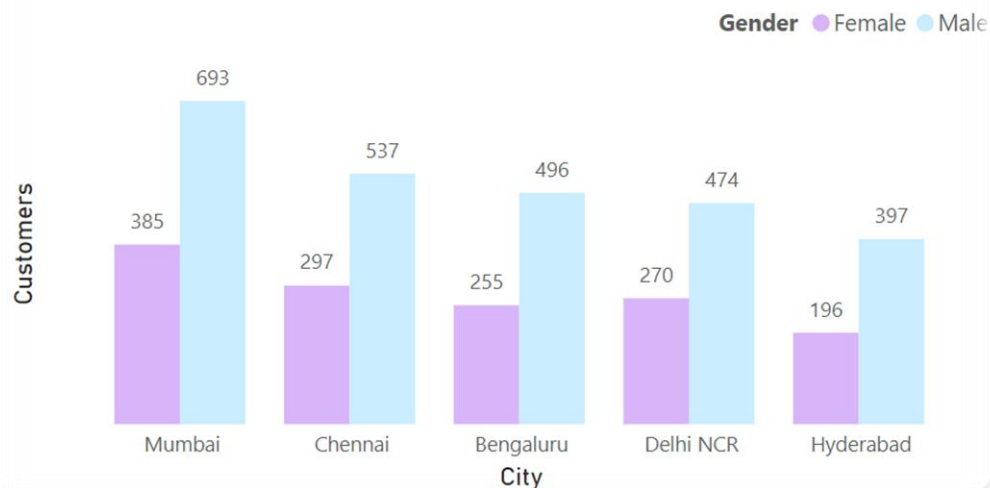
- The majority of our customer base comprises males, accounting for 64.93%, indicating a slightly male-dominated demographic.
- However, the substantial presence of females (35.08%) highlights a diverse customer landscape.
- **Age Group Profiling:**



- The age group 25-35 emerges as the most significant segment, with 1498 customers. This group, especially males, exhibits a strong presence.
- Customers aged 35-45 also form a substantial portion (1273), demonstrating a balanced distribution between genders.
- The 45+ age group, while smaller, remains a noteworthy segment that shouldn't be overlooked.

- **City-wise Distribution:**

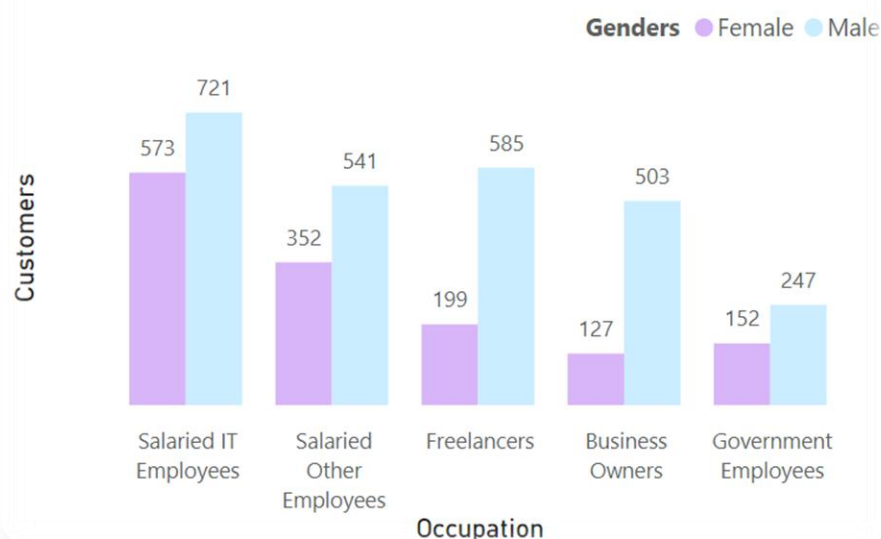
Customers by City and Gender



- Mumbai takes the lead in terms of customer concentration, with 1078 customers, predominantly males.
- Other major cities like Chennai, Bangalore, and Delhi NCR also contribute significantly to our customer base.

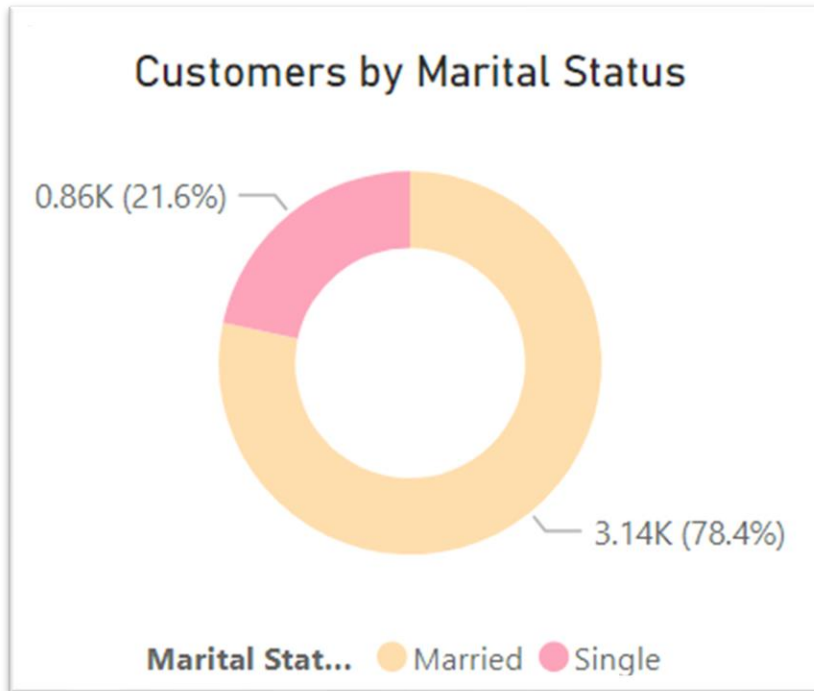
- **Occupational Insight:**

Customers by Occupation and Genders



- Salaried IT Employees represent a large portion of our customers (1294), showcasing a tech-centric demographic.
- The diversity in occupations, including freelancers and business owners, presents an opportunity to tailor services for varied professional needs.

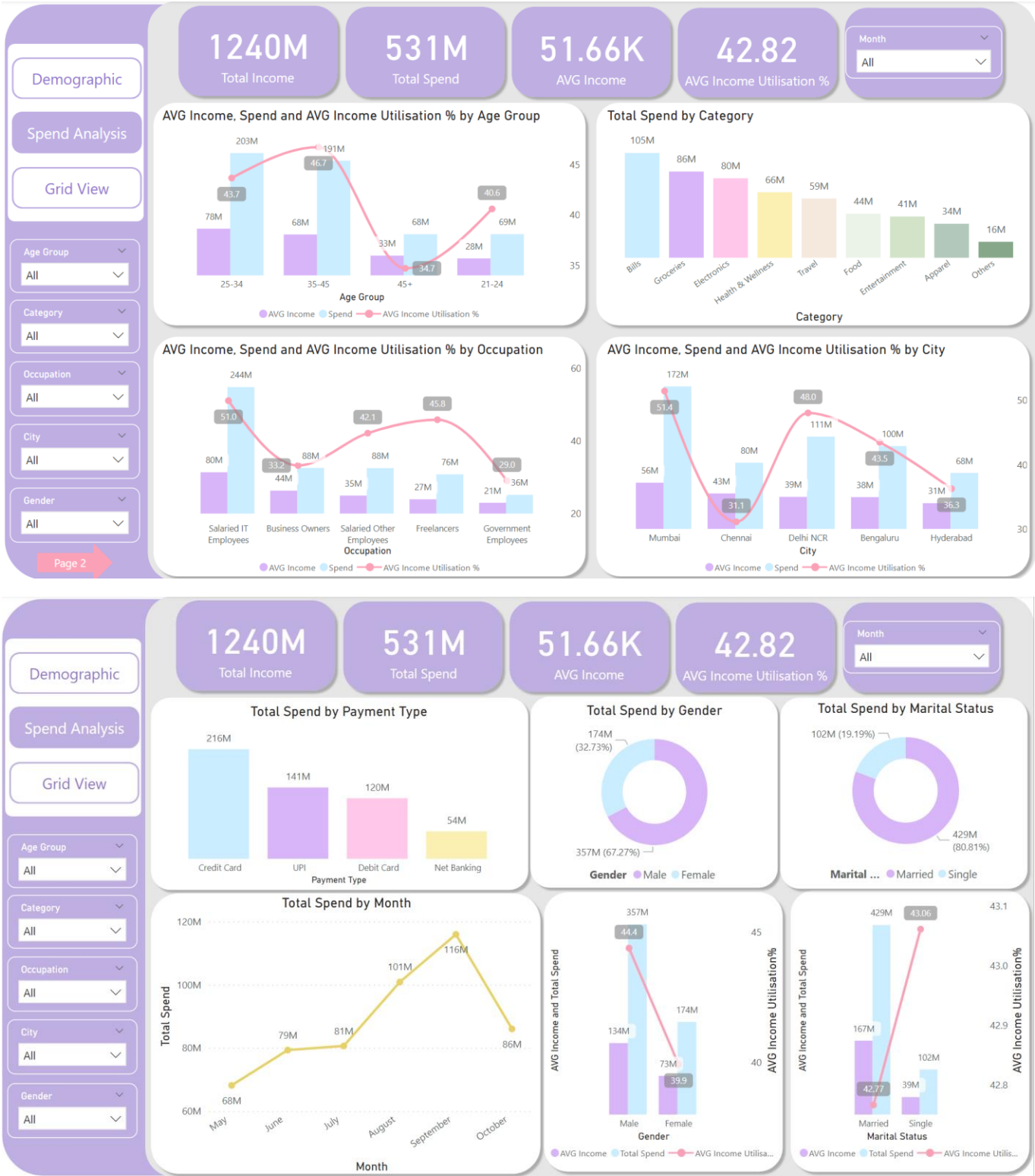
- **Marital Status Overview:**



- A significant majority of our customers are married (78.41%), emphasizing the importance of considering family-centric financial solutions.
- Unmarried customers, though a smaller segment, still constitute a substantial 21.6% of our customer base.

# Income Utilization & Spending Analysis

In pursuit of illuminating critical insights into customer spending patterns and understanding the average income utilization across diverse segments, a dedicated analytical exploration has been undertaken. To facilitate a comprehensive understanding, a bespoke "Customers Spend Analysis" page has been meticulously crafted within Power BI. This page serves as the epicenter for unraveling intricate details, housing a plethora of Key Performance Indicators (KPIs) and insightful charts and graphs.



- **Average Income Utilization:**

42.82

AVG Income Utilisation %

- Average Income Utilization stands at 42.82%

- **Key Metrics:**

1240M

Total Income

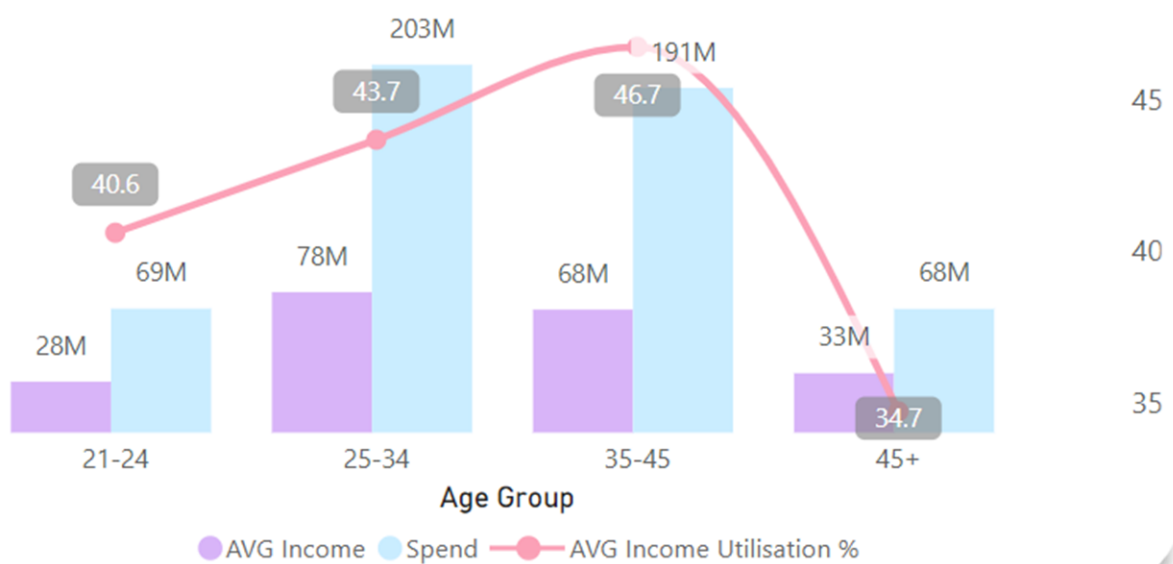
531M

Total Spend

- Total Income in 6 months: \$1240M
- Total Spends in 6 months: \$531M

- **Income, Spend, Utilization by Age Group:**

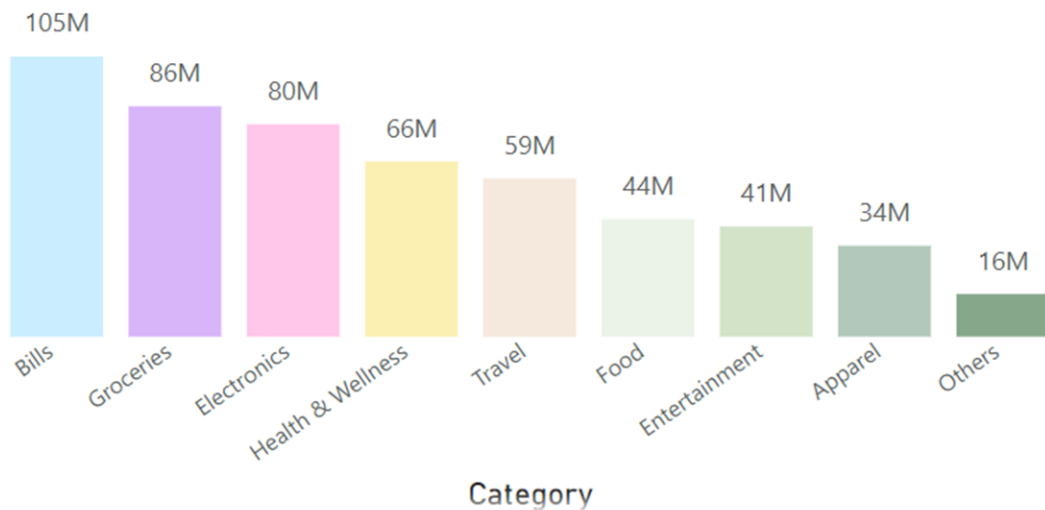
AVG Income, Spend and AVG Income Utilisation % by Age Group



- Age group 25-34 exhibits the highest income, spend, and utilization (43.7%).
- Second-highest is the 35-45 age group with a utilization rate of 46.7%.

- **Total Spends by Category:**

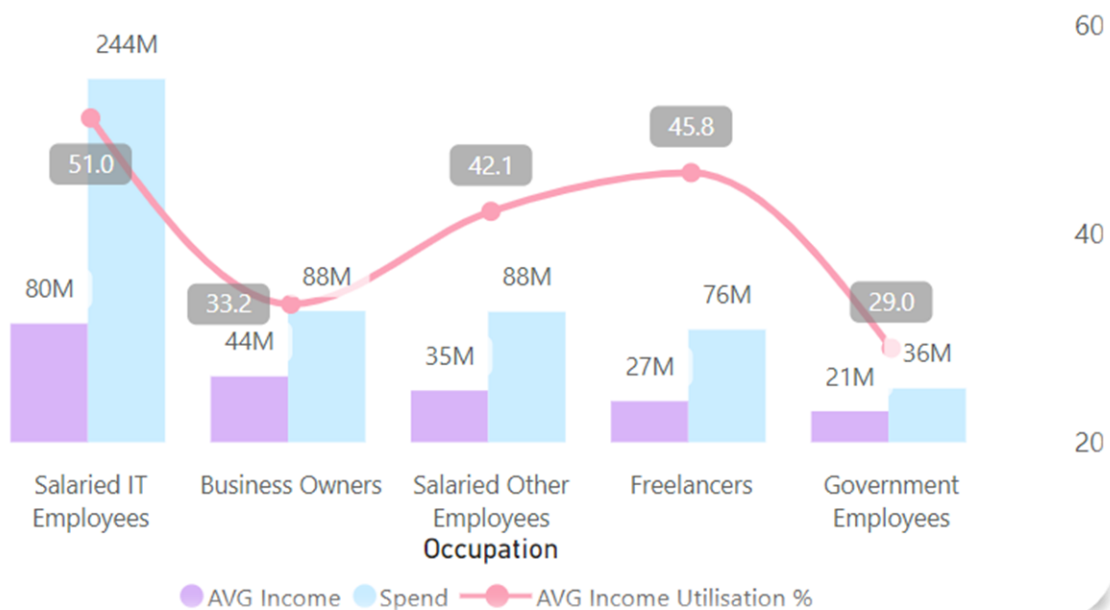
Total Spend by Category



- Highest spending in bills category (\$105M) with an average utilization of 46%.
- Other significant categories: Grocery (\$86M), Electronics (\$80M), and the least in Others category (\$16M).

- **Income, Spend, Utilization by Occupation:**

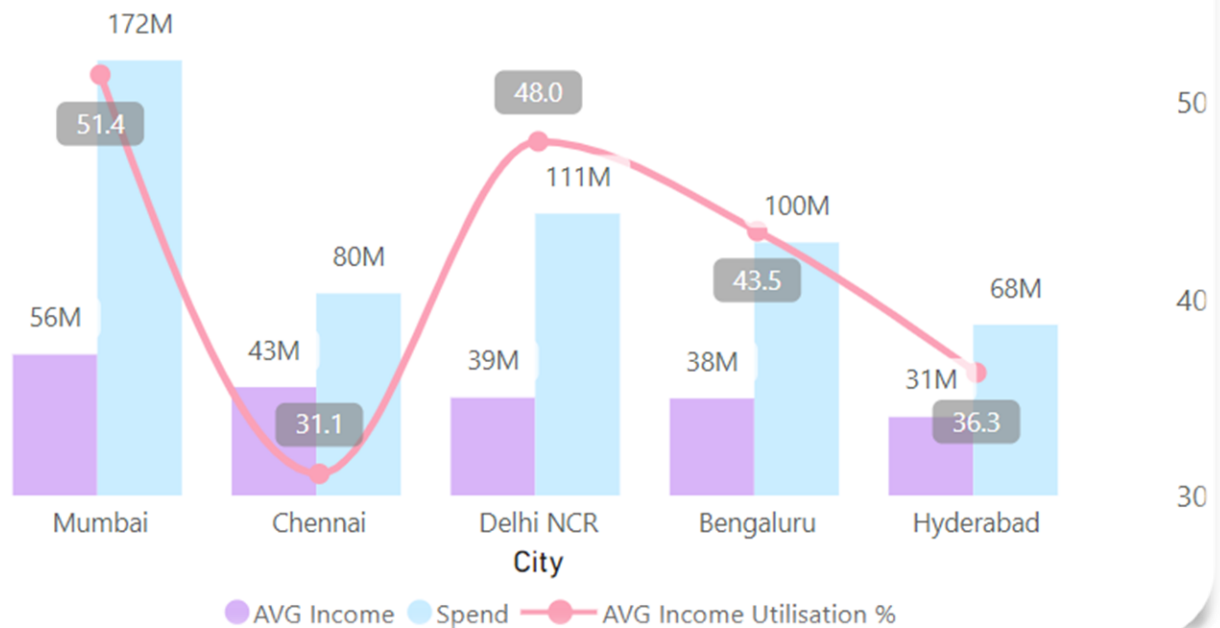
AVG Income, Spend and AVG Income Utilisation % by Occupation



- Salaried IT employees lead in income (\$80M), spend (\$244M), and utilization (51%).
- Business Owners show an income of \$44M, spend of \$88M, and a utilization rate of 33.2%.
- Government employees have the lowest utilization at 29%.

- **Income, Spend, Income Utilization by City:**

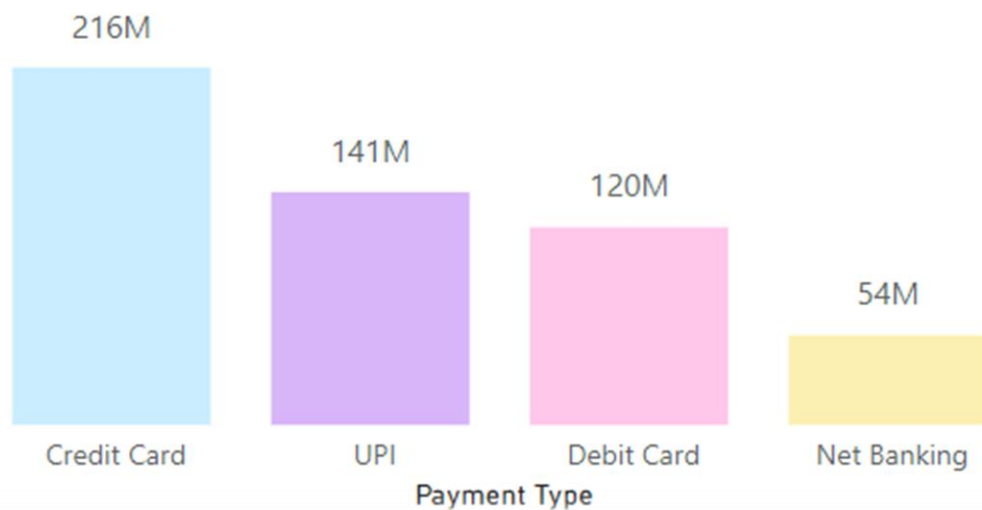
AVG Income, Spend and AVG Income Utilisation % by City



- Mumbai outshines with the highest income and spend, resulting in a utilization rate of 51.4%.
- Chennai, Delhi NCR, Bengaluru, and Hyderabad follow with varying utilization rates.

- **Total Spend by Payment Type:**

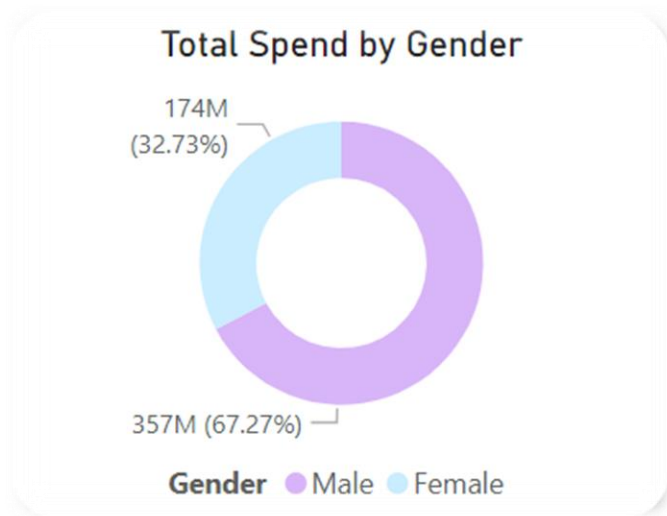
Total Spend by Payment Type



- Credit cards dominate spending, accounting for \$216M.
- Other payment types include UPI, debit cards, and net banking.

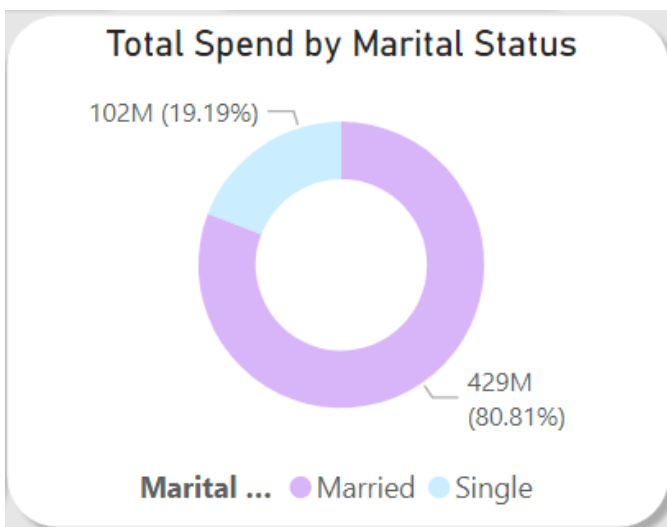


- **Total Spend by Gender:**



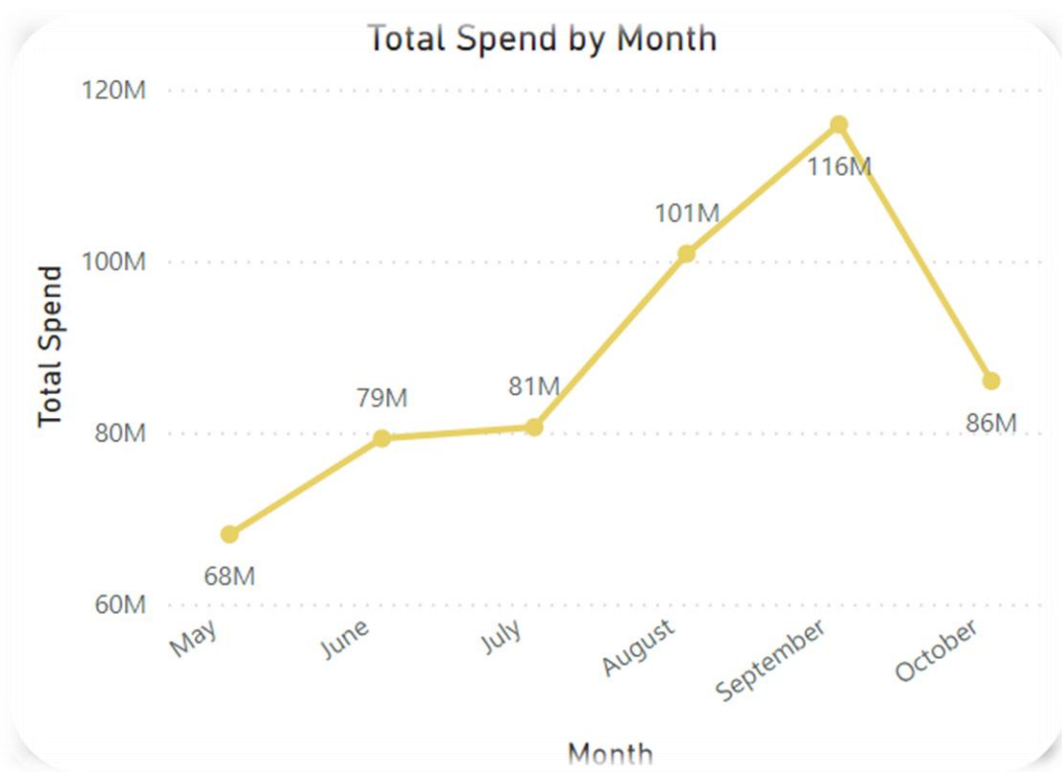
- Males lead in spending with \$357M, while females contribute \$174M.

- **Spend by Marital Status:**



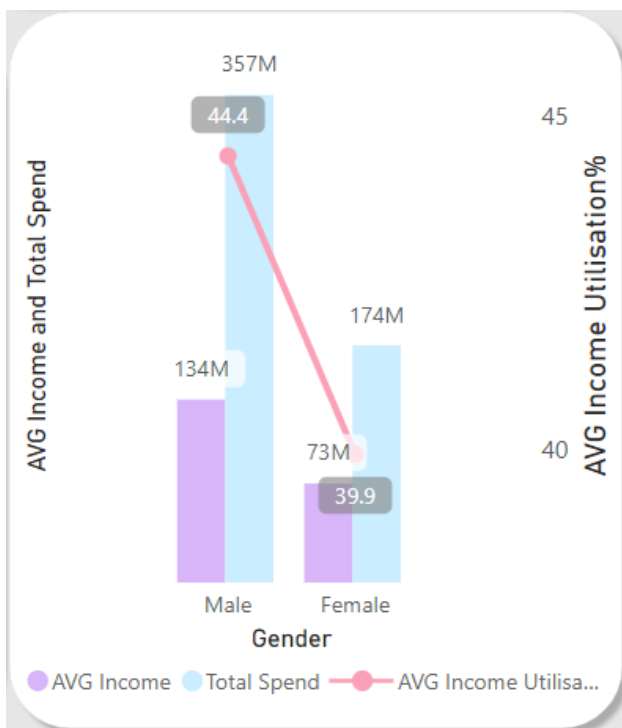
- Married individuals top the spending charts with \$429M, surpassing unmarried individuals at \$102M.

- **Total Spend by Month:**



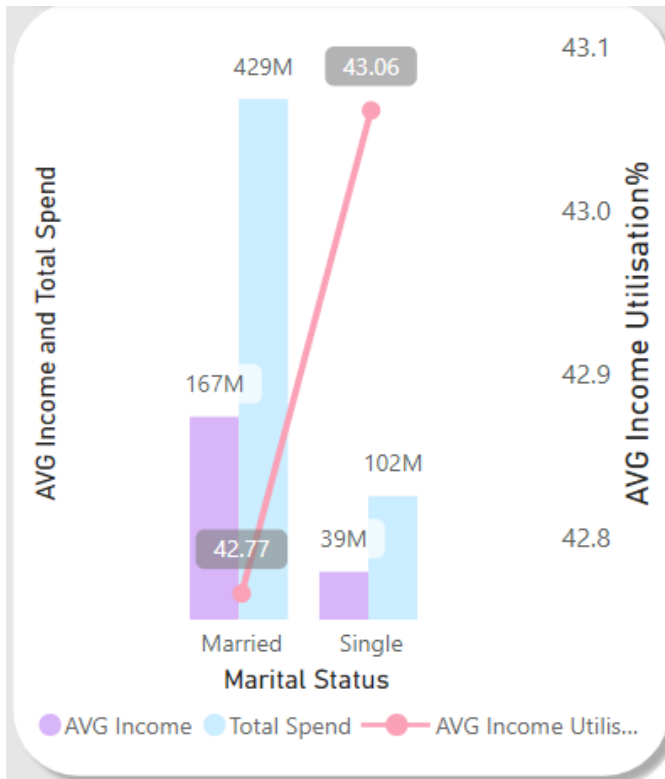
- September emerges as the highest spending month, accounting for \$116M, constituting 21.84% of the total spend.

- **Income Utilization by Gender:**



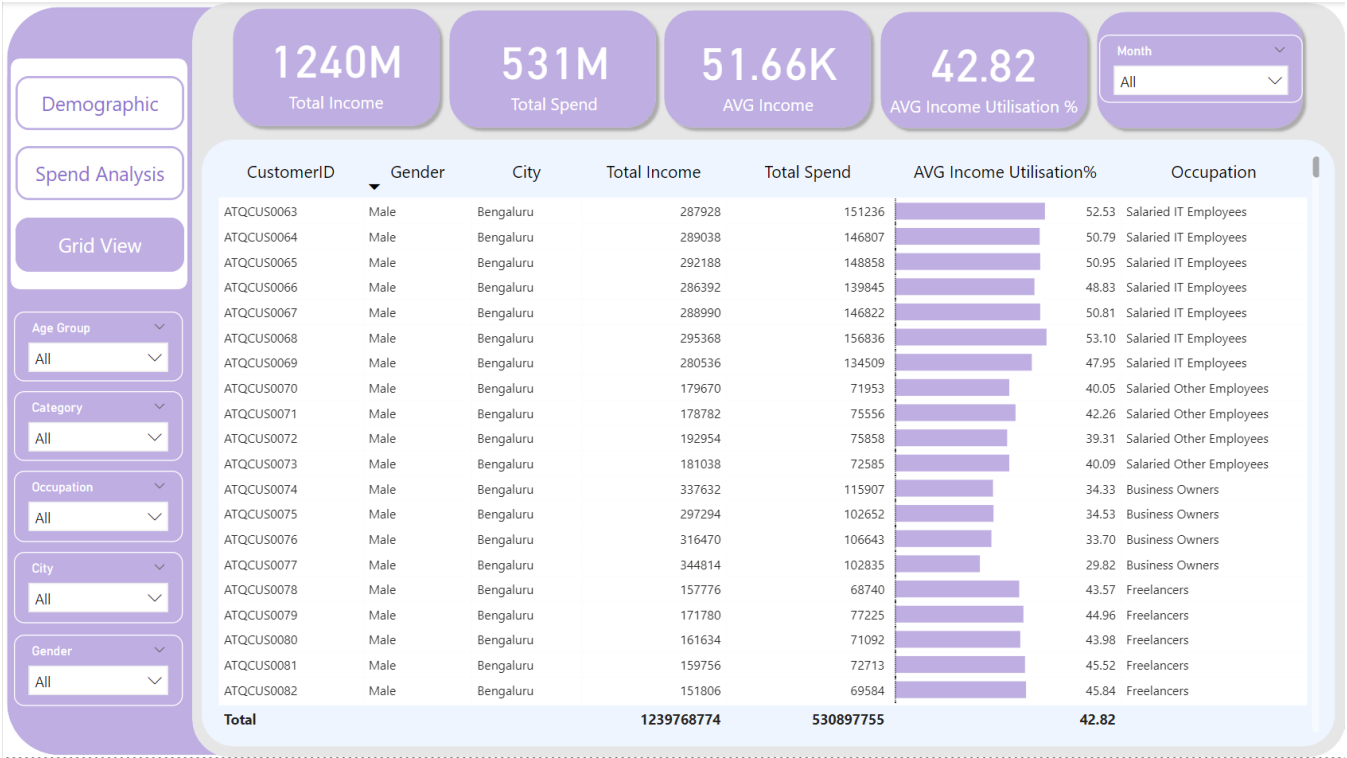
- Males exhibit a higher income utilization rate at 44.4%, compared to females at 39.9%.

- **Income Utilization by Marital Status:**



- Singles show a utilization rate of 43.06%, slightly surpassing married individuals at 42.77%.

# Table Grid View Page:



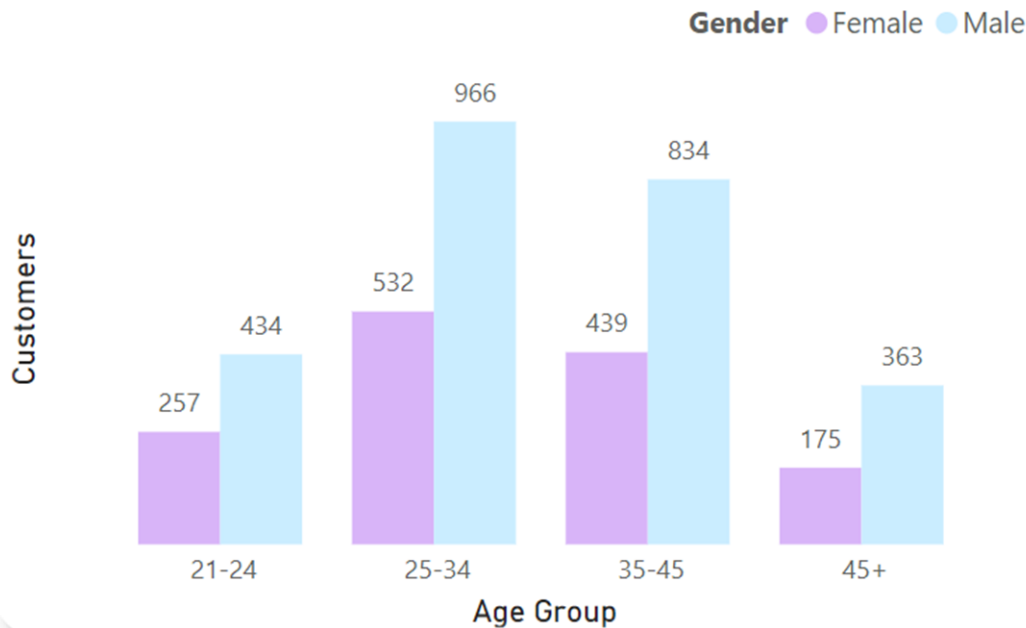
In addition to these insights, a third page has been dedicated to a detailed Table Grid View, offering a granular examination of all customer data. This tabular format enables an in-depth exploration of individual customer details, facilitating more nuanced and personalized analyses.

# KEY FINDINGS

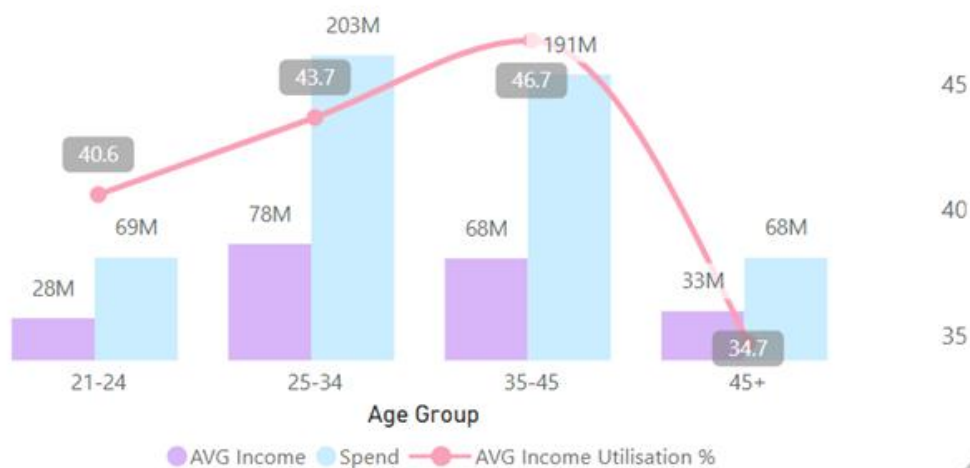
## Demographic Profiling

### - Age Group Dynamics:

Customers by Age Group and Gender

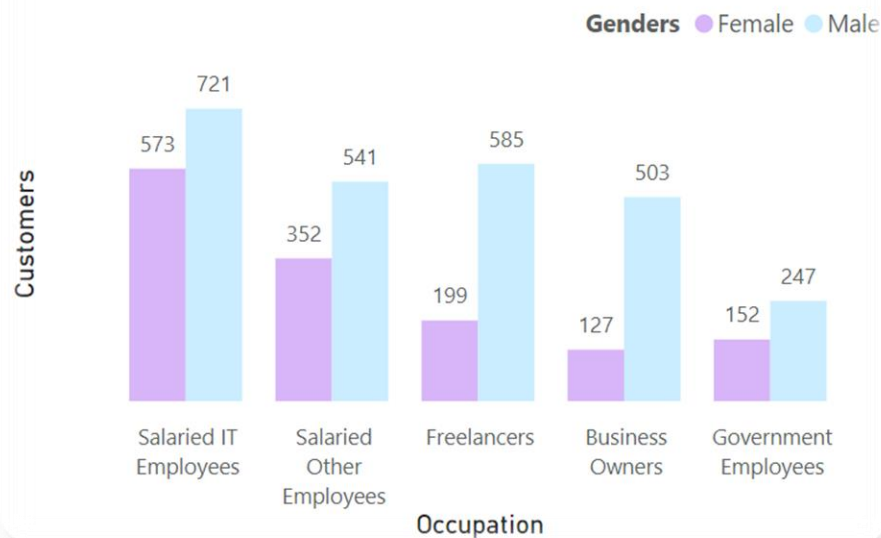


AVG Income, Spend and AVG Income Utilisation % by Age Group

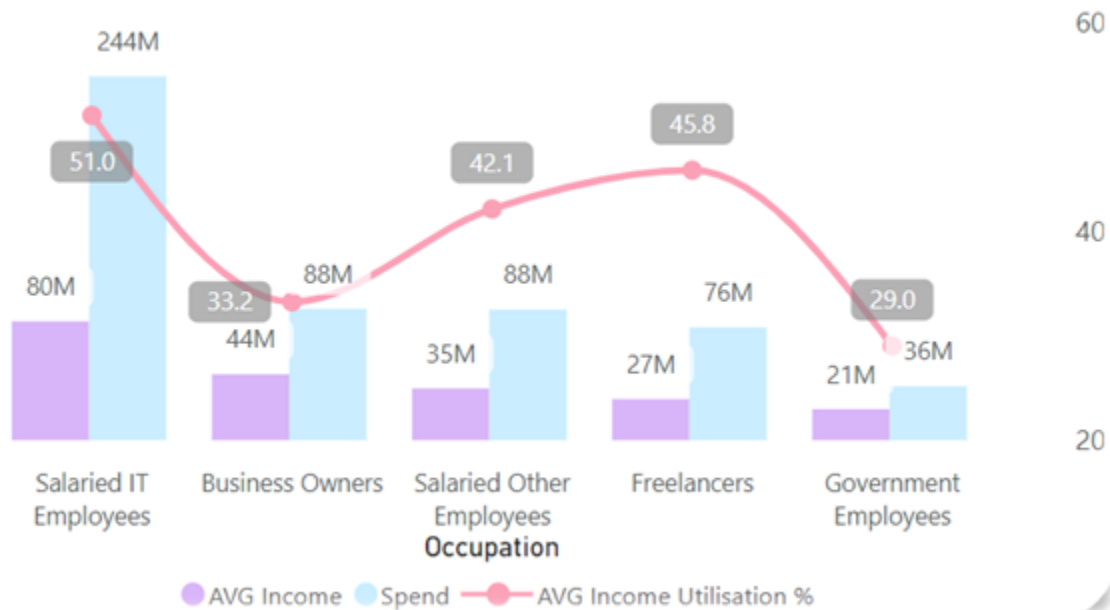


- The age group 25-34 and 35-45 emerges as a significant segment, demonstrating higher income, substantial spending, and a utilization rate of 43.66% and 46.72%
  - This age bracket showcases a balance between income, spending habits, and a keen inclination towards credit card utilization.
- **Occupation Influence:**

## Customers by Occupation and Genders



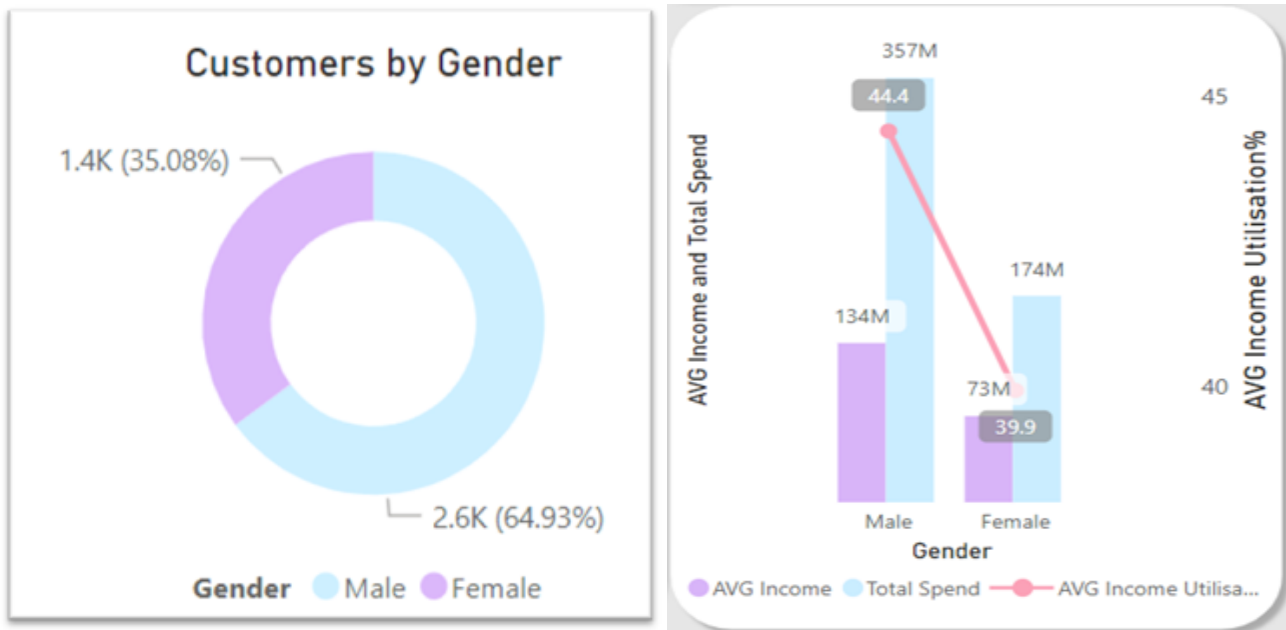
## AVG Income, Spend and AVG Income Utilisation % by Occupation



- Salaried IT employees, Salaried Other Employee, Freelancers constituting a substantial portion, are potential high-value users, given their elevated income, considerable spending, and a utilization rate of 51.04%, 42.10%, 45.80%.

## Gender-Based Considerations

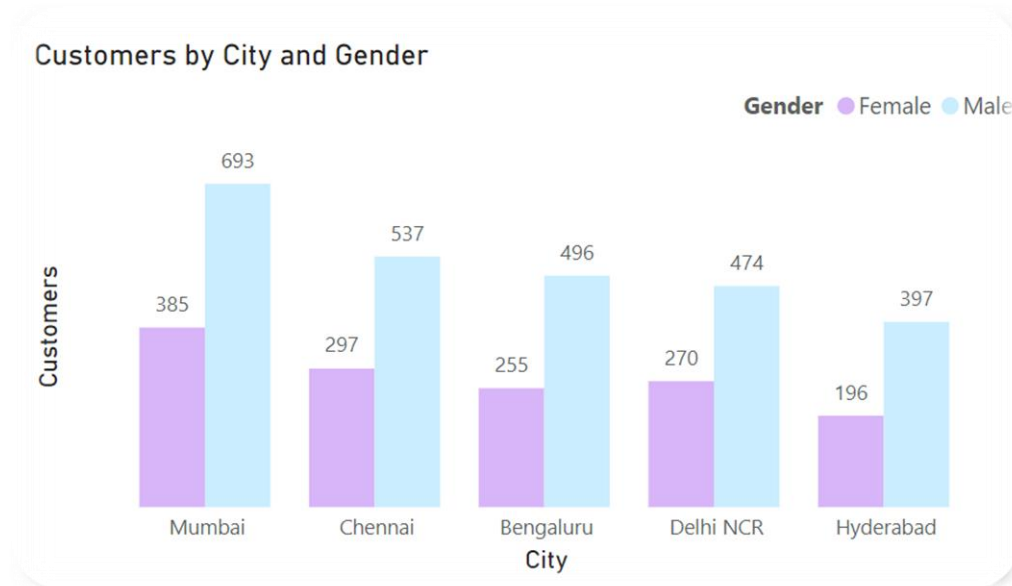
- **Male gender dynamics:**



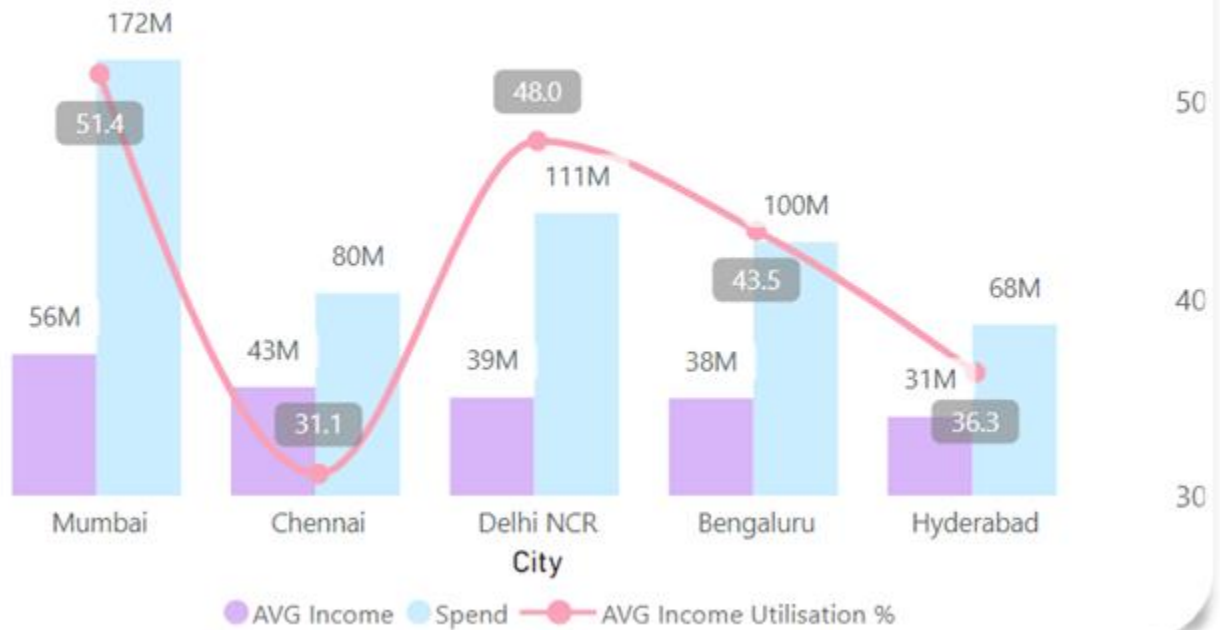
- The gender-based analysis accentuates that male, on average, earn and spend more than females, displaying a higher utilization rate.
- This implies that males, with their elevated financial activity and utilization tendencies, constitute a targeted customer segment for the new credit card offerings.

## CITY-WISE CONSIDERATIONS:

### - Regional Dynamics:



## AVG Income, Spend and AVG Income Utilisation % by City



- City-wise variations indicate that customers in cities like Mumbai, Delhi NCR, Bengaluru exhibiting higher income and spending with a utilization rate of 51.4%, 48% and 43.5% could be a prime target for credit card offerings.
- Tailoring features to align with the spending patterns of customers in specific cities is imperative for capturing high-value users.



# Credit Card Feature Recommendations

To maximize credit card usage, it's imperative to design features that resonate with customer behaviors and expectations. The recommendations below are not only rooted in the insights garnered from our extensive data analysis but also supported by findings from secondary research, ensuring a well-rounded approach:

## Personalized Rewards:

### Insight:

- The 25-34 and 35-45 age group showcases a strong inclination for credit card utilization.
- To enhance the likelihood of credit card usage, especially among the target audience of individuals aged 25-40 who spend and earn more, consider incorporating the following key features into your credit card offerings:

### Recommendation:

- Offer cashback, points, or miles for every transaction, encouraging users to use the credit card for everyday expenses.
- A credit card with low or no annual fees is more attractive to potential users.
- Allow users to redeem rewards for a variety of options, such as statement credits, travel, merchandise, or gift cards.
- Provide higher credit limits to accommodate the spending patterns and financial capacity of the target audience.
- Offer attractive sign-up bonuses, such as bonus points or cash rewards upon card activation, to incentivize new users.

## Category-Centric Rewards Boost:

### Insight:

- Substantial spending in bills, groceries and electronics.

### Recommendation:

- Enhance rewards for essential spending categories, introducing dynamic cashback rates, loyalty points, or partner discounts, creating a compelling reason for cardholders to use their credit cards frequently.
- Forge strategic partnerships with renowned brands, offering cardholders exclusive discounts, early access to sales, or special financing options for products in popular spending categories. Partner with utility companies to offer exclusive discounts or cash back for bill payments made with the credit card.
- Collaborate with grocery chains and electronics retailers to provide special promotions or discounts for cardholders.
- Extend the warranty on electronic purchases made with the credit card and offer purchase protection, providing peace of mind for expensive items.

## Tech-Driven Convenience:

### Insight:

- Salaried IT employees , Freelancers , Salaried Other employee represent a significant user base and significant spending.

### Recommendation:

- To improve the likelihood of credit card usage among the identified target customers (salaried IT employees, salaried other employee individuals, and freelancers), consider incorporating the following key features in the credit card:
- Introduce specific reward categories that align with the spending patterns of IT professionals, such as technology purchases, software subscriptions, and online services.
- Include travel-related perks like airport lounge access, travel insurance, and discounts on flights or hotel bookings, as IT professionals often travel for work.
- Partner with popular brands or retailers to offer exclusive discounts, promotions, or special offers for cardholders.
- Provide an extended interest-free grace period, particularly for business-related expenses, giving users more time to settle payments without incurring interest charges.

## **Advanced Security Measures:**

### **Insight:**

- Security concerns are paramount for credit card users.

### **Recommendation:**

- Bolster security features with advanced fraud detection, real-time transaction alerts, and proactive customer support, ensuring cardholders feel secure in their transactions.

**Created & Presented by – Walter Edwards @ Data Analyst**

**Date- 03/13/2024**

**Place- Ho Chi Minh City, Viet Nam.**