

# Insightful Analysis of Mitron Bank's New Credit Card Approach

**Demographic Analysis**

**Income Analysis**



**Mitron Bank**

**Expenditure Analysis**

**Financial Transaction  
Analysis**



Mitron Bank

FILTERS

Gender All

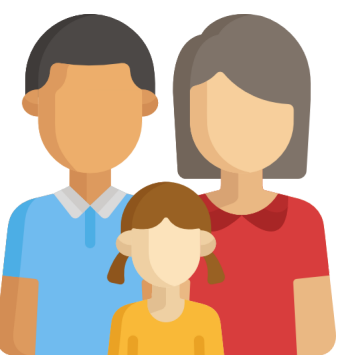
Age Group All

City All

Month All

Martial Status All

Occupation All



4000

Total Customer



2597

Male

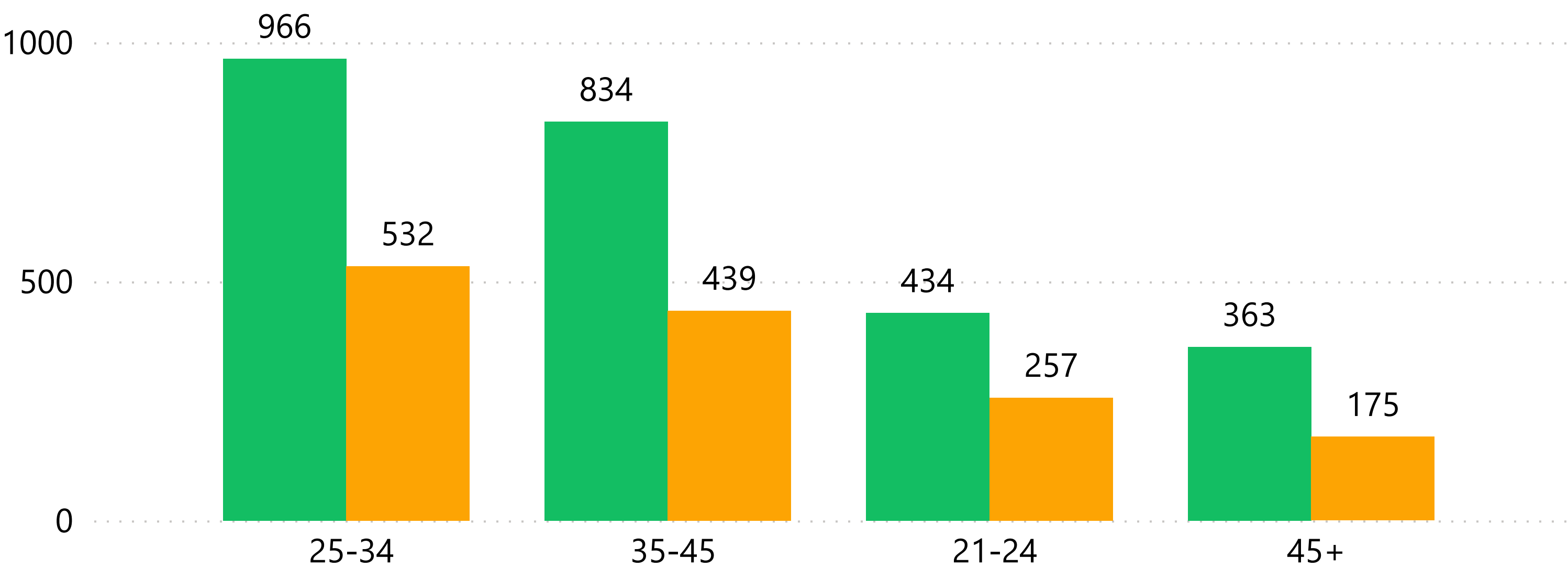


1403

Female

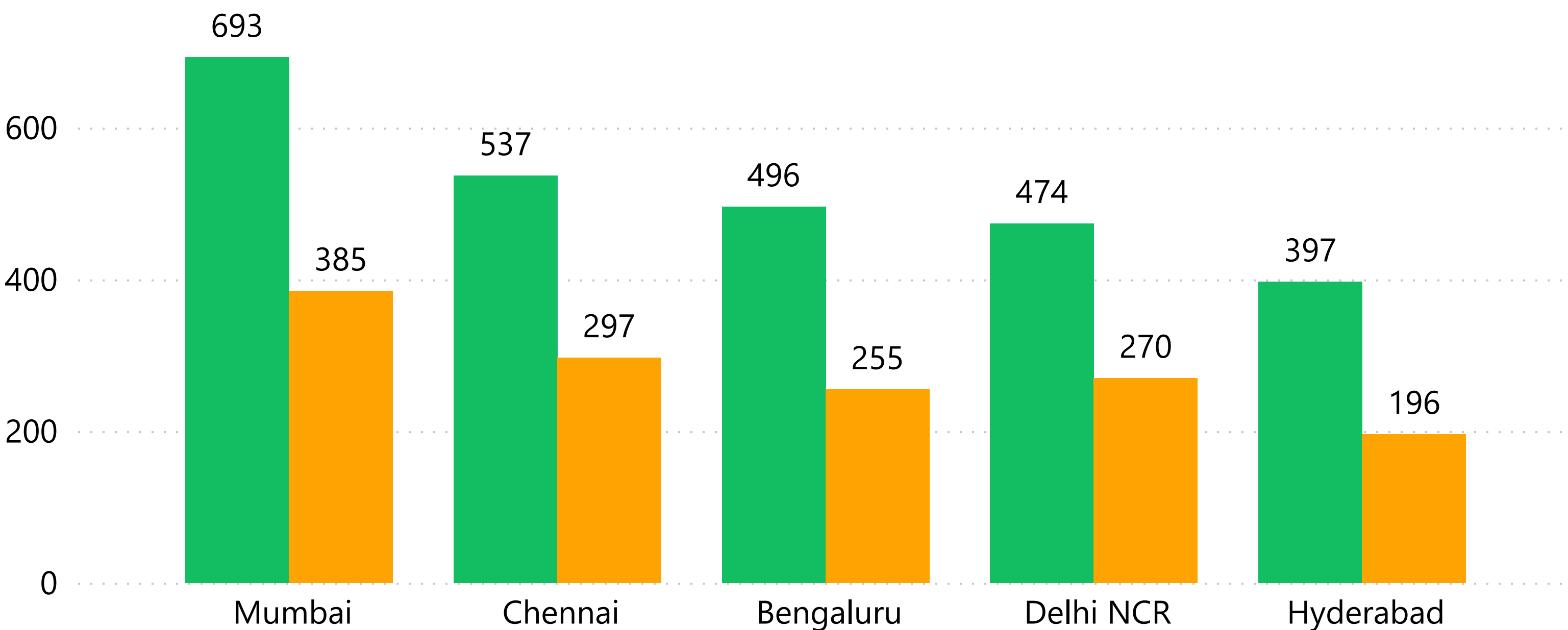
Customer by Age Group and Gender

Male Female



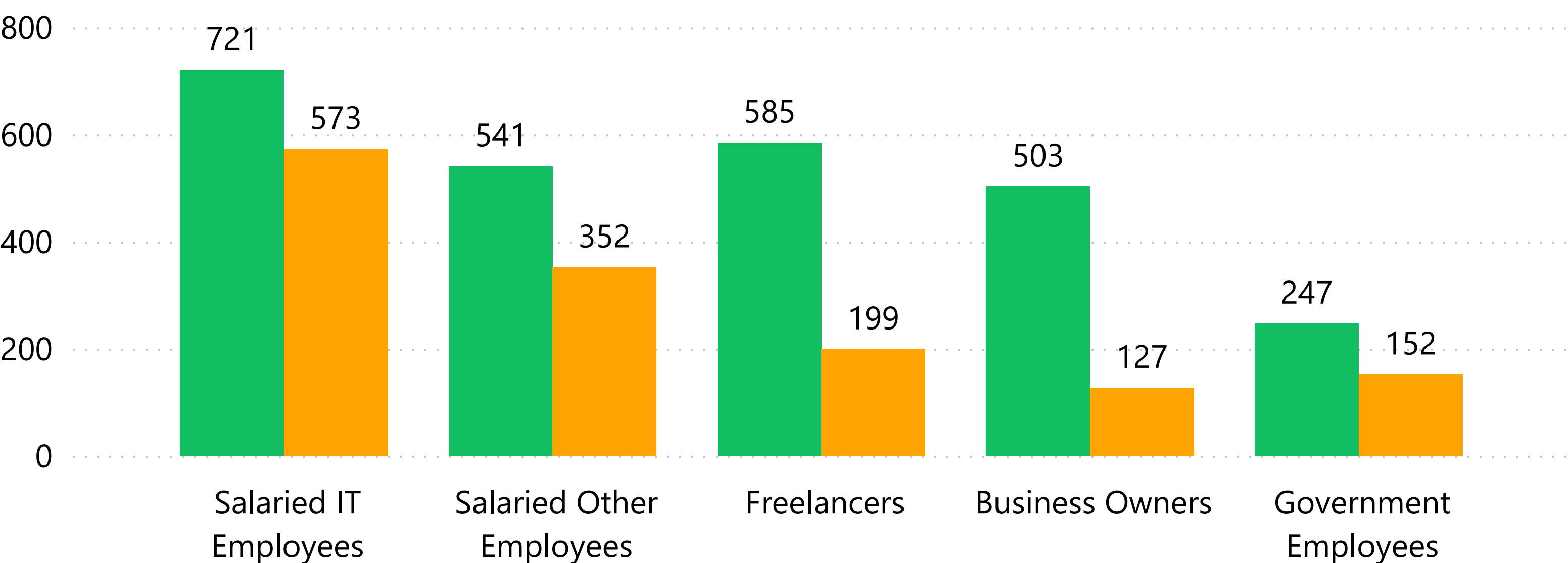
Customer by City and Gender

Male Female



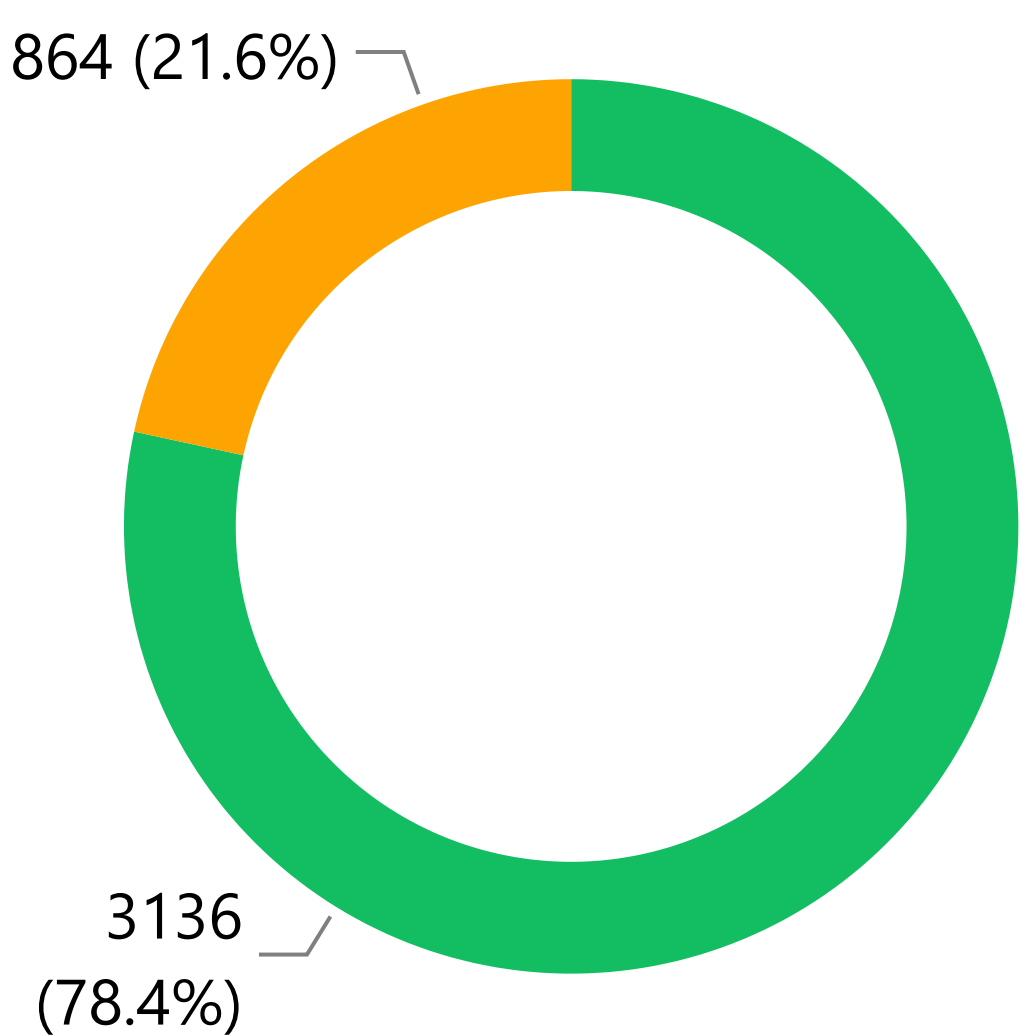
Customer by Occupation and Gender

Male Female



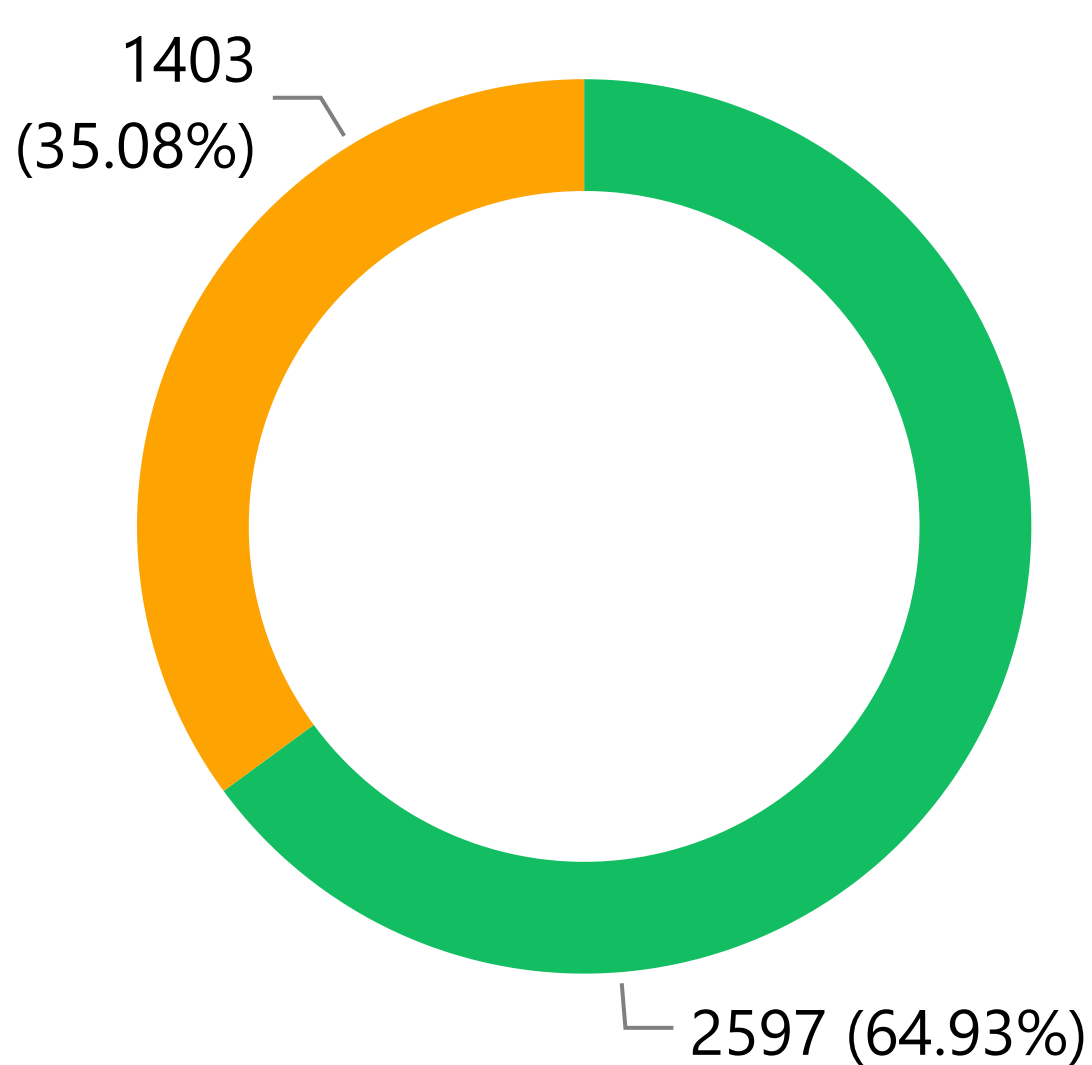
Customer by Marital Status

Married Single



Customer by Gender

Male Female



Home

Demographic Analysis

Expenditure Analysis

Income Analysis

Financial Transaction Analysis



Mitron Bank

Home

Demographic Analysis

Expenditure Analysis

Income Analysis

Financial Transaction Analysis

FILTERS

Gender All

Category All

City All

Month All

Payment Type All

Occupation All



1240M  
Total Income

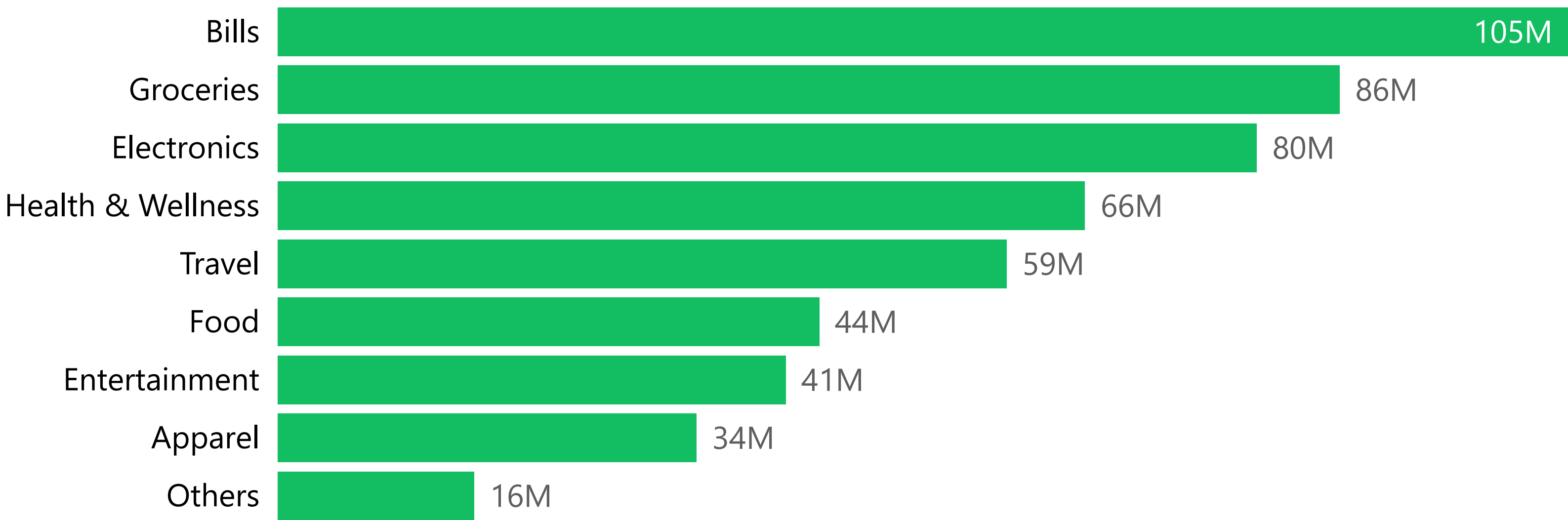


531M  
Total Spend

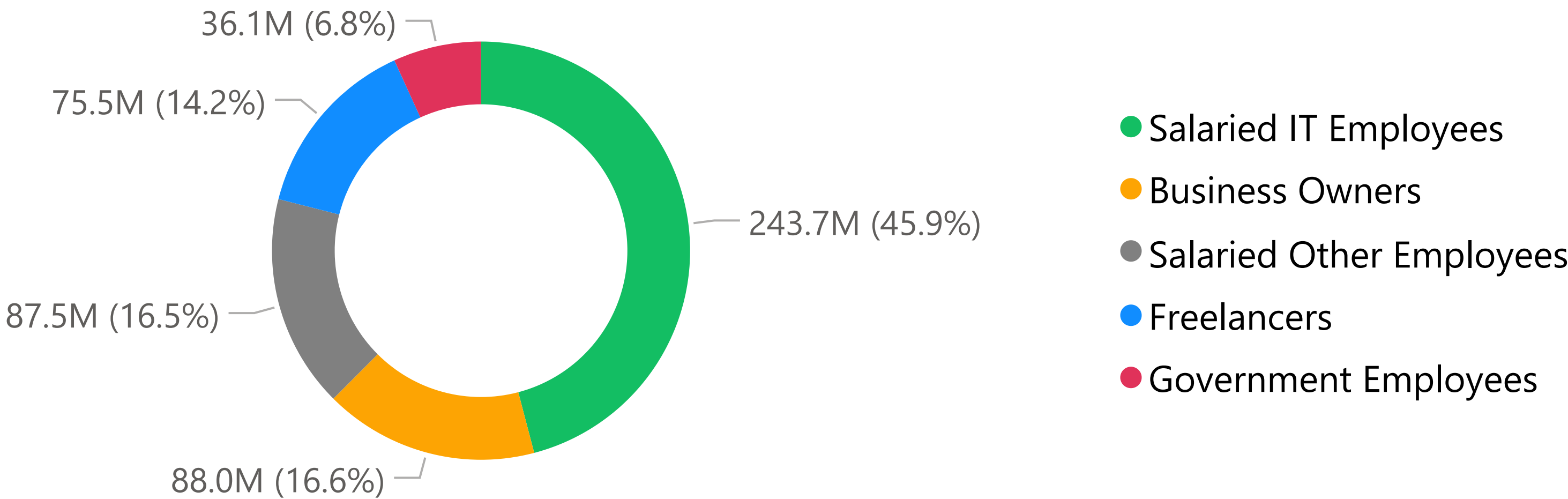


51.66K  
Avg Income

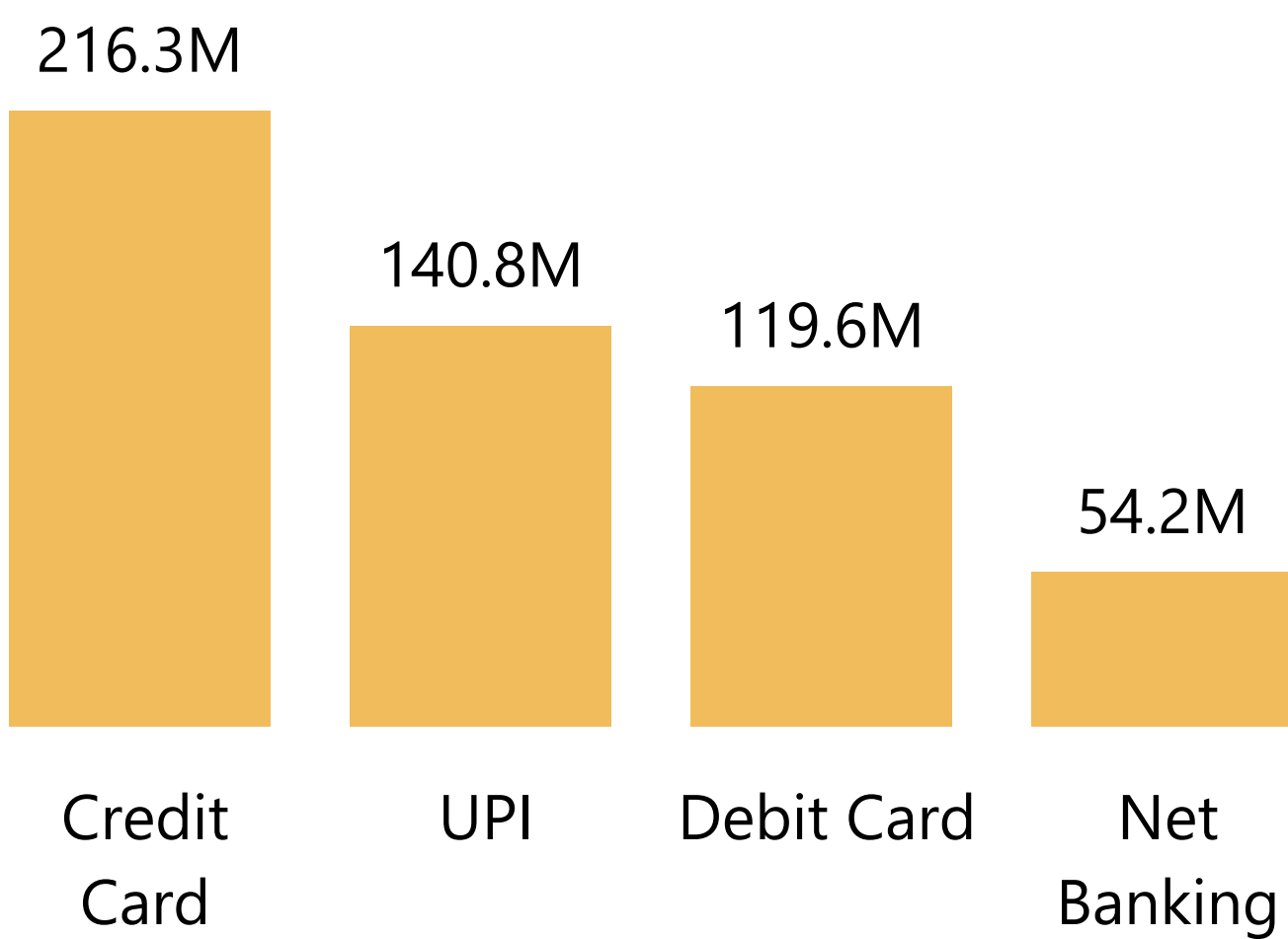
Total Spend by Category



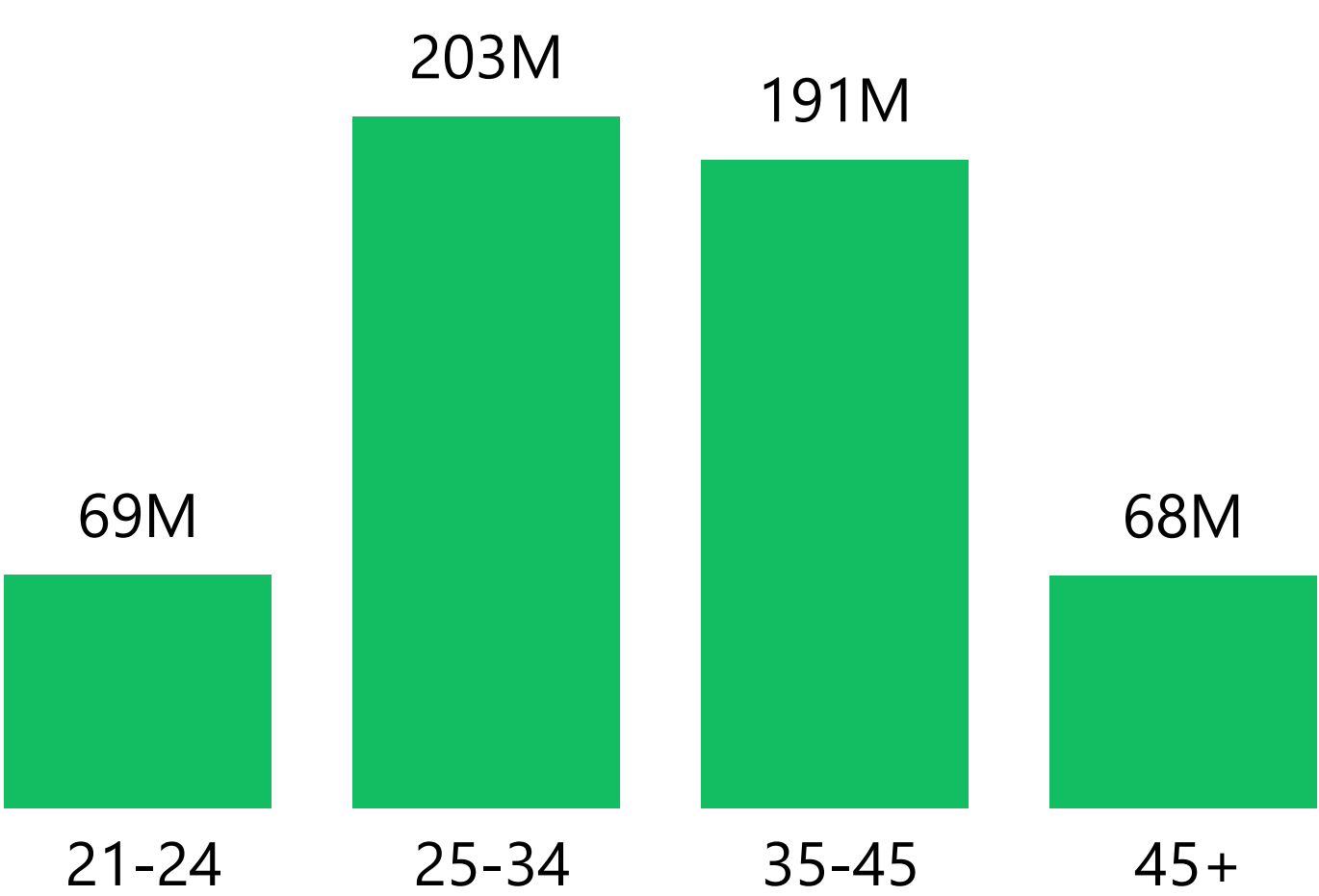
Total Spend by Occupation



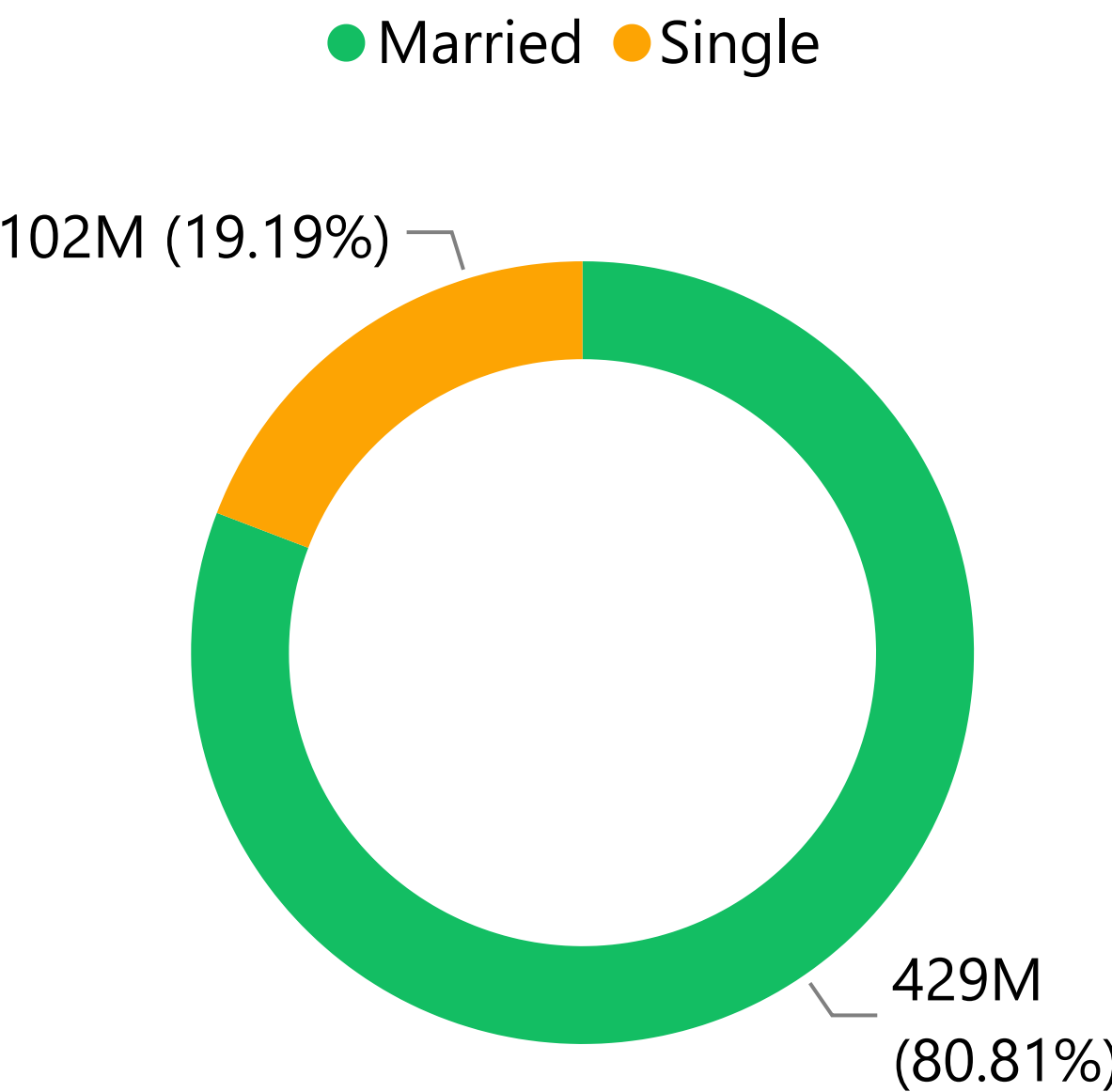
Total Spend by Payment Type



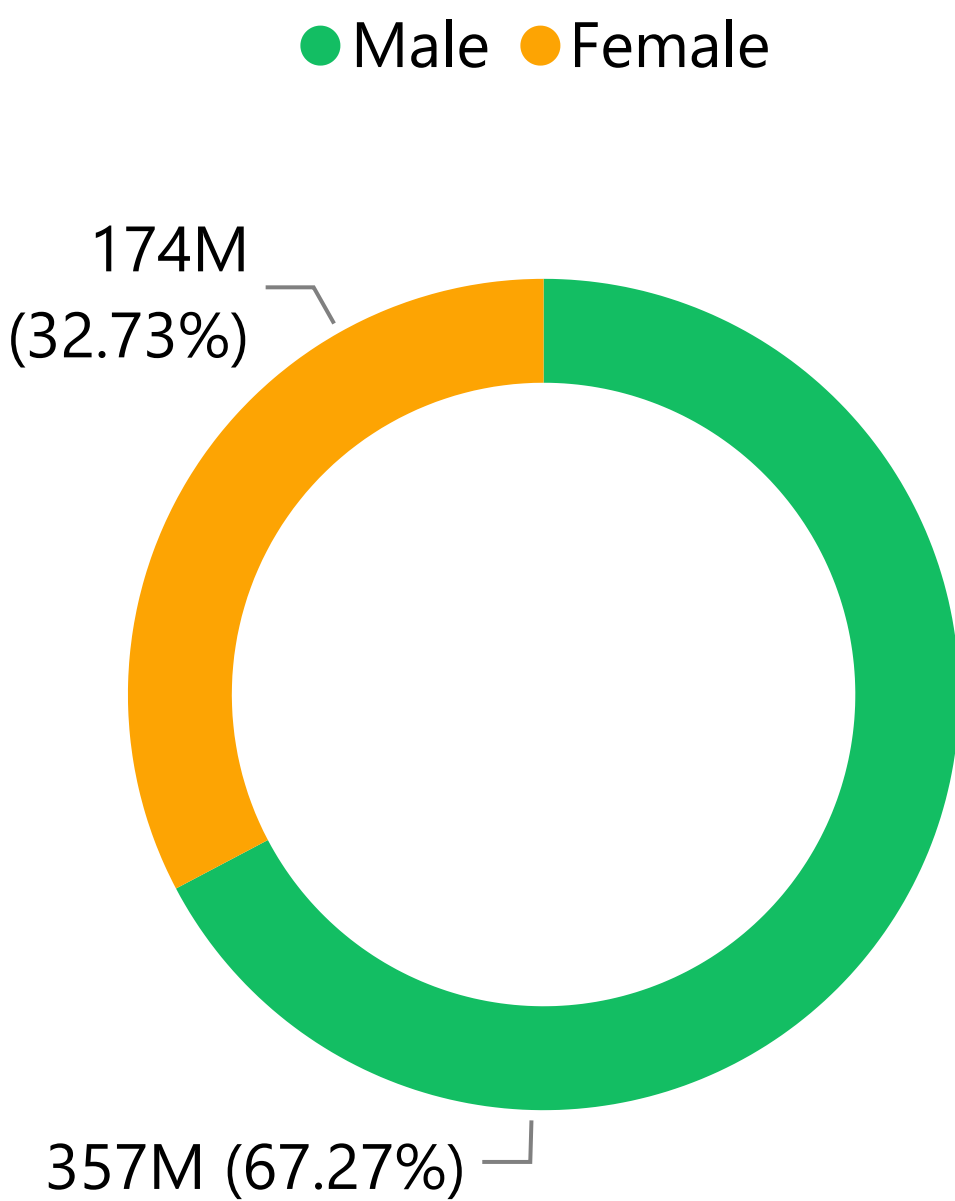
Total Spend by Age Group



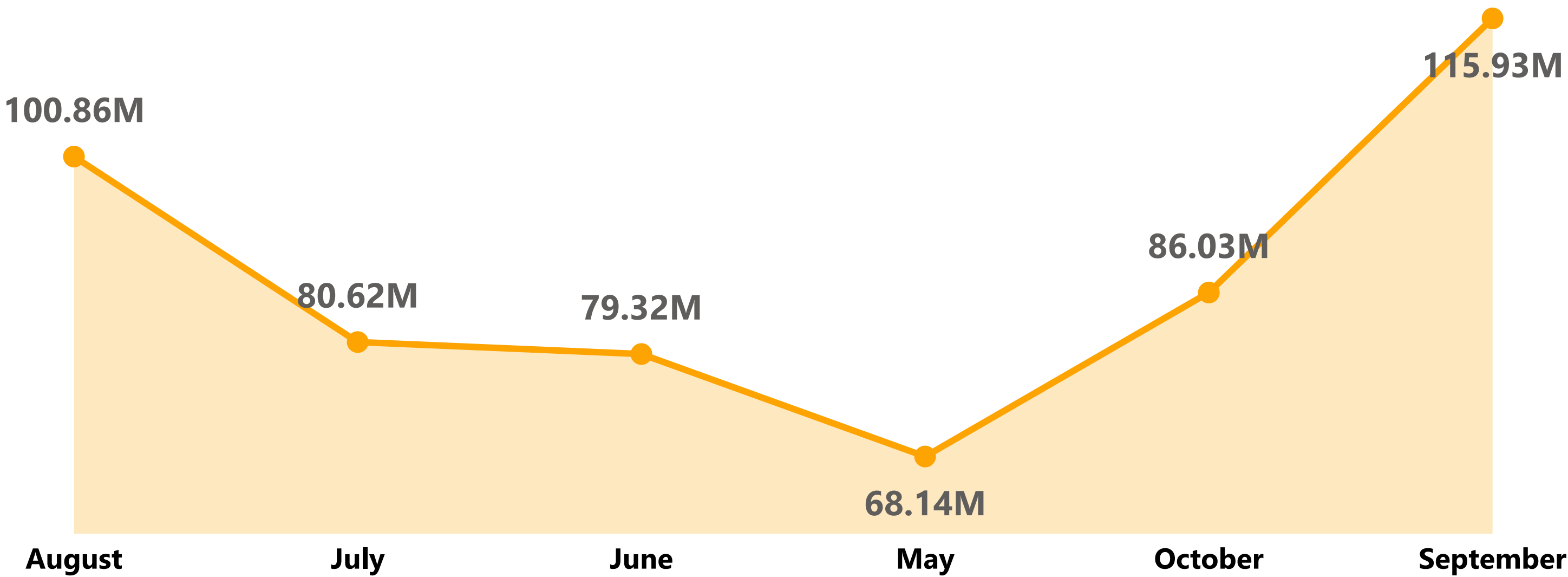
Total Spend by Marital Status



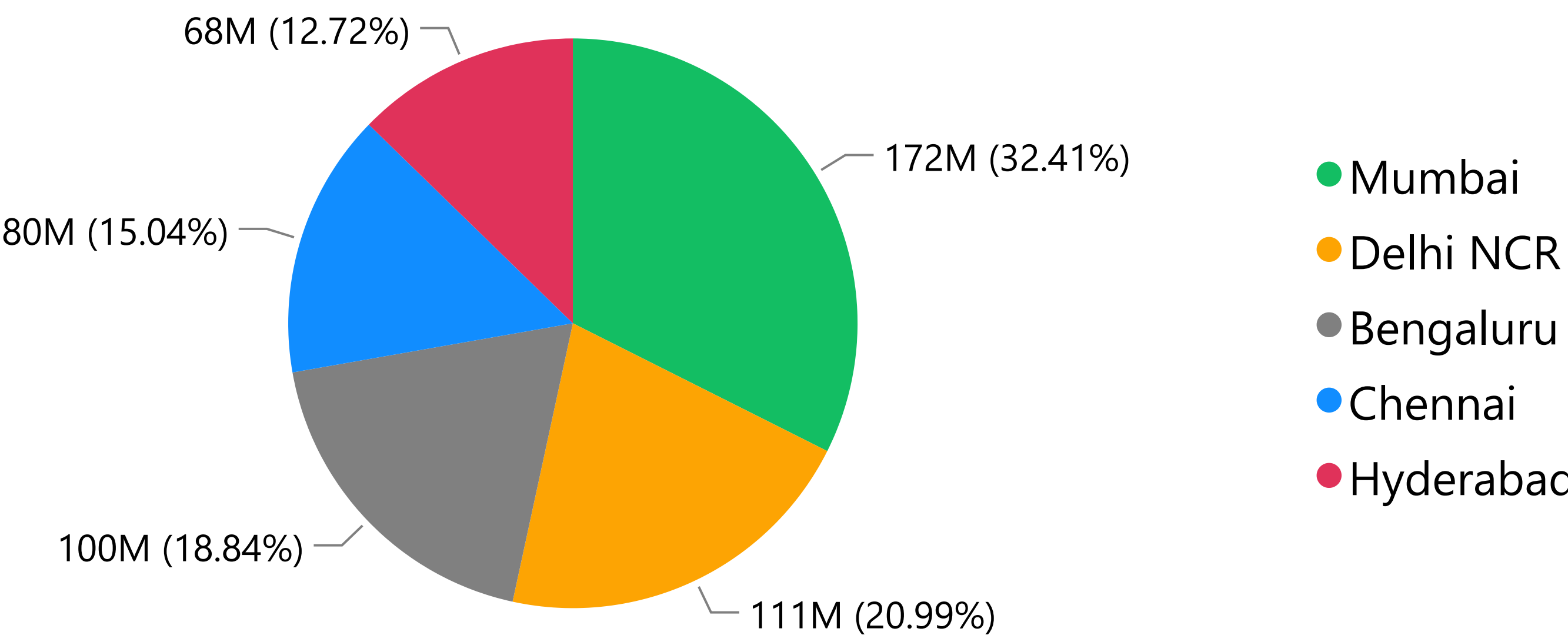
Total Spend by Gender



Total Spend by Month



Total Spend by City





FILTERS

Gender

All

Age Group

All

City

All

Month

All

Marital  
Status

All

Occupation

All



51.66K

Avg Income



42.82%

Avg Income Utilisation %



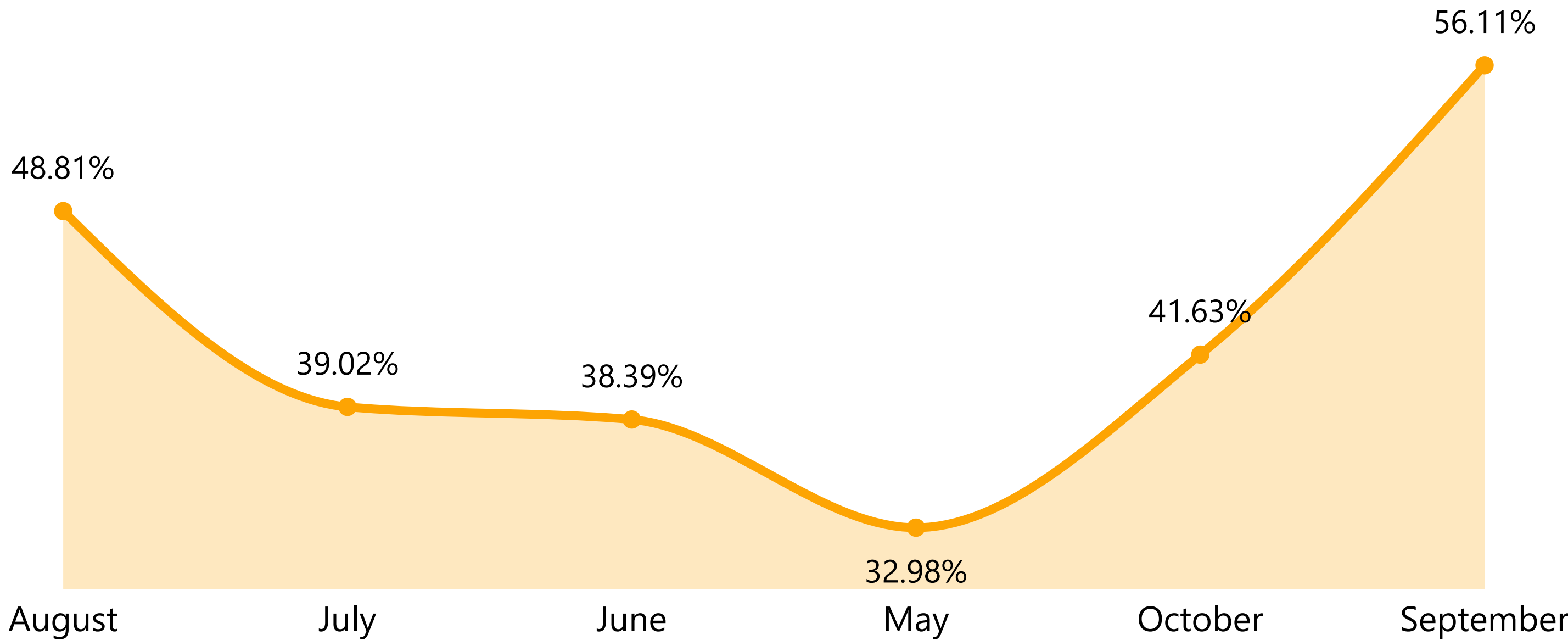
88.48M

Avg Monthly Spent

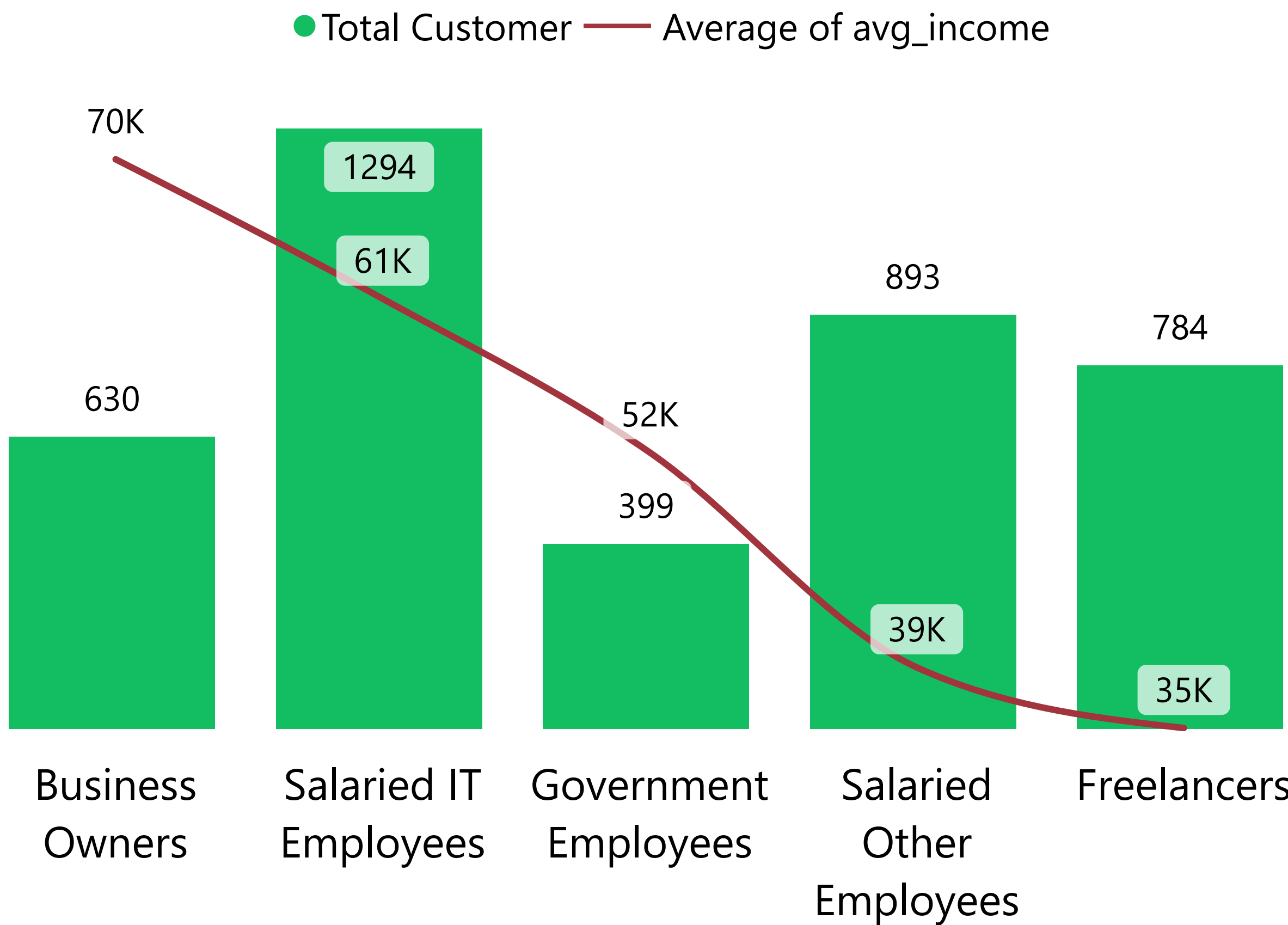
### Avg Income of Occupations in Different City

City	Business Owners	Freelancers	Government Employees	Salaried IT Employees	Salaried Other Employees
Bengaluru	70.43K	35.12K	52.89K	61.87K	38.80K
Chennai	70.23K	35.14K	52.08K	62.60K	39.00K
Delhi NCR	69.74K	35.38K	51.56K	61.59K	38.91K
Hyderabad	70.21K	35.50K	52.23K	61.51K	39.53K
Mumbai	69.95K	34.43K	51.53K	60.42K	38.15K

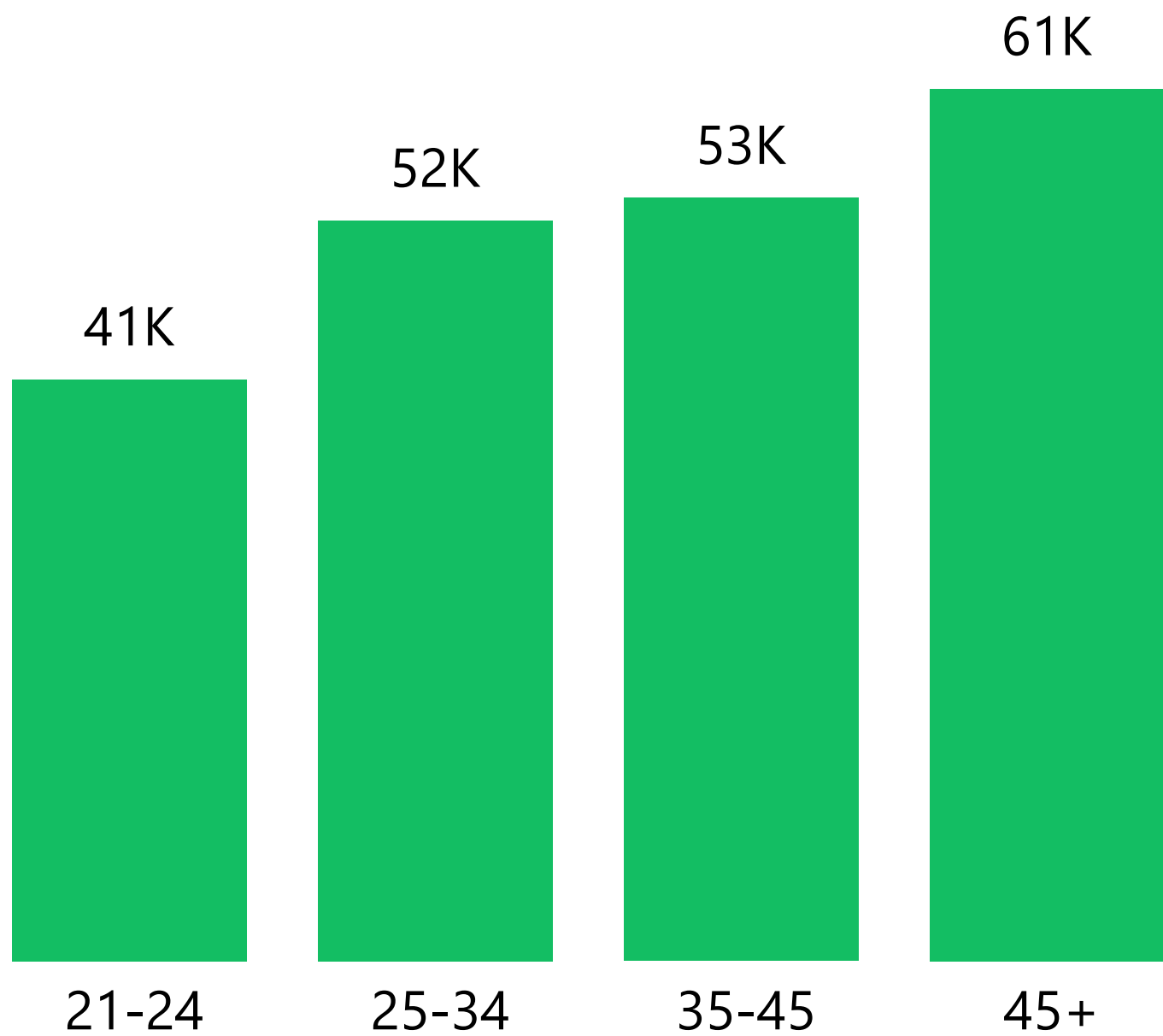
### Income Utilisation % by month



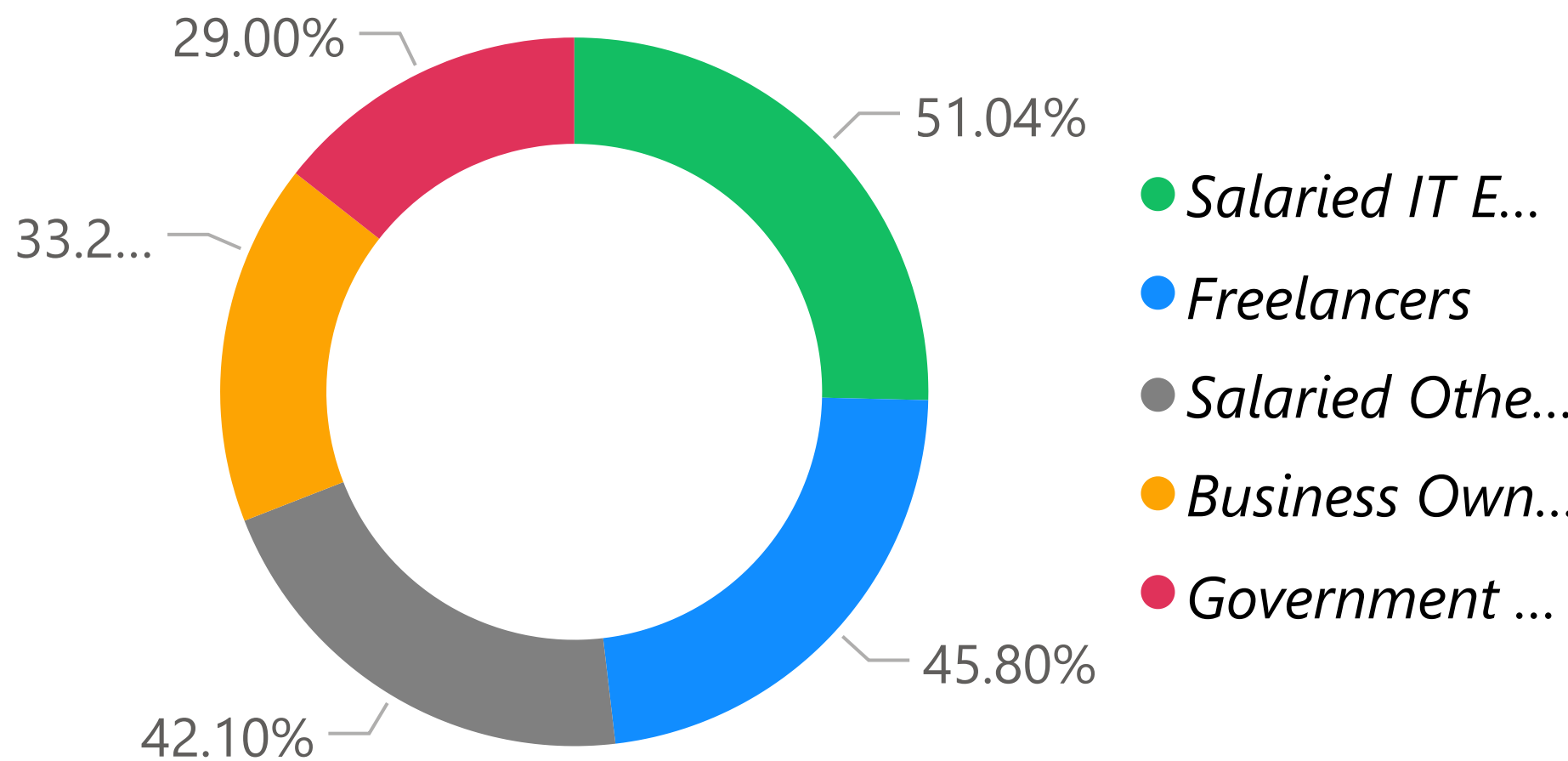
### Active Customer and Avg Income by Occupation



### Avg Income by Age Group



### Income Utilisation % by Occupation



FILTERS

Gender

All

Age Group

All

City

All

Month

All

Marital Status

All

Occupation

All



1240M

Total Income



51.66K

Avg Income



531M

Total Spend



88.48M

Avg Monthly Spent



42.82%

Income Utilisation %



40.74%

Credit Card Usage %

Male

44.39%

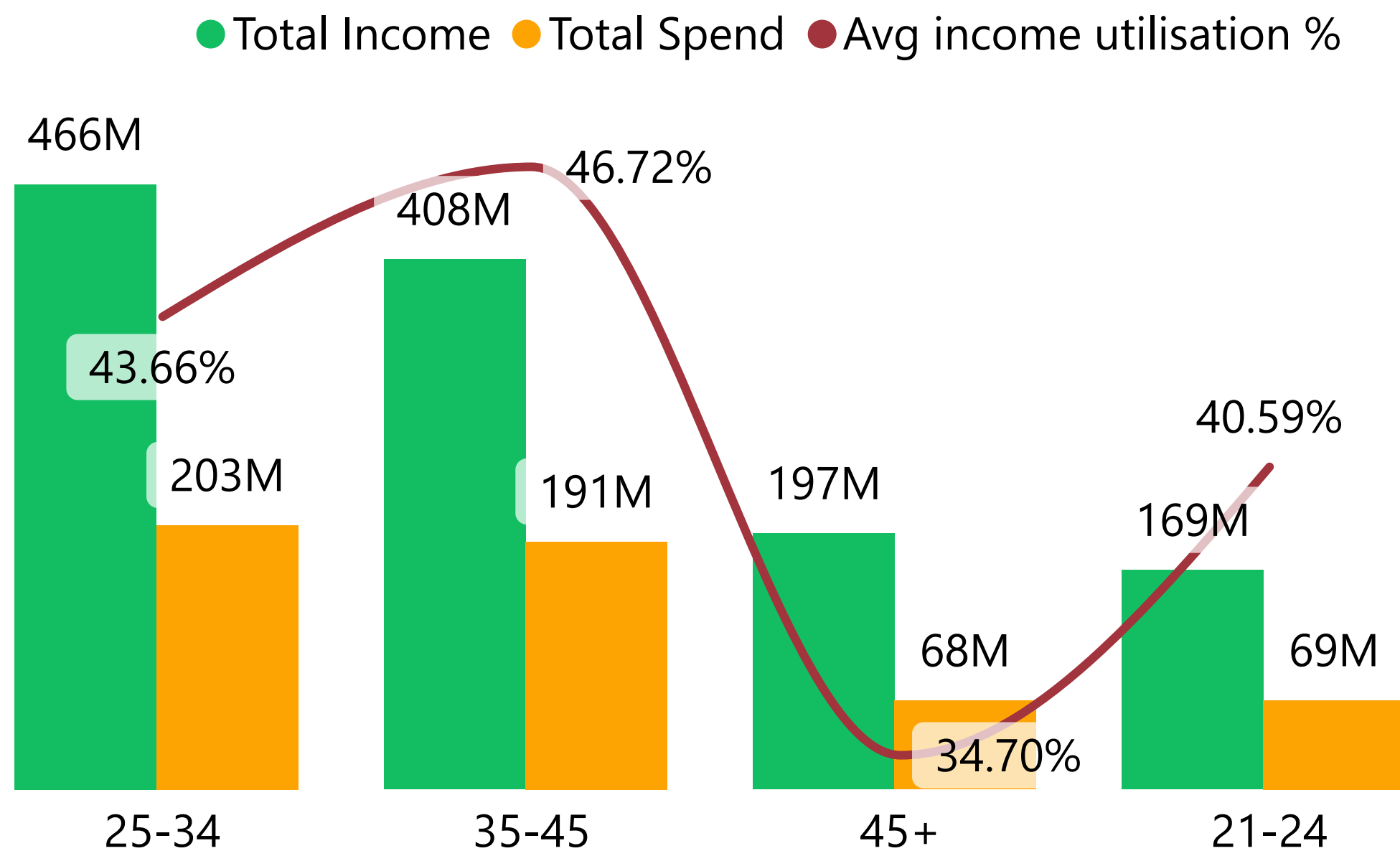
Income Utilization %

Female

39.92%

Income Utilization %

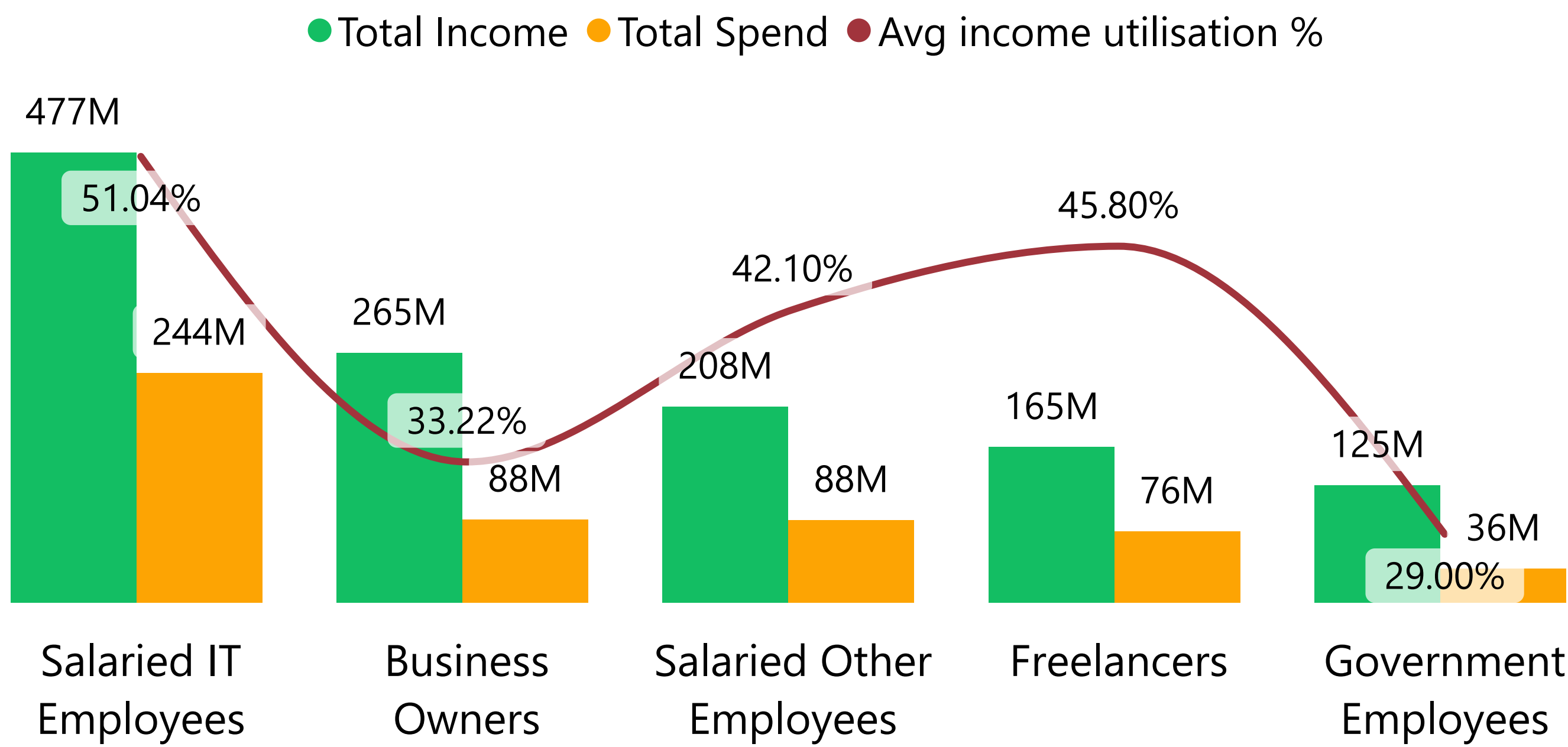
Income, Spend & Income Utilisation by Age Group



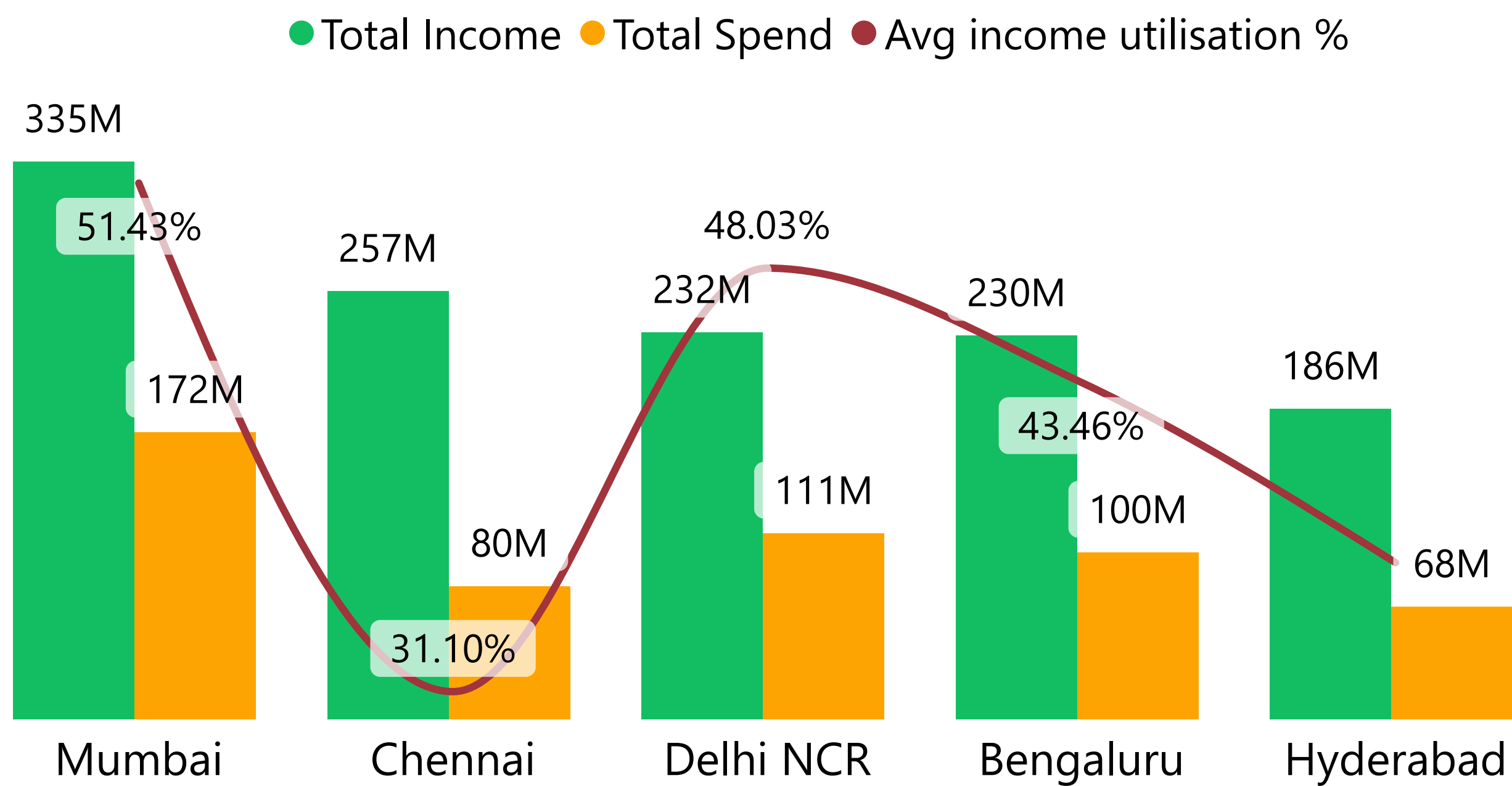
Occupation by Payment type

occupation	Avg Income	Avg Spend	Income Utilisation %
+ Business Owners	70.09K	14.67M	33.22%
+ Salaried IT Employees	61.50K	40.62M	51.04%
+ Government Employees	52.03K	6.02M	29.00%
+ Salaried Other Employees	38.79K	14.59M	42.10%
+ Freelancers	35.06K	12.59M	45.80%
Total	51.66K	88.48M	42.82%

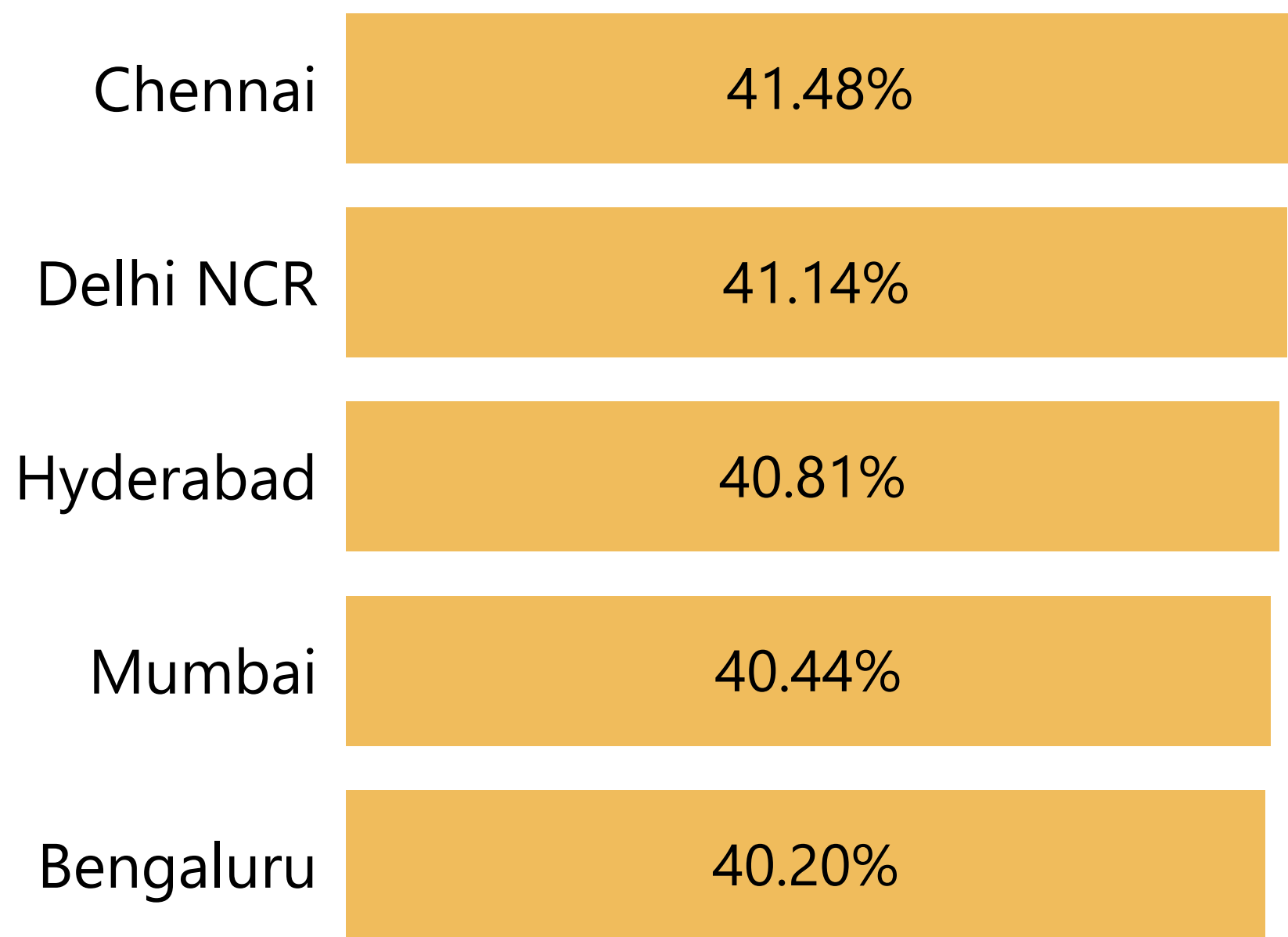
Income, Spend and Income Utilisation by Occupation



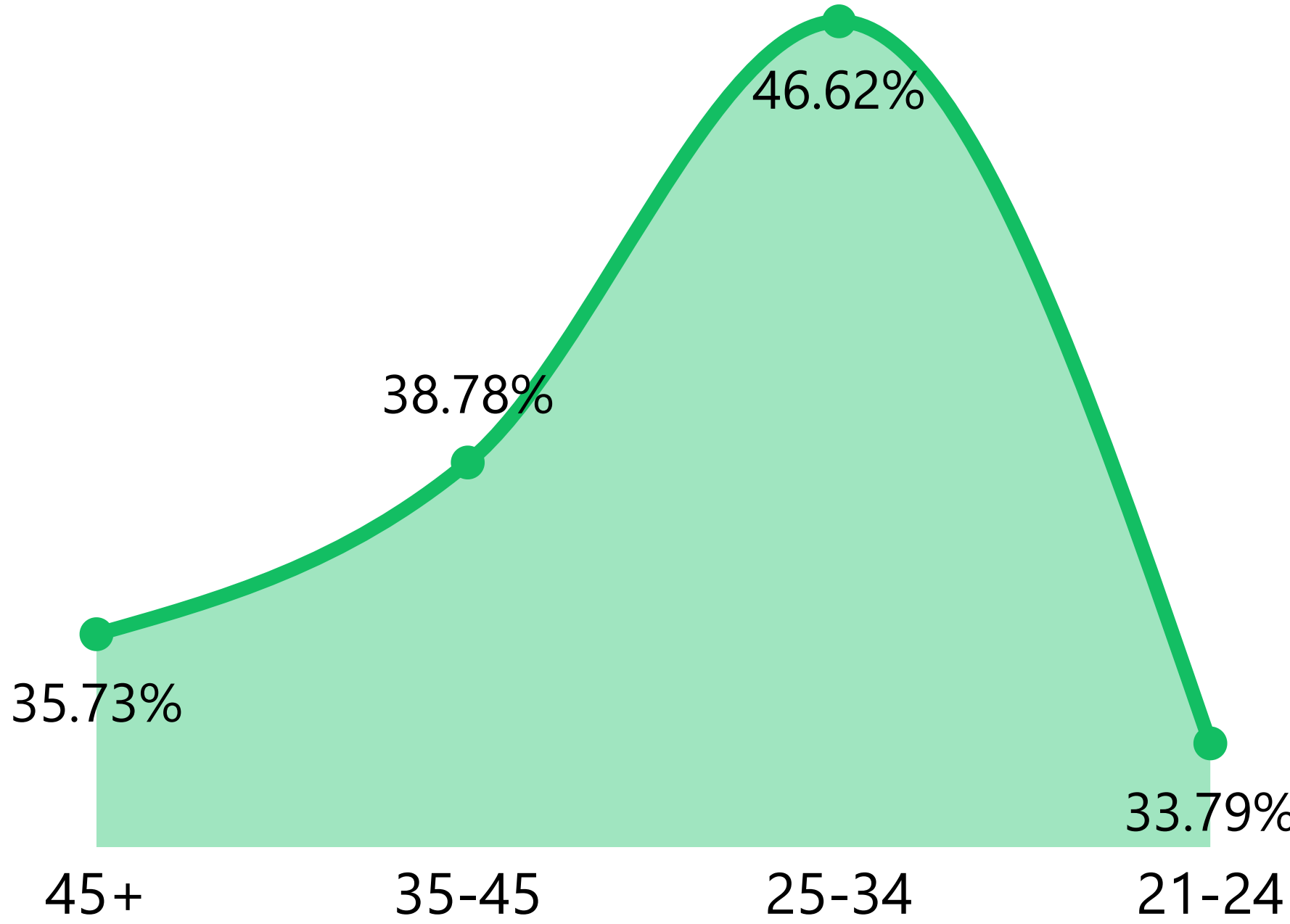
Income, Spend and Income Utilisation by City



Credit Card Usage % City



Credit Card Usage % by Age Group



Credit Card Usage % by Category

