

Strategic Insights Report for Mitron Bank

Problem Statement

Mitron Bank wants to launch new credit cards to expand its services, but there's uncertainty. To address this, I, as a data analyst, need to analyze a sample dataset of 4000 customers' online spending habits across five cities. The goal is to provide insights that help Mitron Bank tailor the credit cards to customer needs and market trends.

Goal

My goal is to analyze the sample data, create impactful metrics and visuals, and develop a user-friendly dashboard for Mitron Bank's leadership. The objective is to deliver data-driven recommendations to support the successful launch of the new credit card line.

Datasets Used

- dim_customers.csv
- fact_spends.csv

Insights - Top Spending Areas

- Whether it's settling bills, getting groceries, buying electronics, or taking care of health and wellness, these are the big spenders.
- Mumbai is the go-to city for spending across different ages it's the spending champ!

Insights - Age and Spending Style

- Folks between 2534 and 2124 are up for a good time, spending more on fun stuff like entertainment, clothes, and travel.
- Those over 45 are a bit more frugal, especially when it comes to swiping that credit card.

Insights - Jobs and Money Talk

- People with regular IT jobs, business owners, and others with a monthly paycheck are the big earners and spenders.
- Freelancers and government employees are also not shy when it comes to opening their wallets.

Insights - Gender and Relationship Impact

- Guys are more likely to flash the credit card than the ladies.
- Married folks are big spenders compared to the singles love costs!

Insights - City-Specific Spending

- Mumbai isn't just a city of dreams; it's also the city of spending, especially with credit cards.
- Other places like Delhi NCR, Bengaluru, and Chennai have their own unique spending vibes depending on the age group.

Insights - Diving into Categories

- Bills, electronics, and travel are golden areas for credit card perks tailor those rewards for the big spenders!

Recommendations - Targeted Offers

- 2534: Diverse offers in Electronics, Entertainment, and Travel.
- 2124: Youth-centric deals in Entertainment, Apparel, and Travel.
- Mumbai: Increased rewards or points on Bills, Groceries, Electronics, and Health & Wellness. Specialized travel benefits.
- Salaried IT: Higher credit limits.
- Business Owners: Business-oriented rewards.
- Males: Targeted rewards for Electronics, Travel, and other high-value categories.
- Married: Family-centric offers like discounts on outings, groceries, or bills.

Recommendations - Category-Specific Features

- Bills: Special cashback or points on utility bills.
- Electronics: Flexible payment plans or EMI options.
- Travel: Exclusive travel-related offers, discounts, or rewards.

Recommendations - Additional Market Research

- Reward points for on-time bill payments.
- Bill payment reminders 3 days prior.

Benefits

- Increased customer satisfaction and loyalty.
- Higher credit card usage and spend.
- Stronger brand image and customer engagement.



Strategic Insights for Mitron Bank's New Credit Line

Demography



Income Analysis



Expenditure Analysis



Income Utilisation Analysis



Demography

FILTERS

month

All

gender

All

city

All

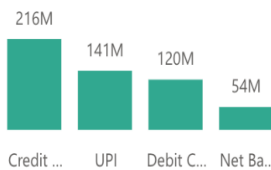
age_group

All

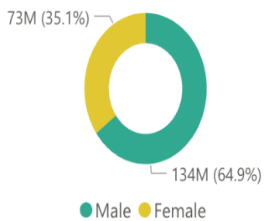
4000

Active Customers

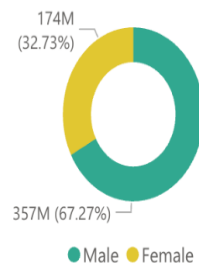
Total Spend by Payment Type



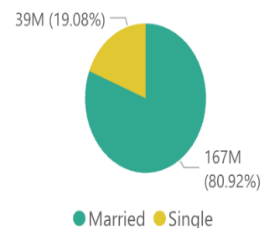
Total Average Income by Gender



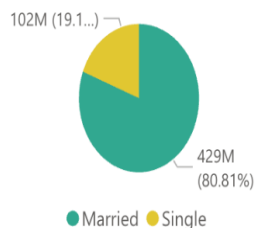
Total Spends by Gender



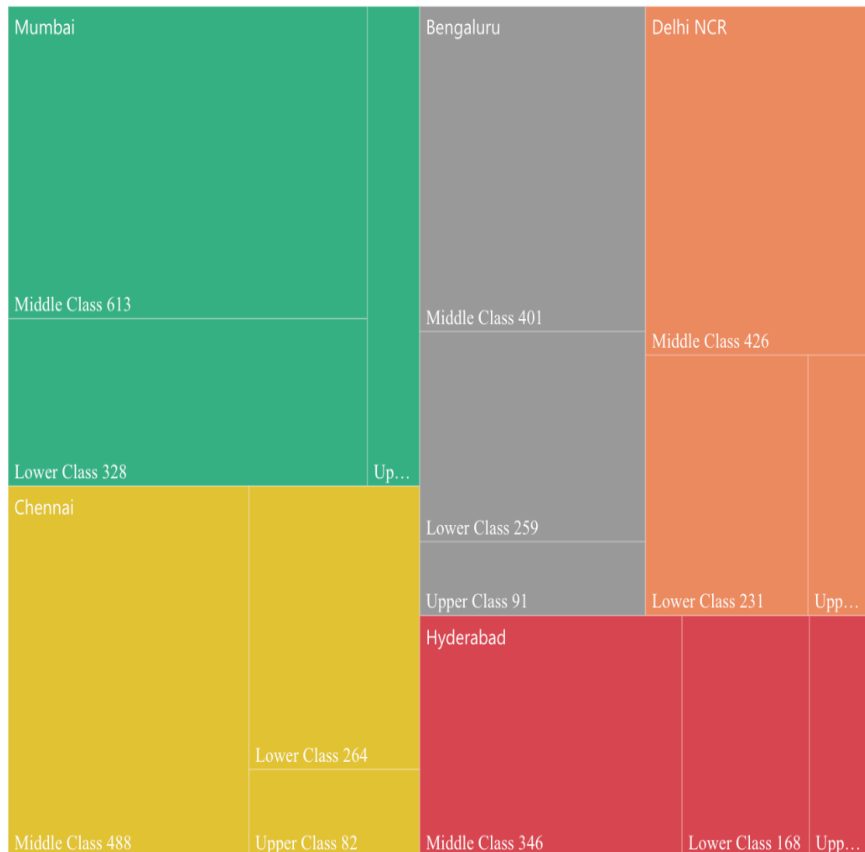
Average Income by Marital Status



Total Spends By Marital Status



Active Customers by City and Customer Segmentation



Income Analysis

FILTERS

month

All

gender

All

city

All

age_group

All

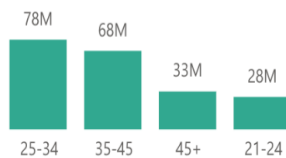
207M

Total Avg Income

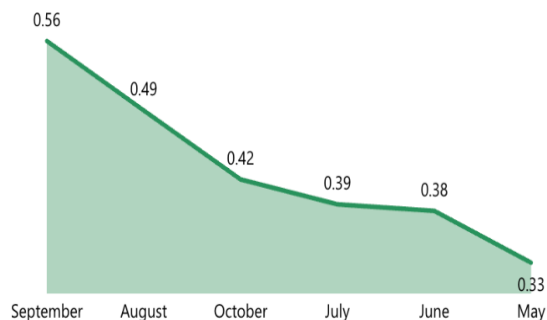
2.58

Income Utilisation %

Avg Income by Age Group



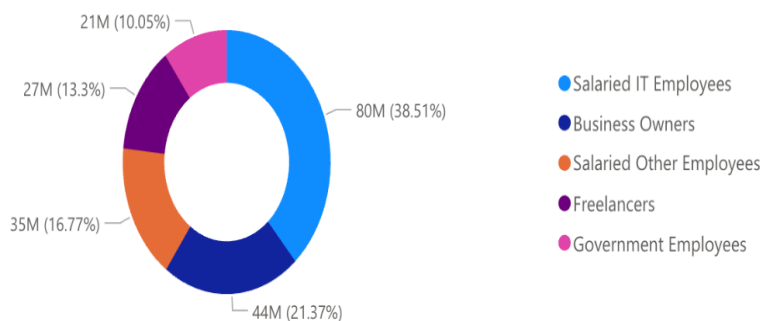
Income Utilisation % by Month



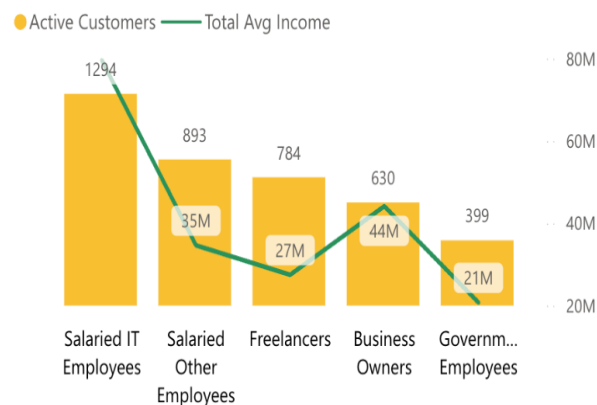
Average Income of Occupations in Different Cities

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

Total Avg Income by occupation



Active Customers and Avg Income by Occupation



Expenditure Analysis

FILTERS

month

All

gender

All

city

All

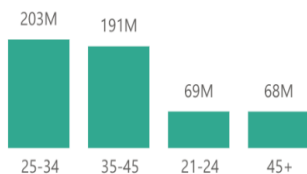
age_group

All

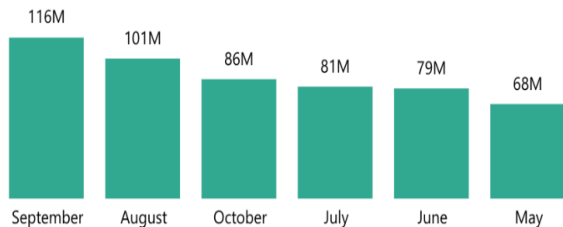
531M

Total Spend

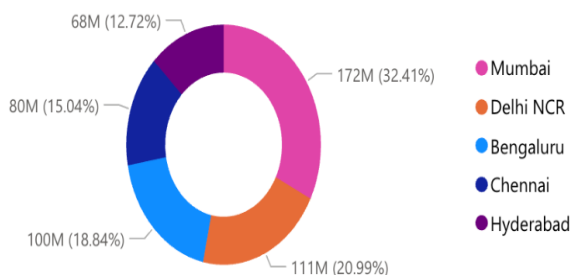
Total Spend by Age Group



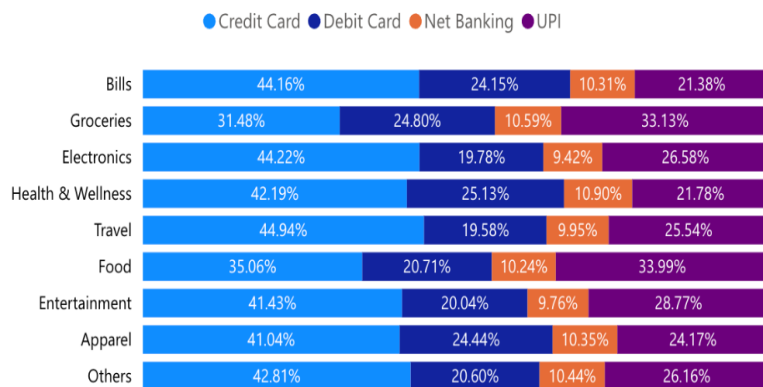
Average Spends by Month



Total Spend by City

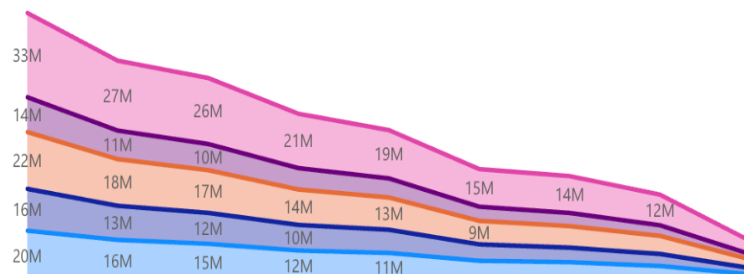


Total Spend by Category and Payment Type



Total Spend by Category and City

Bengaluru Chennai Delhi NCR Hyderabad Mumbai





Income Utilisation Analysis

FILTERS

month

All

gender

All

city

All

age_group

All

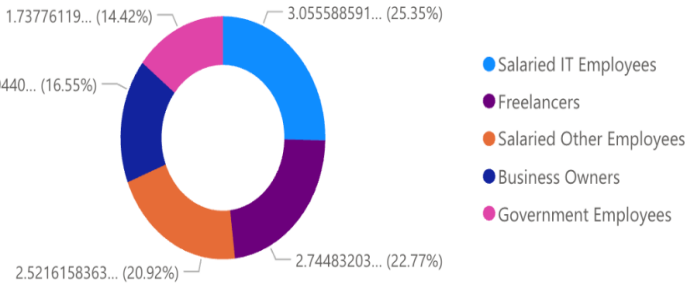
2.40

Income Utilisation % Female

2.66

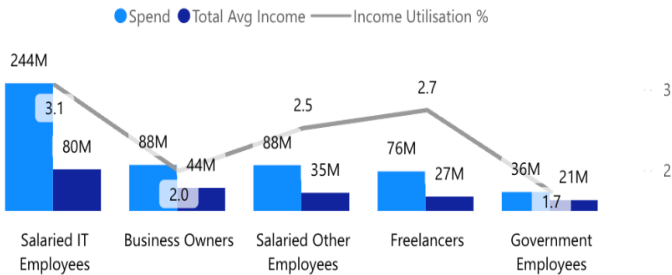
Income Utilisation % Male

Income Utilisation % by occupation



occupation	Total Avg Income	Avg Spend	Income Utilisation %
Business Owners	44M	0.14M	1.99
Freelancers	27M	0.10M	2.74
Government Employees	21M	0.09M	1.74
Salaried IT Employees	80M	0.19M	3.06
Salaried Other Employees	35M	0.10M	2.52
Total	207M	0.13M	2.58

Average Income, Average Spends & Income Utilisation % by Occupation



Average Income, Average Spends & Income Utilisation % by Age Group

