

MITRON BANK

Credit Card Analysis

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Demography

Income & Spend

Credit Card

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month

gender

 Female

 Male

marital status

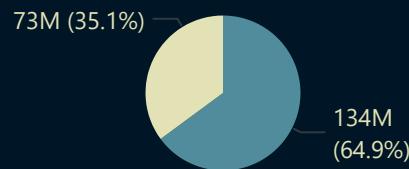
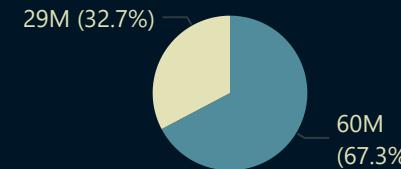
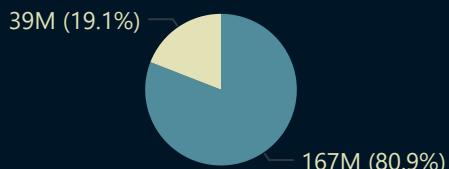
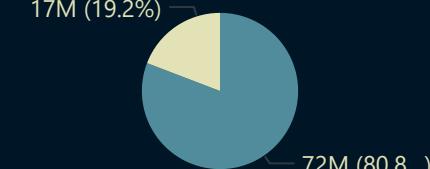
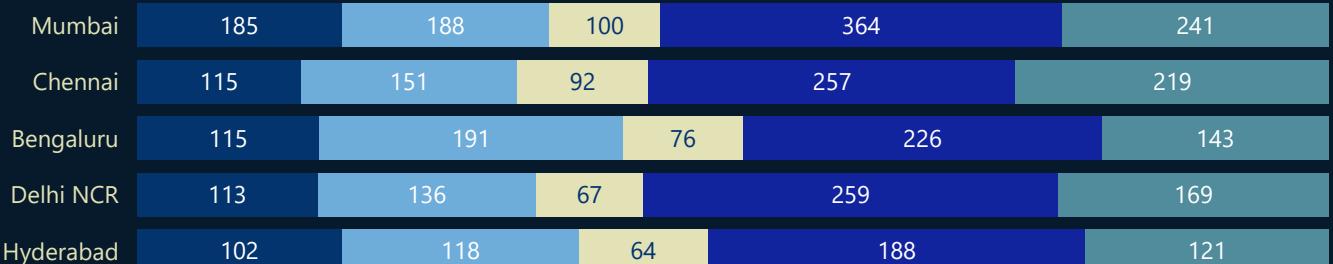
 Married

 Single

age_group

occupation

payment_type

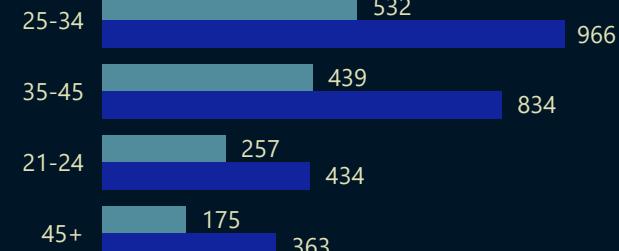
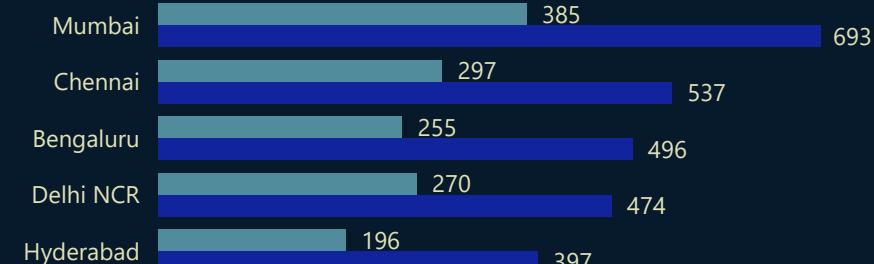
Avg Income by Gender
● Male
 ● Female
**Avg Spend by Gender**
● Male
 ● Female
**Avg Income by Marital Status**
● Married
 ● Single
**Avg Spend by Marital Status**
● Married
 ● Single
**Customers by City & Occupation**
● Business Owners
 ● Freelancers
 ● Government Employees
 ● Salaried IT Employees
 ● Salaried Other Employees
**Total Customers****4000****Female****1403****Male****2597****Customers by marital status**

3136

Married

864

Single

Customers by Age Group & Gender
● Female
 ● Male
**Total Customers by City and Gender**
● Female
 ● Male


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Total Income

1239.8M

Total Spends

531M

Average Income

207M

Average Spend

88M

Average Monthly Income

51.66K

Average Monthly Spend

22.12K

Avg Income Utilization %

42.82%

month

All

gender

 Female Male

marital status

 Married Single

age_group

All

occupation

All

payment_type

All

Avg Monthly Income, Avg Monthly Spend & Avg Income Utilization % by Occupation & Month

occupation	Average Monthly Income	Average Monthly Spend	Average Income Utilization %
Business Owners	70.09K	23.28K	33.22%
October	70.09K	22.71K	32.40%
May	70.09K	17.89K	25.53%
June	70.09K	20.82K	29.71%
July	70.09K	20.99K	29.95%
August	70.09K	26.57K	37.91%
September	70.09K	30.71K	43.81%
Salaried IT Employees	61.50K	31.39K	51.04%
Government Employees	52.03K	15.09K	29.00%
Salaried Other Employees	38.79K	16.33K	42.10%
Freelancers	35.06K	16.06K	45.80%
Total	51.66K	22.12K	42.82%

city

age_group

month

Avg Monthly Income, Avg Monthly Spend and Avg Income Utilization % by age_group

● Average Monthly Income
● Average Monthly Spend
● Average Income Utilization %


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month

gender
 Female

 Male

marital status
 Married

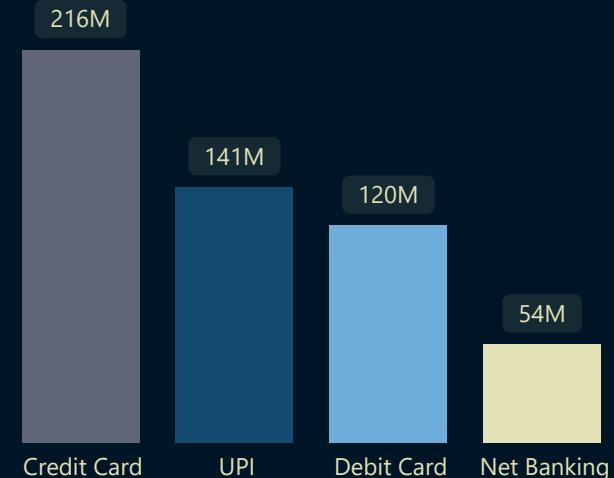
 Single

age_group

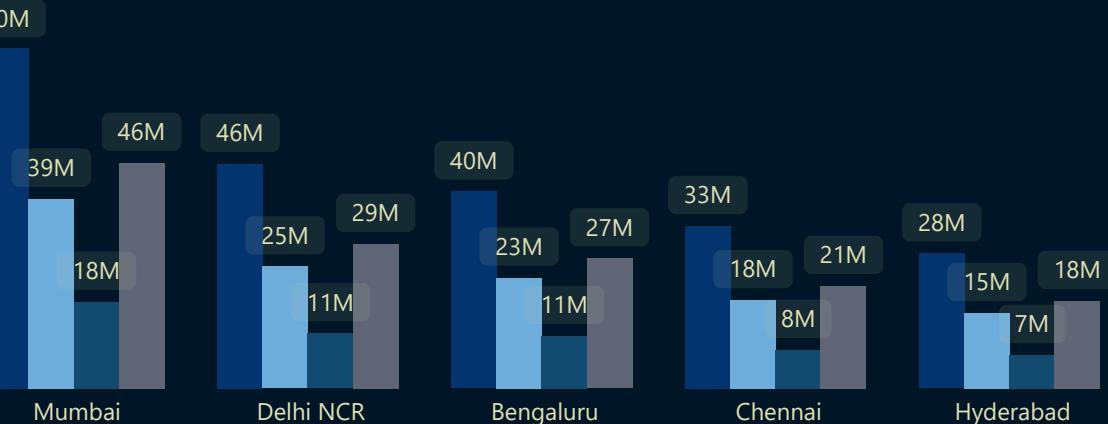
occupation

payment_type

Spends by Payment Type



Spends by City and Payment Type

● Credit Card
 ● Debit Card
 ● Net Banking
 ● UPI


category	October	May	June	July	August	September
Apparel	5.5M	4.4M	5.1M	5.2M	6.5M	7.4M
Bills						
Credit Card	7.5M	5.9M	6.9M	7.0M	8.8M	10.1M
Debit Card	4.1M	3.3M	3.8M	3.8M	4.8M	5.5M
Net Banking	1.8M	1.4M	1.6M	1.6M	2.1M	2.4M
UPI	3.6M	2.9M	3.4M	3.4M	4.3M	4.9M
Electronics	12.8M	10.2M	11.9M	12.1M	15.1M	17.4M
Entertainment	6.7M	5.3M	6.1M	6.3M	7.9M	9.0M
Food	7.1M	5.7M	6.6M	6.7M	8.4M	9.6M
Groceries	14.0M	11.1M	12.9M	13.1M	16.4M	18.8M
Health & Wellness	10.7M	8.4M	9.8M	10.0M	12.4M	14.4M
Others	2.6M	2.1M	2.4M	2.4M	3.0M	3.5M
Travel	9.6M	7.6M	8.8M	9.0M	11.3M	13.0M

Income, Spends & Average Income Utilization % by occupation

● Total Income
 ● Total Spends
 ● Average Income Utilization %
