



Mitron Bank : Analysis

Customer Analysis

Page Navigator

Demographic Analysis

Spend Analysis

Income Utilization

Filters

Age Group
All

Gender
All

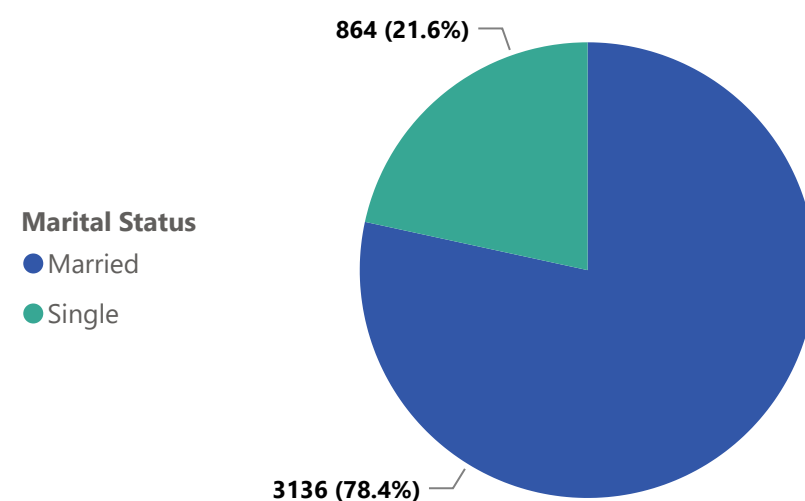
City
All

Marital Status
All

Occupation
All

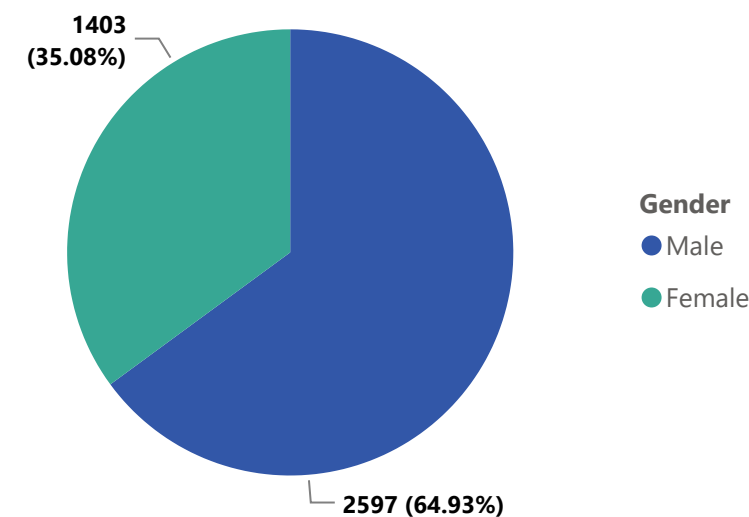
 **4000**
Total Customers


Customer by Marital Status



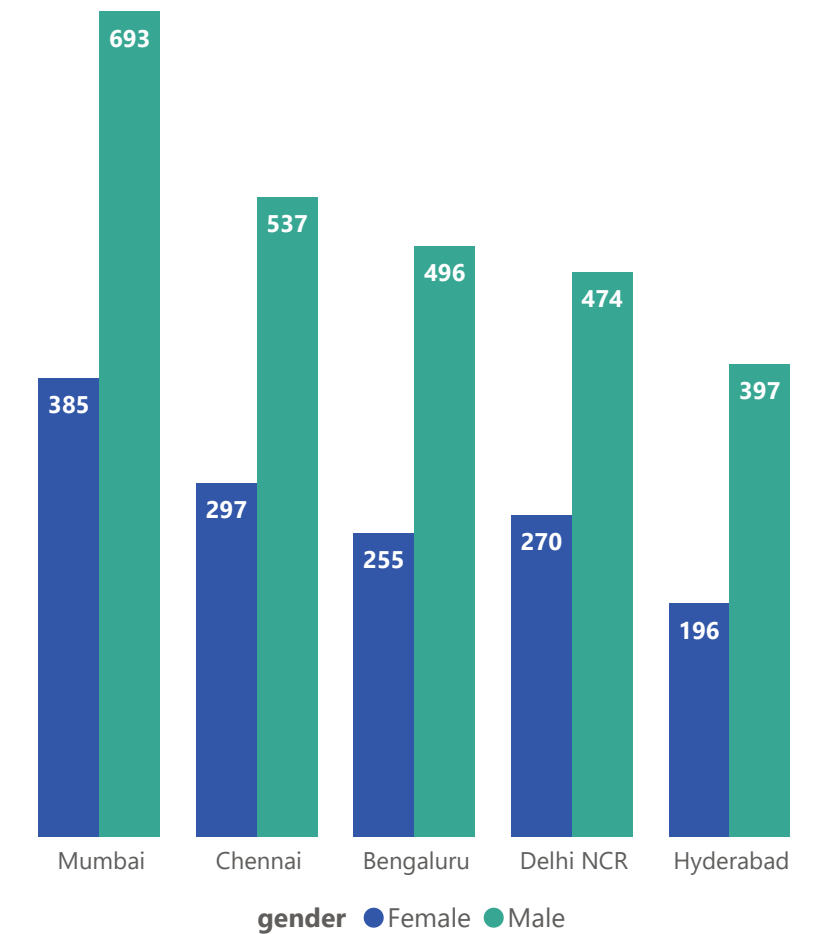
 **2597**
Males

Customer by Gender

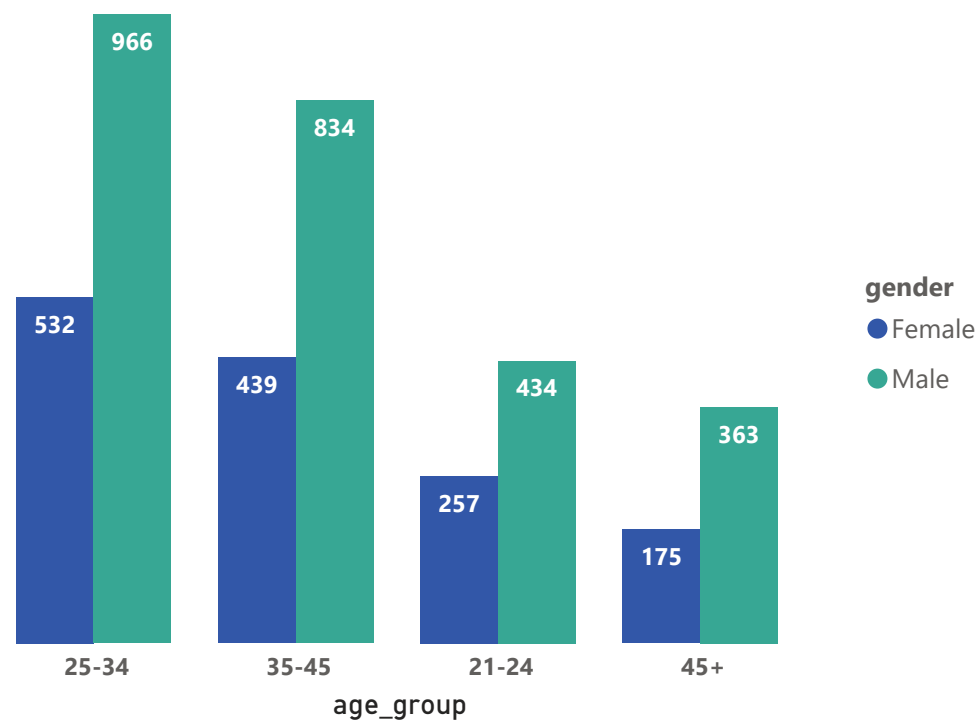


 **1403**
Females

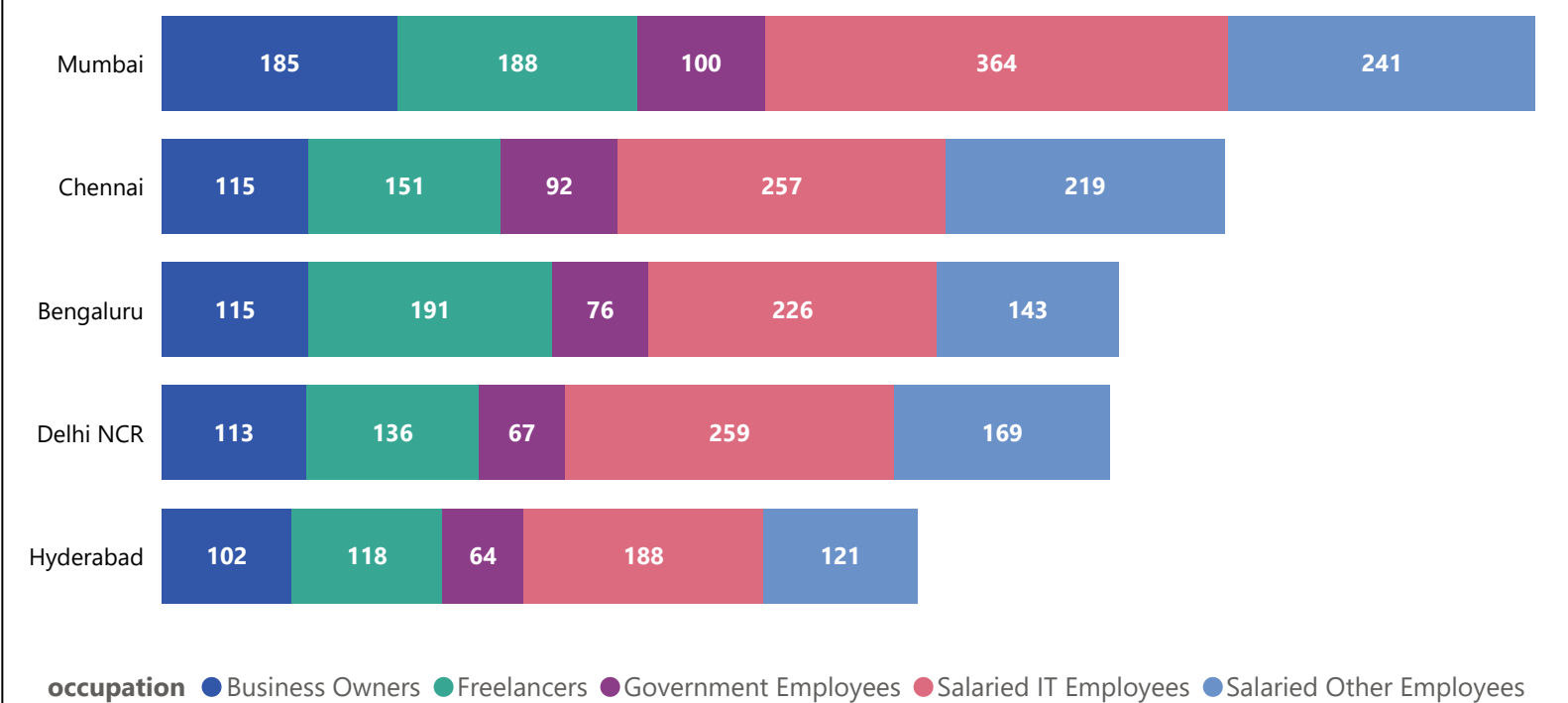
Customer by City and Gender



Customer by Age and Gender



Customer by City and Occupation





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Age Group

All

Gender

All

City

All

Marital Status

All

Occupation

All

4000

Total Customers

1240M

Total Income

531M

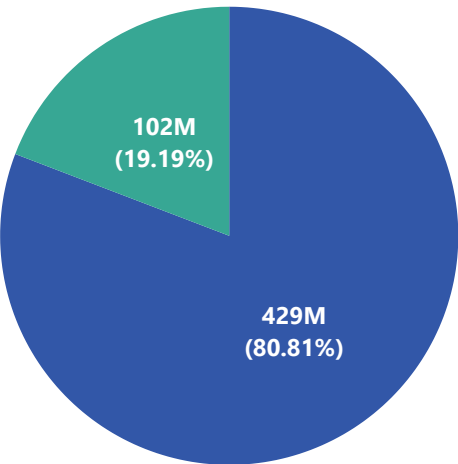
Total Spend

42.82%

Income utilization

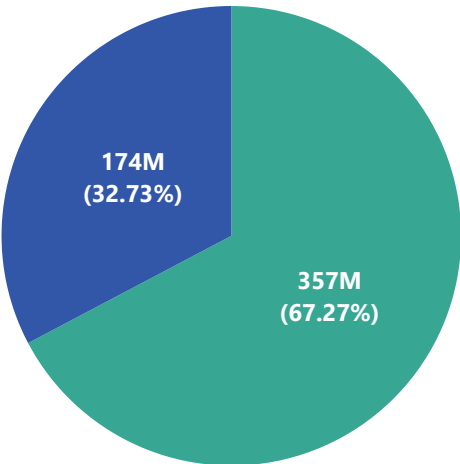
Total Spend by marital status

marital status ● Married ● Single



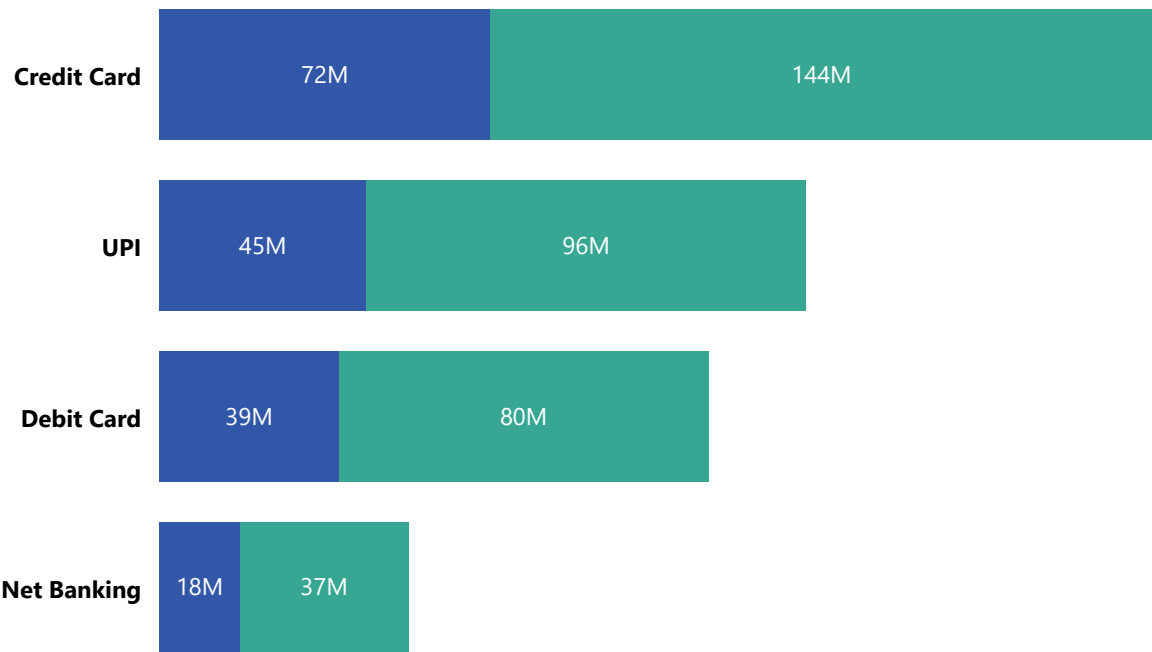
Total Spend by gender

gender ● Male ● Female

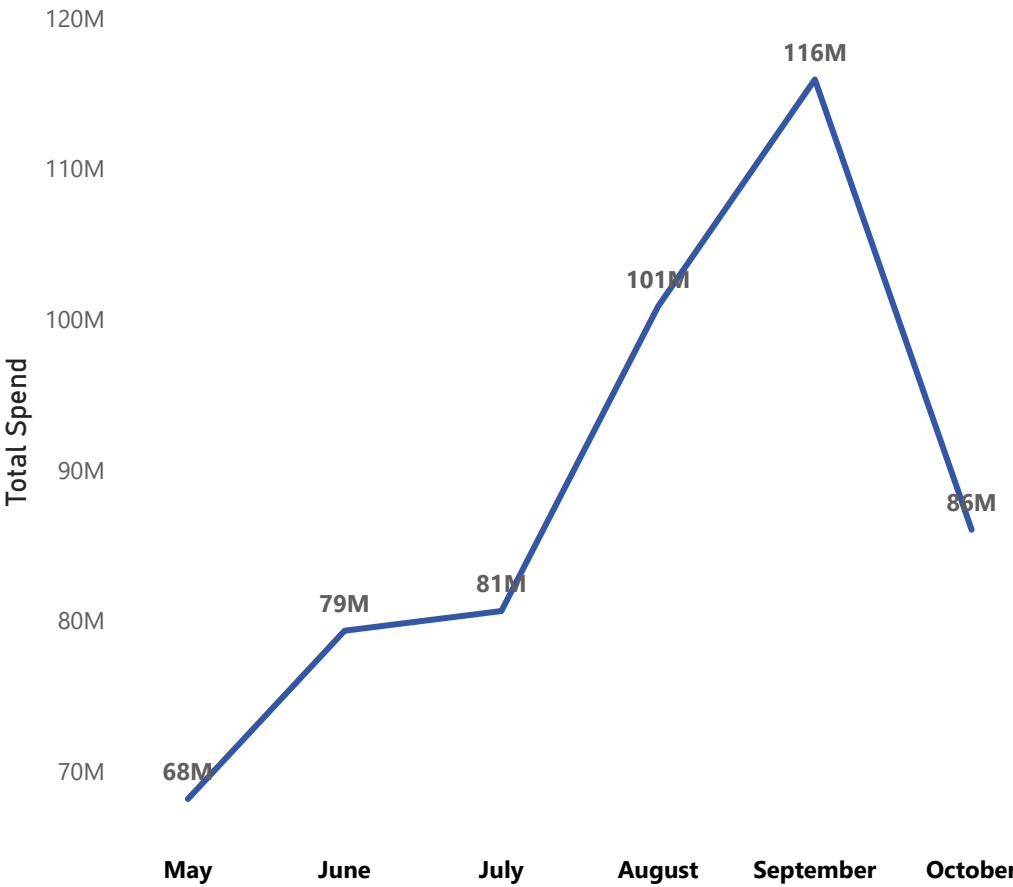


Total Spend by payment_type and gender

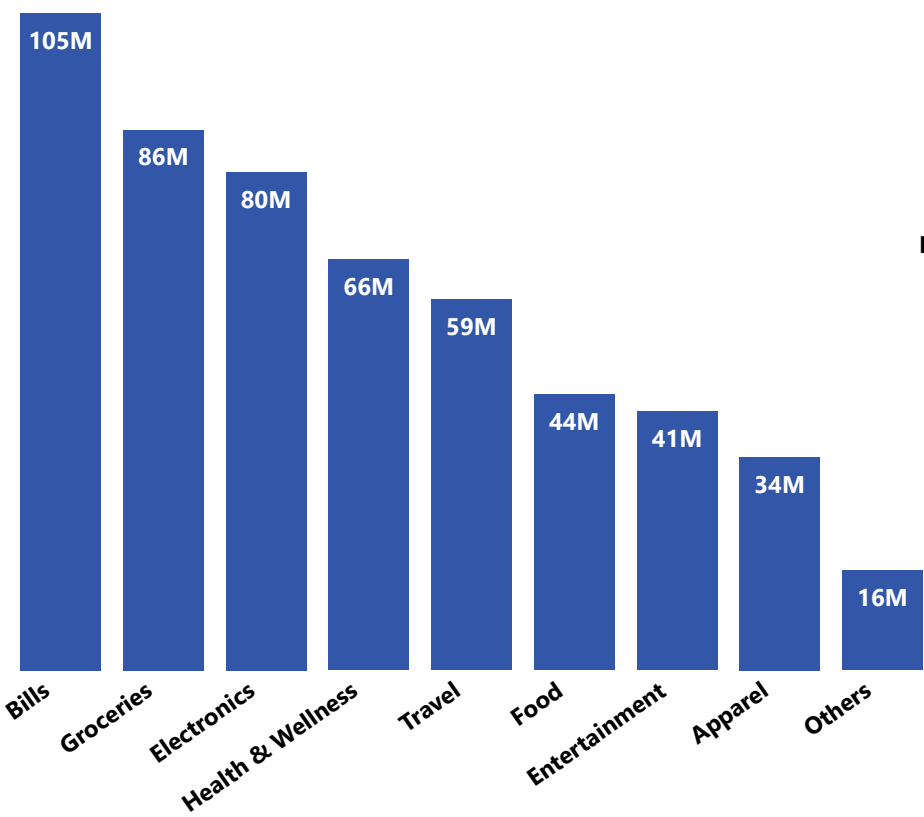
Gender ● Female ● Male



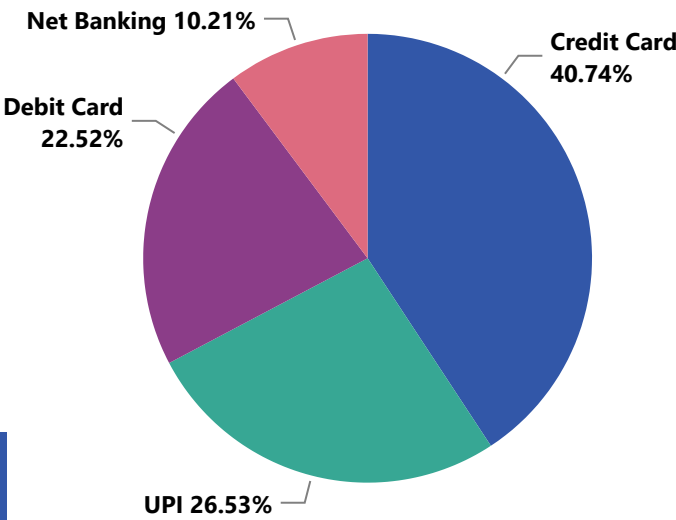
Total Spend by month



Total Spend by category



Total Spend by payment_type





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Filters

Age Group

All

Gender

All

City

All

Marital Status

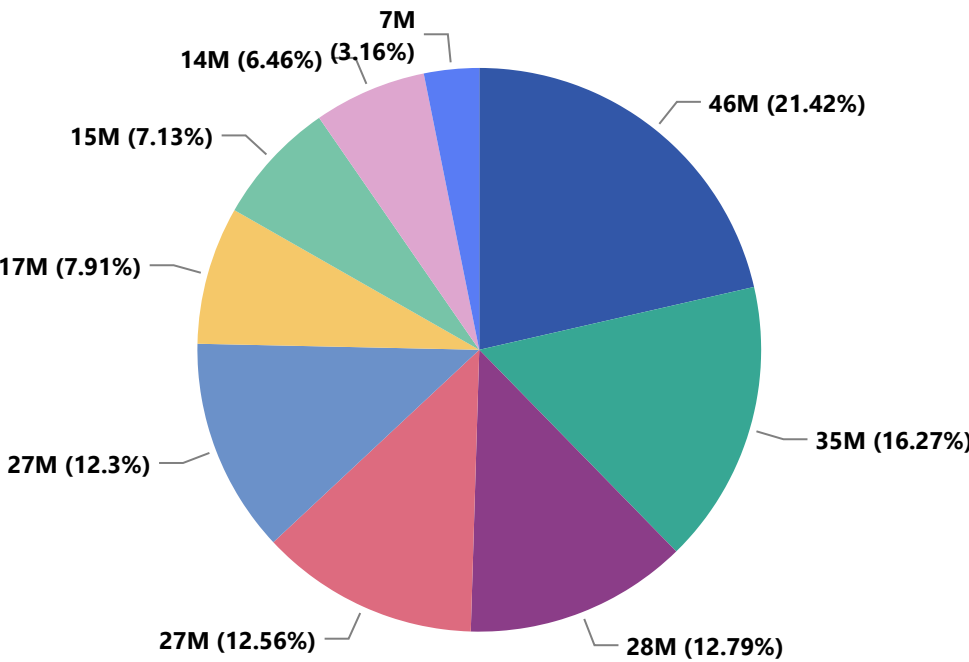
All

Occupation

All

Total Spend by category and payment_type

category Bills Electronics Health & Wellness Groceries Travel Entertainment Food Apparel Others



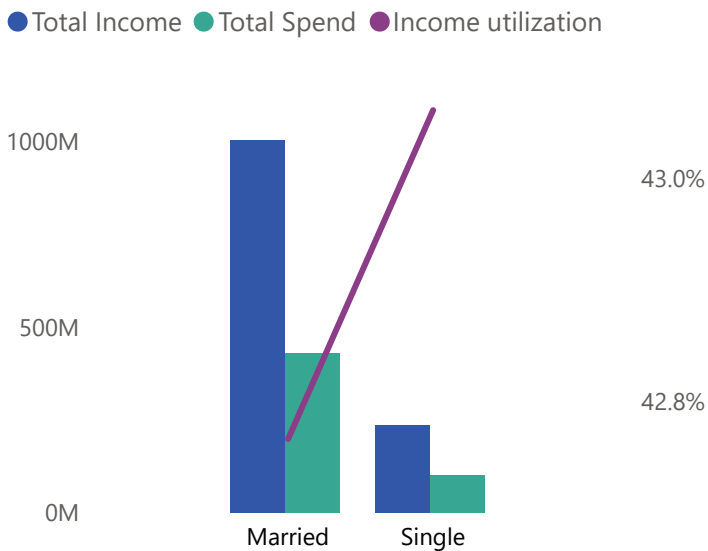
occupation

Salaried IT Employees
Freelancers
Salaried Other Employees
Business Owners
Government Employees

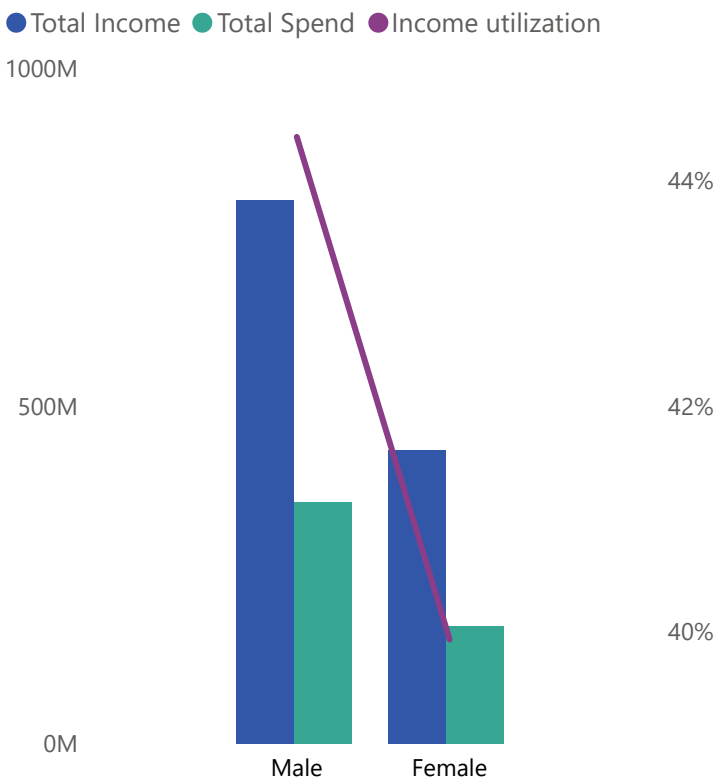
Income utilization

51.04%
45.80%
42.10%
33.22%
29.00%

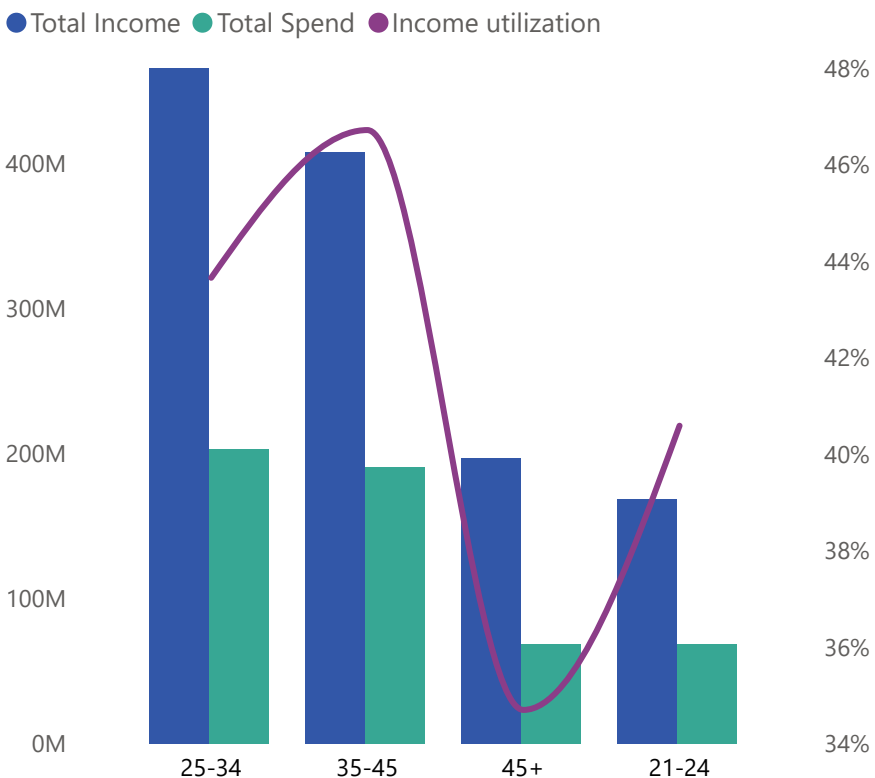
Total Income, Total Spend and Income utilization by marital status



Total Income, Total Spend and Income utilization by gender



Total Income, Total Spend and Income utilization by age_group



Total Income, Total Spend and Income utilization by city

