

MITRON BANK CUSTOMER ANALYSIS FOR CREDIT CARD LAUNCH

--Insights and Trends on customer data from Mitron Bank

*Created By,
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4000

Total Customers

2597

Males

1403

Females

Customer Insights based on Demography

Filter by Age Group

All



Filter by City

All

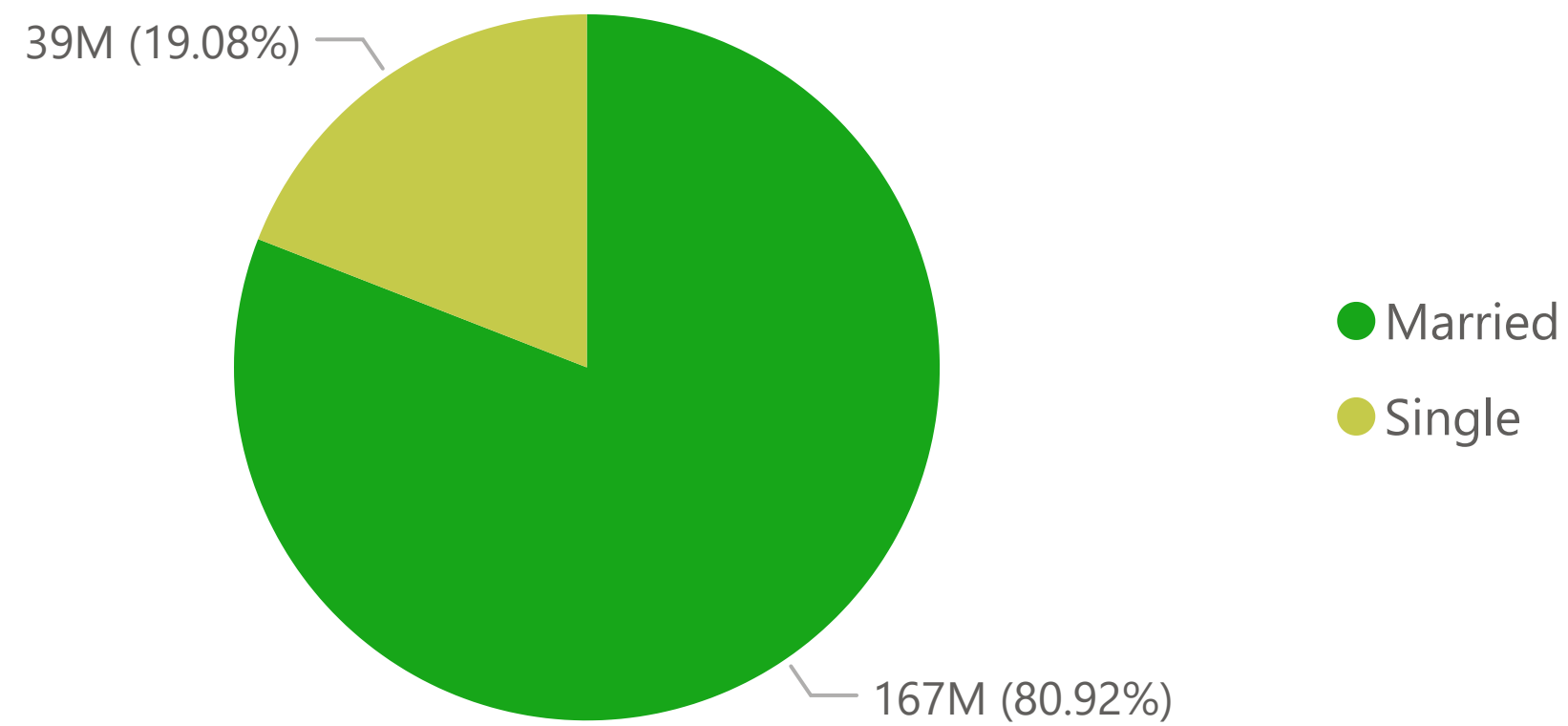


Filter by Occupation

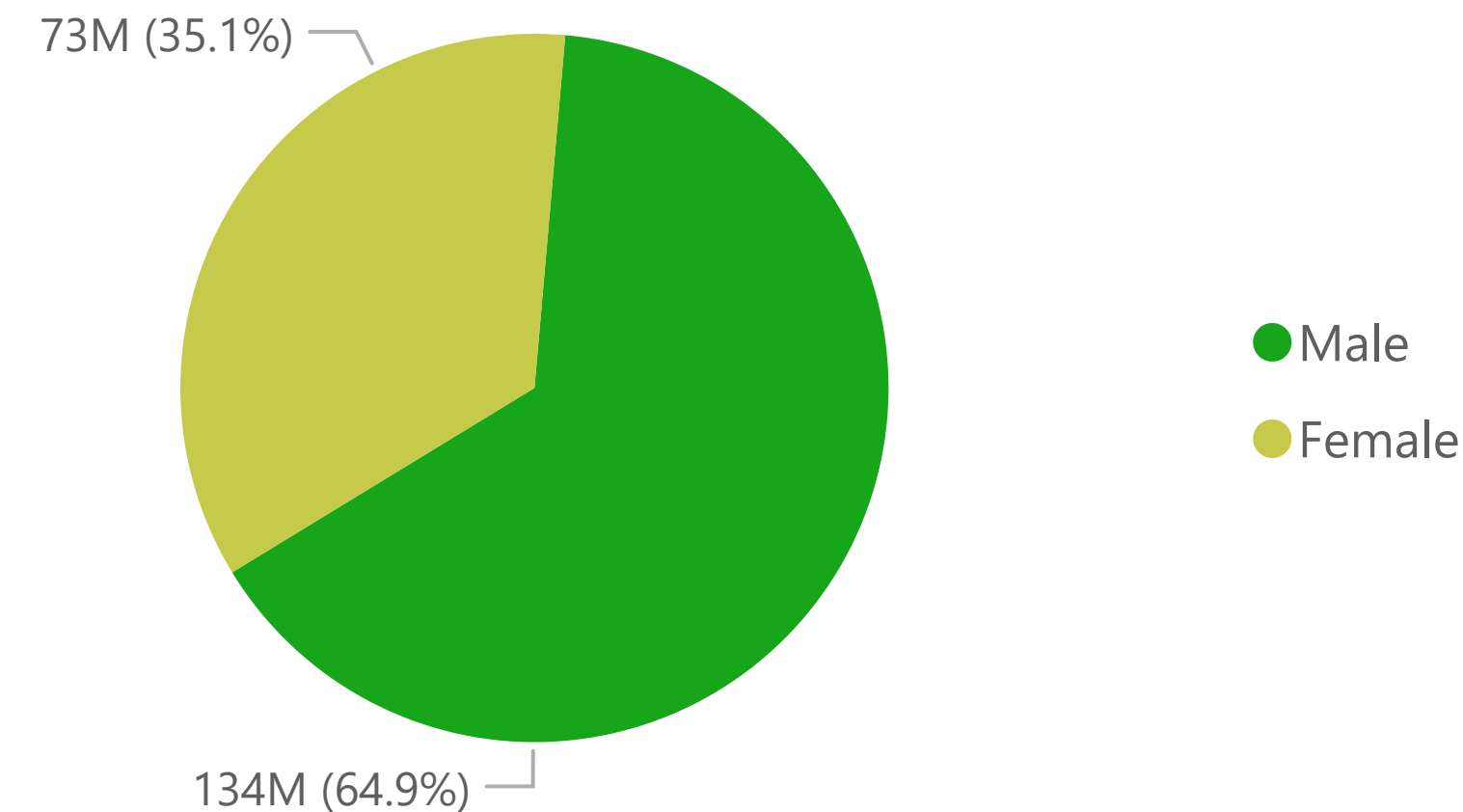
All



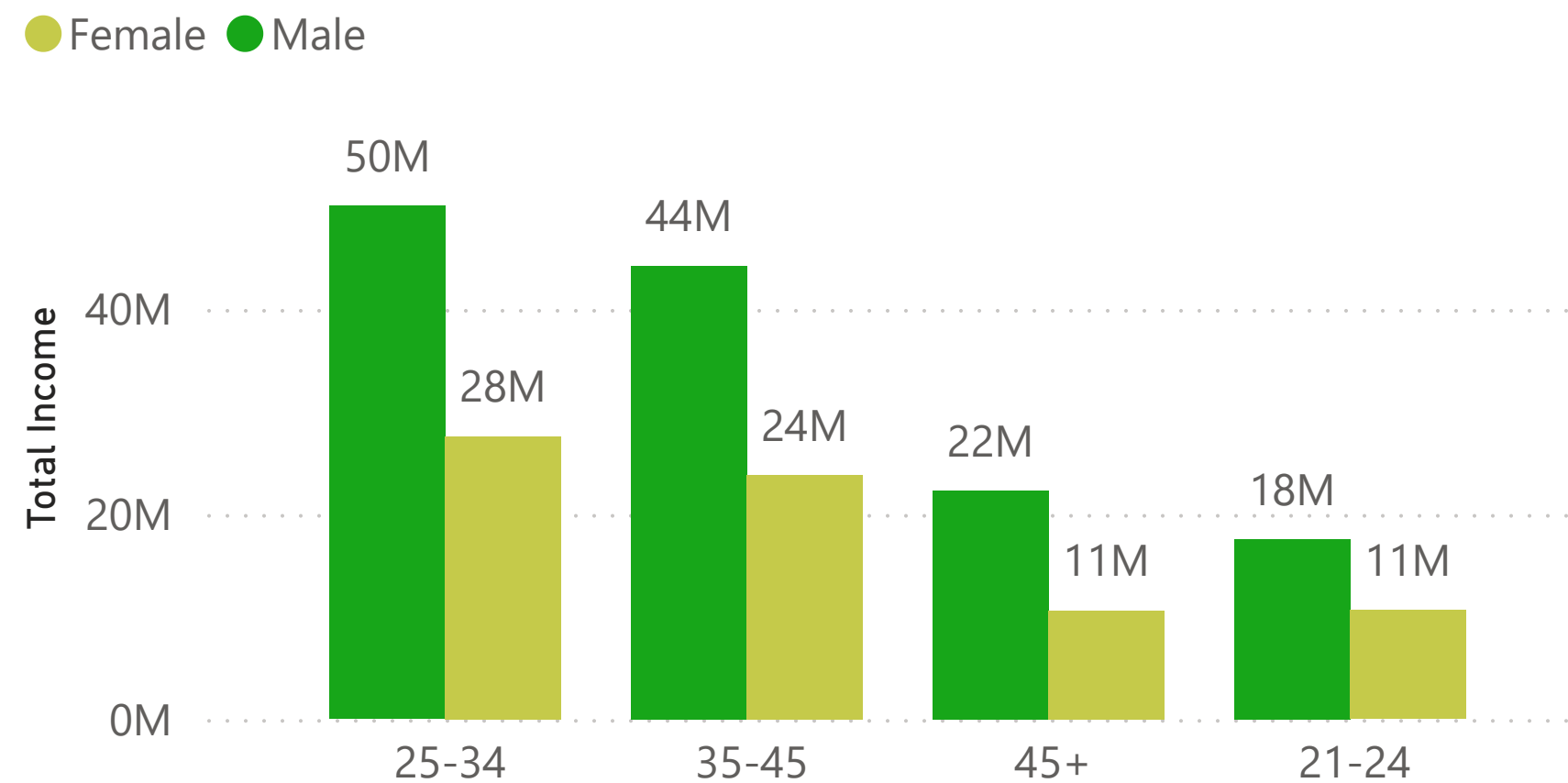
Total Avg Income by Marital Status



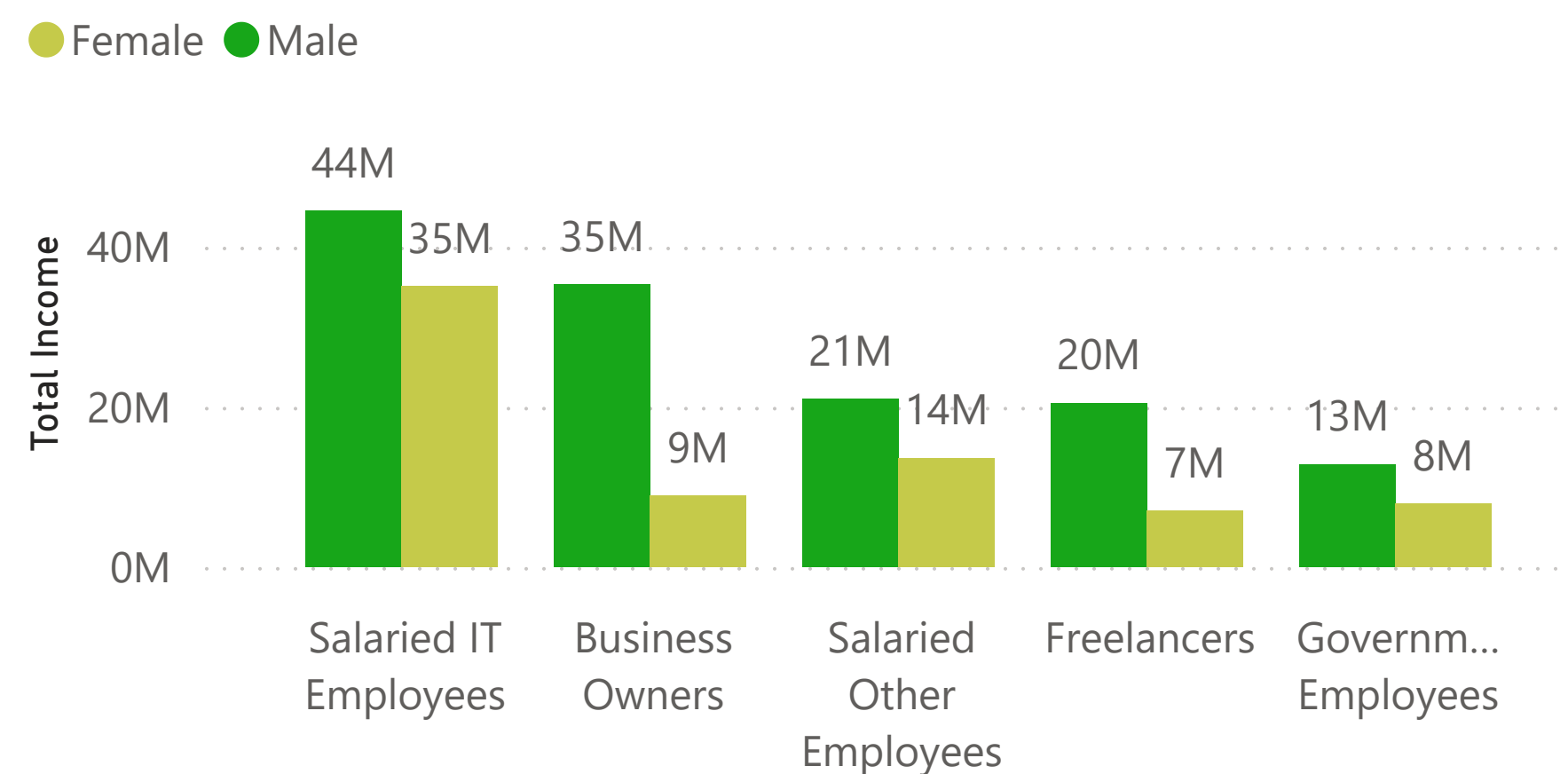
Total Avg Income by Gender



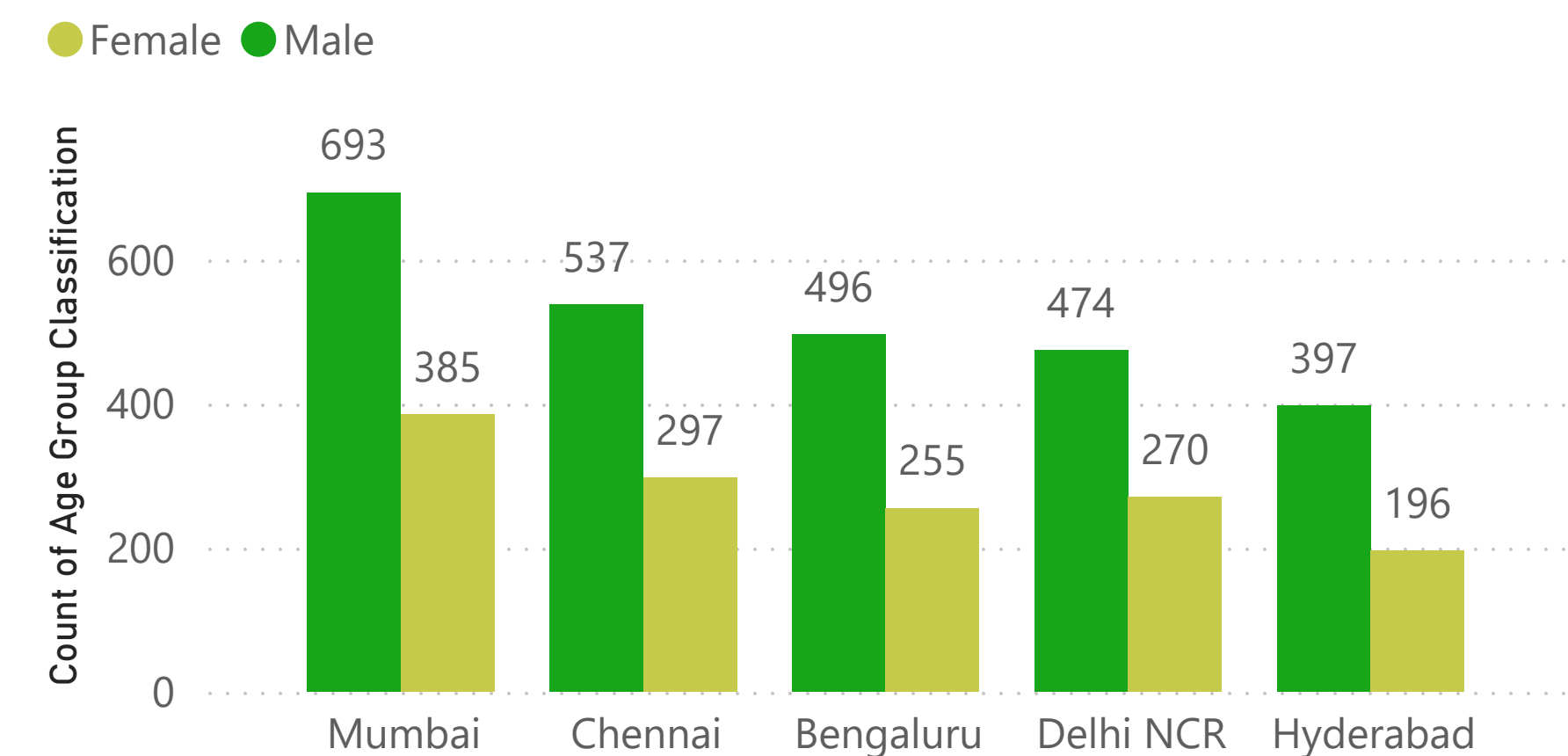
Income by Age Group and Gender



Income by Occupation and gender



Customer by City and Gender



Spend Insights

531M

Total Spend

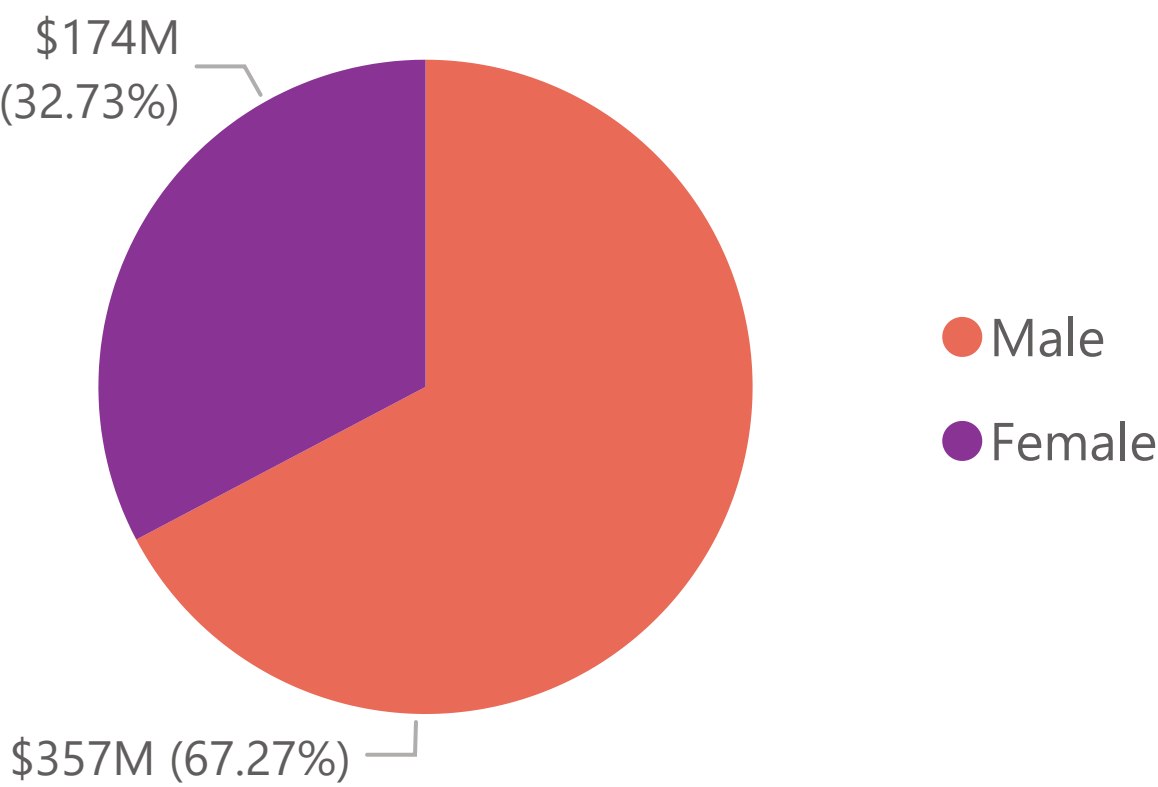
42.8%

Avg Income Utilisation %

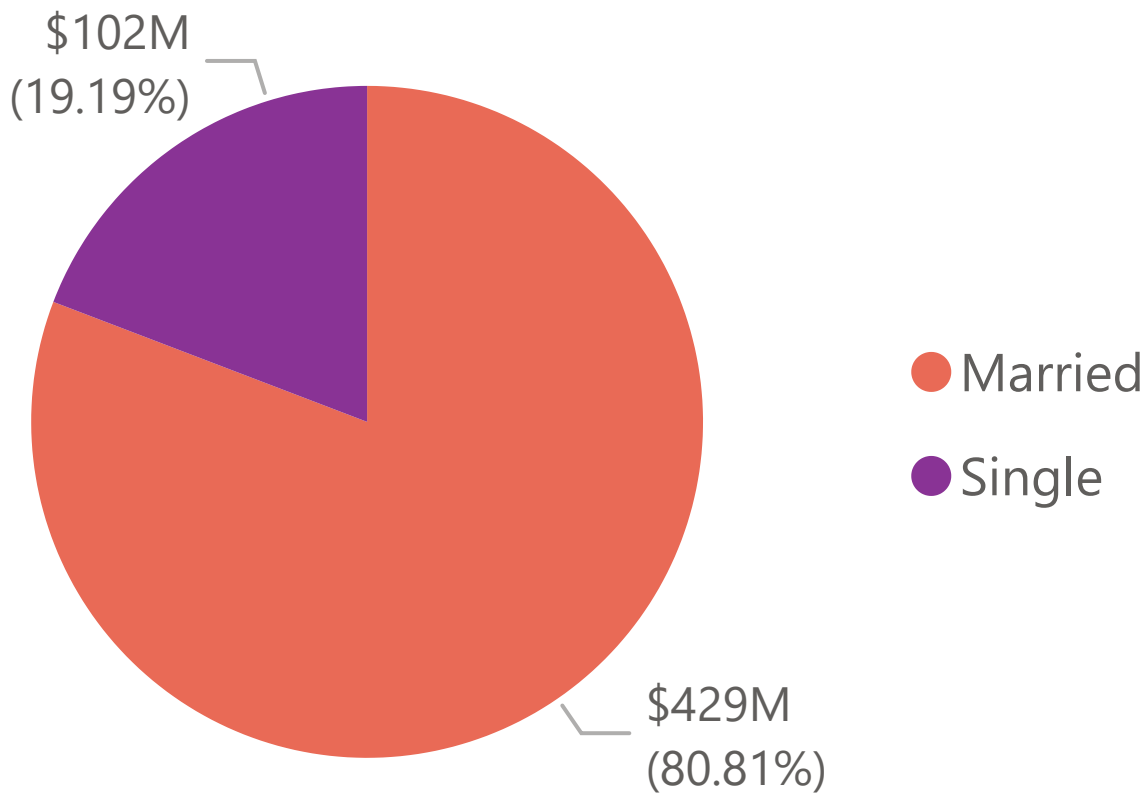
207M

Total Income

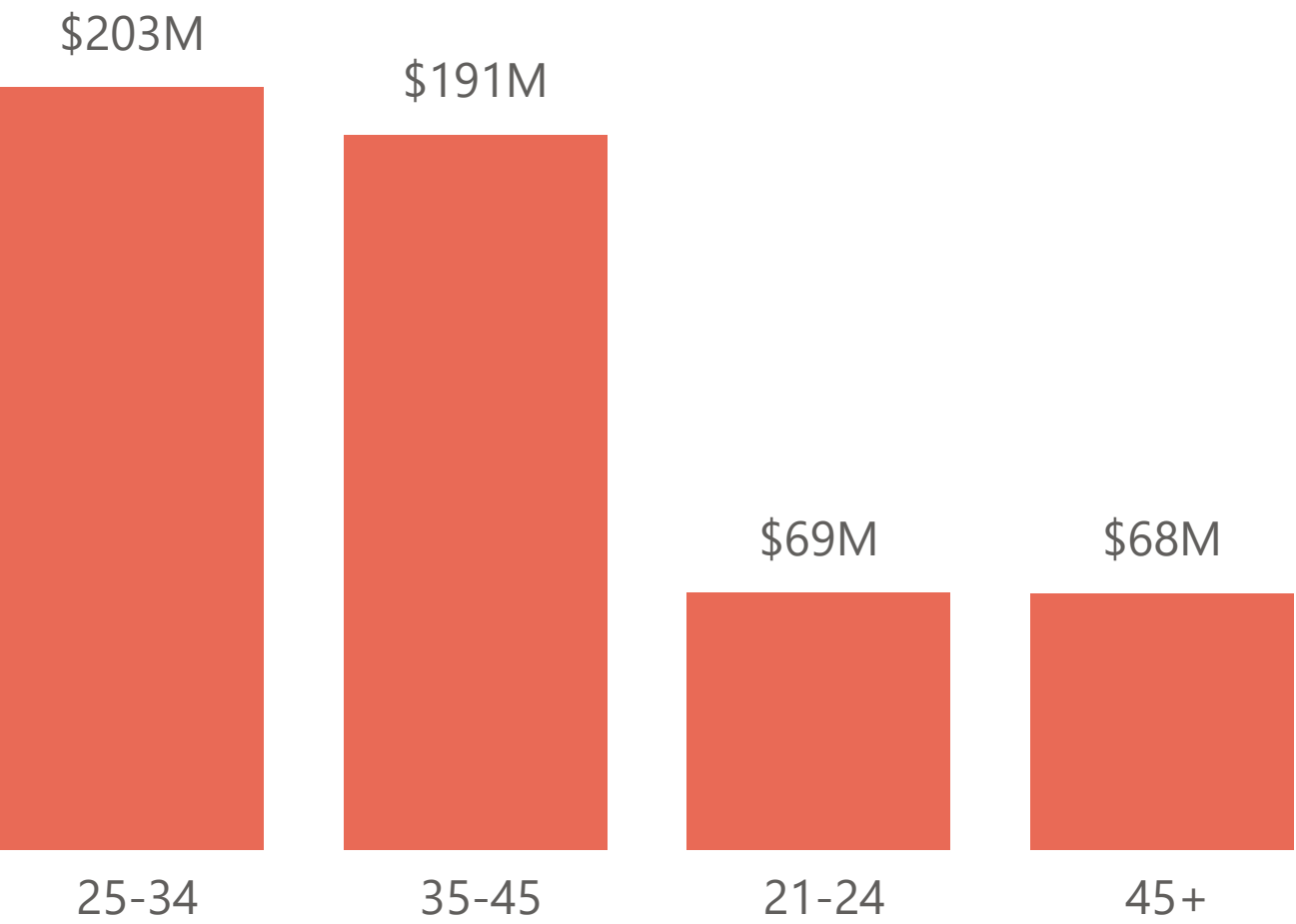
Spend by Gender



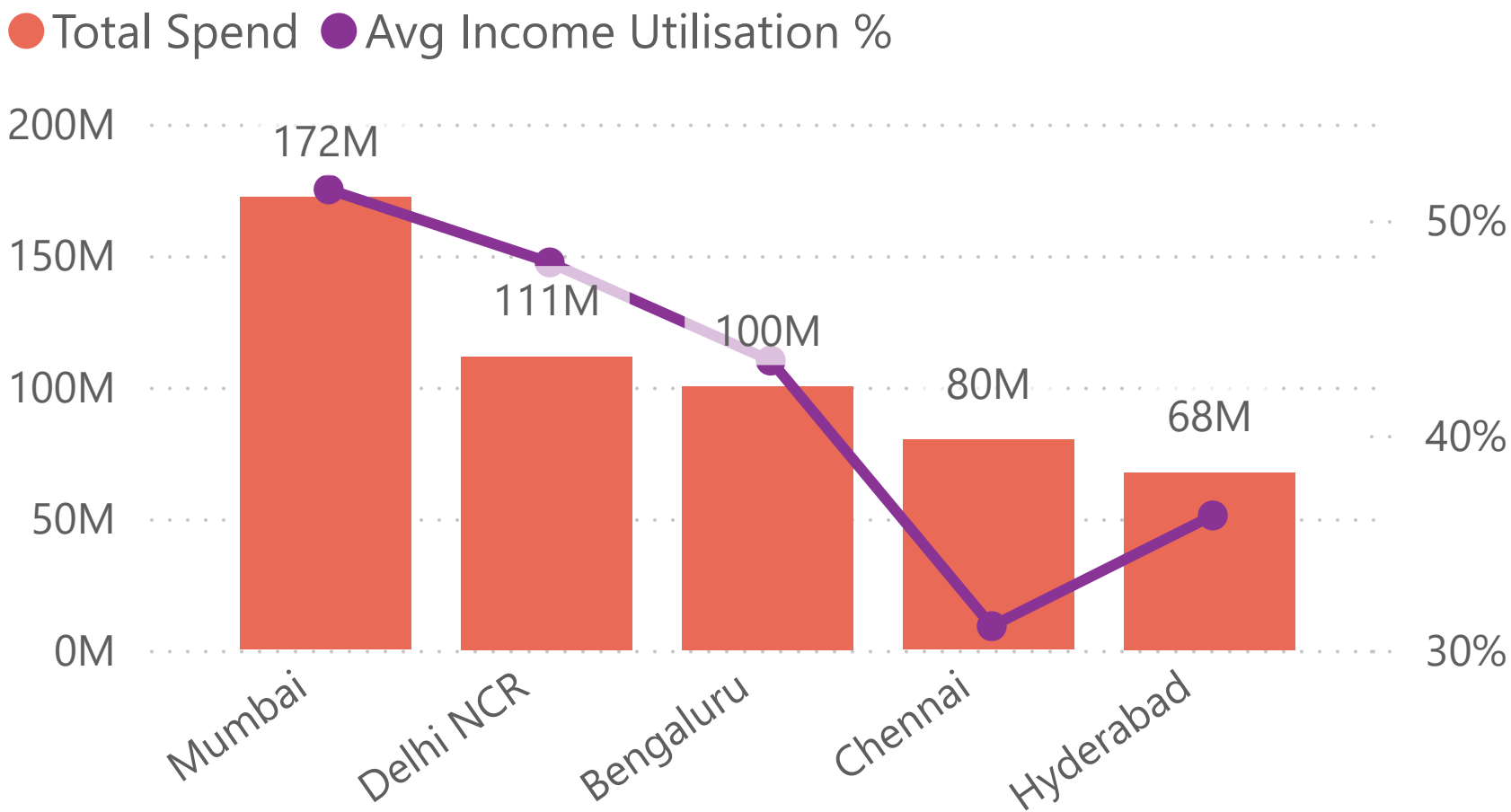
Spend by Marital Status



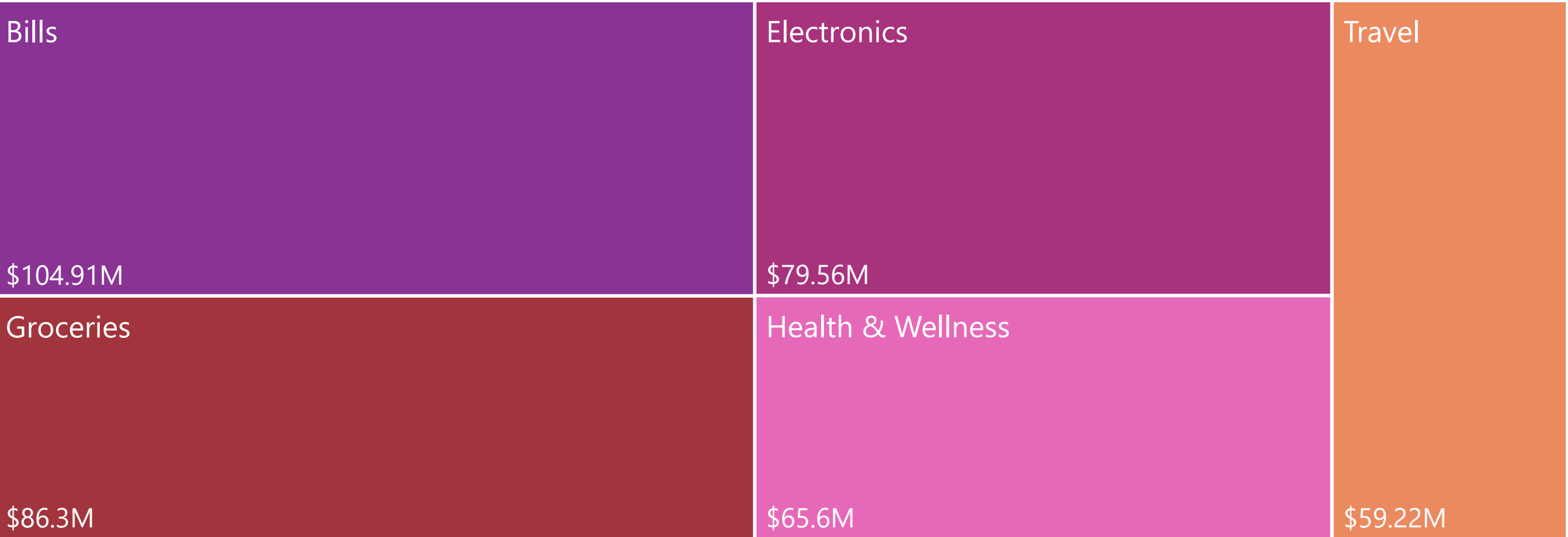
Spend by Age Group



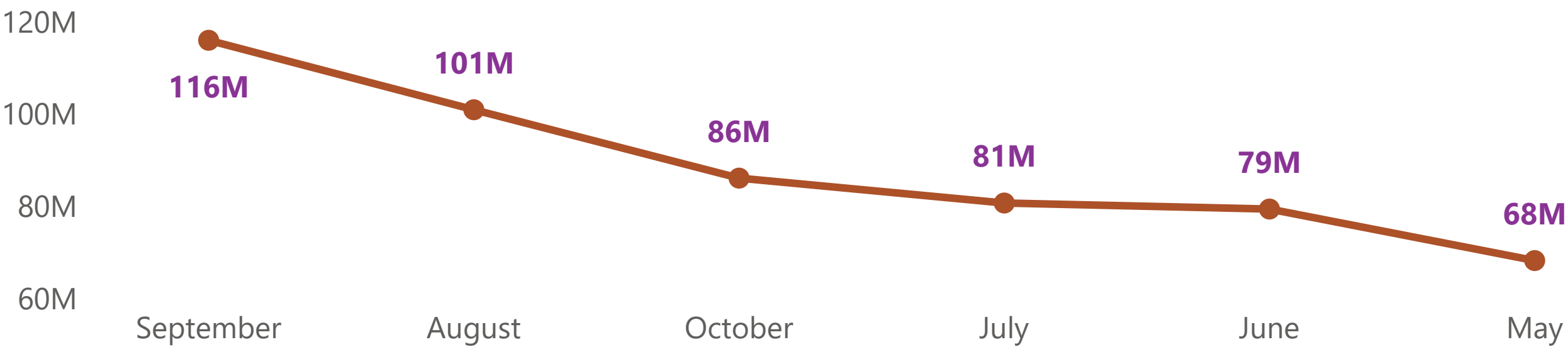
Total Spend and Avg Income Utilisation % by city



Top 5 Categories of Expenditure



Month Analysis of Expense



Filter by City

All

Filter by Age

All

Filter by Occupation

All

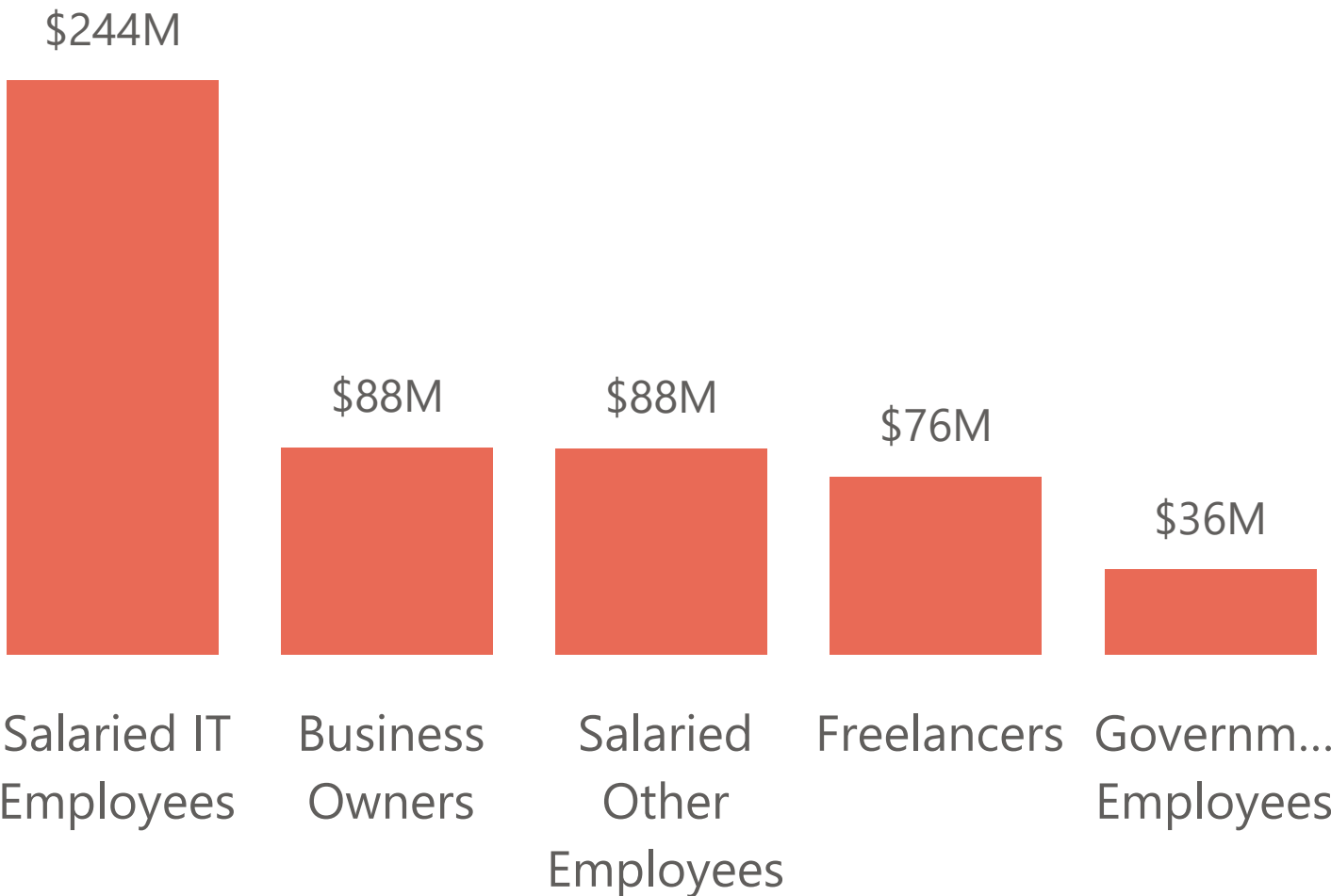
Filter by Payment Type

All

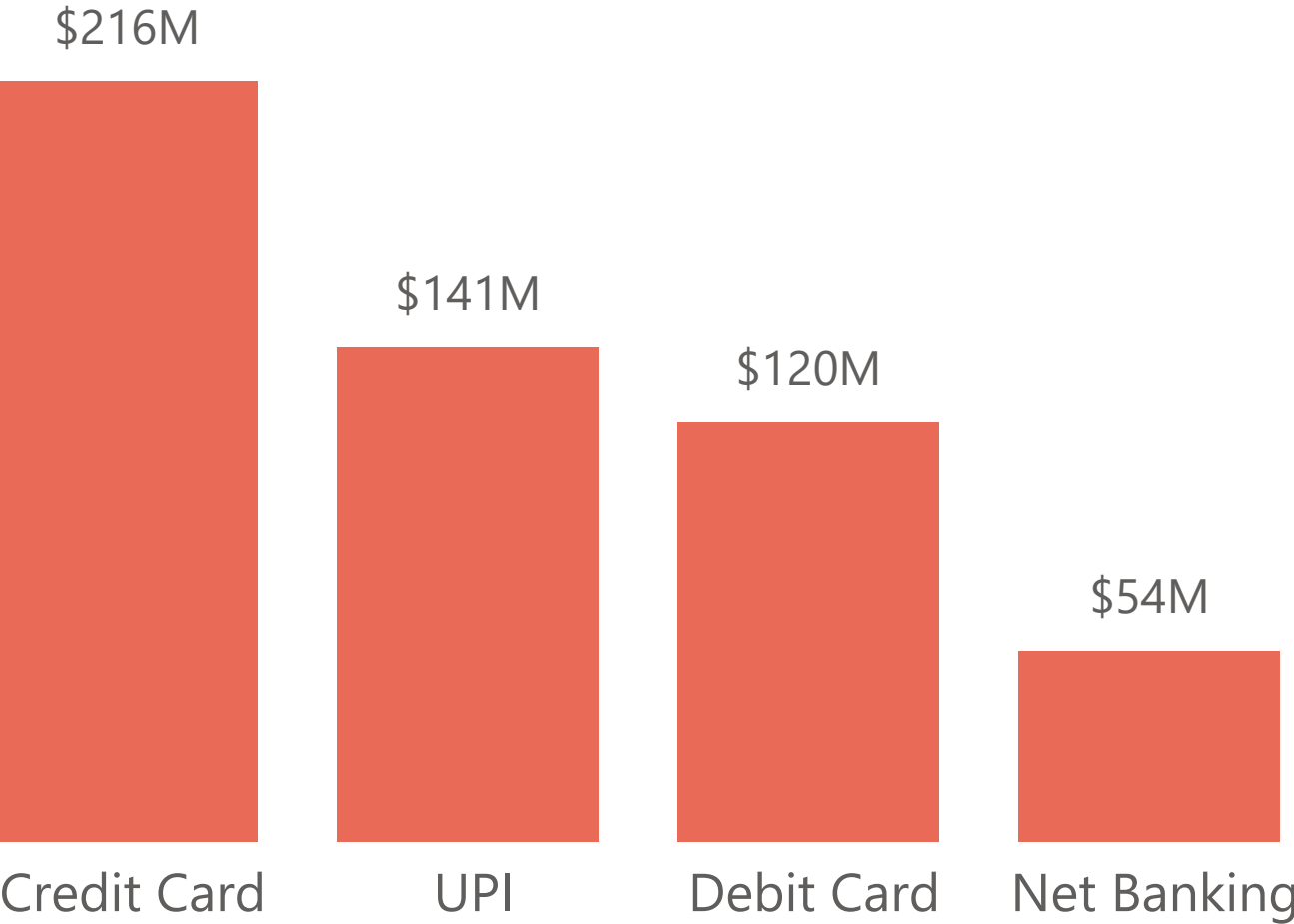
Filter by Month

All

Spend by Occupation



Spend by Payment Type



Insights on each Customer

4000
Total Customers

2597
Males

1403
Females

Customer_ID	Gender	City	Avg Income	Avg Income Utilisation %	Occupation
ATQCUS0023	Male	Mumbai	55473	38.69%	Business Owners
ATQCUS0024	Male	Mumbai	56568	36.73%	Business Owners
ATQCUS0025	Male	Mumbai	52696	38.43%	Business Owners
ATQCUS0026	Male	Mumbai	51916	40.89%	Business Owners
ATQCUS0027	Male	Mumbai	53003	34.31%	Business Owners
ATQCUS0028	Male	Mumbai	53116	36.57%	Business Owners
ATQCUS0029	Male	Mumbai	54613	38.29%	Business Owners
ATQCUS0052	Male	Delhi NCR	56133	31.84%	Business Owners
ATQCUS0053	Male	Delhi NCR	53186	34.26%	Business Owners
ATQCUS0054	Male	Delhi NCR	53064	30.48%	Business Owners
ATQCUS0055	Male	Delhi NCR	51203	30.72%	Business Owners
ATQCUS0056	Male	Delhi NCR	52570	32.42%	Business Owners
ATQCUS0074	Male	Bengaluru	56272	34.33%	Business Owners
ATQCUS0075	Male	Bengaluru	49549	34.53%	Business Owners
ATQCUS0076	Male	Bengaluru	52745	33.70%	Business Owners

Filter by Customer ID

All

Filter by City

All

Filter by Occupation

All

Filter by Gender

All