

title	date_generated	report_id
Butter Money	2025-03-02	BM-REP-2025-032

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1

type	text	title
heading	Customer Analytics and Persona Distribution information.	
paragraph		
table		

Customer Persona Distribution - Q1 2025

Customer Per Count	Percentage (%)	Avg. Loan Am	Avg. Credit Score
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Tech-Savvy M	285	23	6,850,000	765
Aspiring Prop	132	11	7,250,000	782
Cautious First	198	16	5,450,000	742
Established P	223	18	9,750,000	795
Self-Employer	108	9	8,350,000	768
Conservative	165	13	6,250,000	752
Globally Mobi	72	6	11,500,000	810
Retirement-F	68	5	7,850,000	786

type	text	page_number
paragraph	amount and credit score.	

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type	text	title
heading	Demographic Analysis by Age Group	
paragraph	digital behavior.	
table		

Age Group Distribution - Q1 2025

Age Group	Count	Percentage (%)	Avg. Monthly	Avg. Loan Amount (₹)
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25-30	235	19	95,000	5,800,000
31-35	322	26	145,000	7,200,000
36-40	285	23	185,000	8,500,000
41-45	178	14	210,000	9,200,000
46-50	125	10	225,000	9,800,000
51-55	65	5	240,000	8,500,000
56-60	32	3	220,000	7,200,000
61+	9	1	180,000	6,500,000

type	title
table	Digital Behavior by Age Group - Q1 2025

Age Group	Mobile App Usage (%)	Web Portal U: Avg. Digital In Document Upload Method
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25-30	88	13	18	Mobile App (92%)
31-35	82	18	17	Mobile App (88%)
36-40	76	24	15	Mobile App (76%)
41-45	68	32	12	Mixed (55/45%)
46-50	53	48	11	Web Portal (65%)
51-55	39	61	9	Web Portal (78%)
56-60	25	75	7	Web Portal (85%)
61+	18	82	6	Web Portal (9 page_number

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type	text	title
heading	Loan Performance by Customer Segment	
paragraph	and areas for optimization.	
table		

Loan Performance Metrics by Customer Persona - Q1 2025

Customer Per Approval Rate (%)	Average Time Cross-Sell Ra	NPS Score
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Tech-Savvy M	83	7	36	72
Aspiring Prop	78	9	52	68

Cautious First	76	10	19	65	Geographic Distribution of Customers - Q1 2025
Established P	85	7	43	75	
Self-Employe	69	12	39	62	
Conservative	80	8	23	70	
Globally Mobi	73	11	45	68	
Retirement-F	79	9	29	72	
					table

CityApplicationsPercentage (% Avg. Property Most Common Persona

Bangalore	245	20	8,500,000	Tech-Savvy Millennial	
Mumbai	218	17	12,500,000	Established Professional	
Delhi NCR	202	16	10,800,000	Aspiring Property Investor	
Pune	125	10	7,200,000	Cautious First-Time Homeowner	
Hyderabad	112	9	6,800,000	Tech-Savvy Millennial	
Chennai	98	8	7,500,000	Conservative Salaried	
Ahmedabad	75	6	5,500,000	Cautious First-Time Homeowner	
Kolkata	68	5	6,200,000	Conservative Salaried	
Other Cities	108	9	5,800,000	Mixed	type text paragraph complexity in income verification.