

Mitron Bank Credit Card Launch Strategy



**Customer Demographic
Classification**



**Credit Card Expenditure
Insight**



Active Customers
4000

Avg Income
51,657

Avg Spend
614.5

Avg income utilisation %
42.8%

Total Spend by Creditcard
216.3M



Filter by City

All

Filter by Occupation

All

Filter by Age group

All

Filter by Month

All

Filter by Gender

All

Filter by Category

All

Filter by Payment type

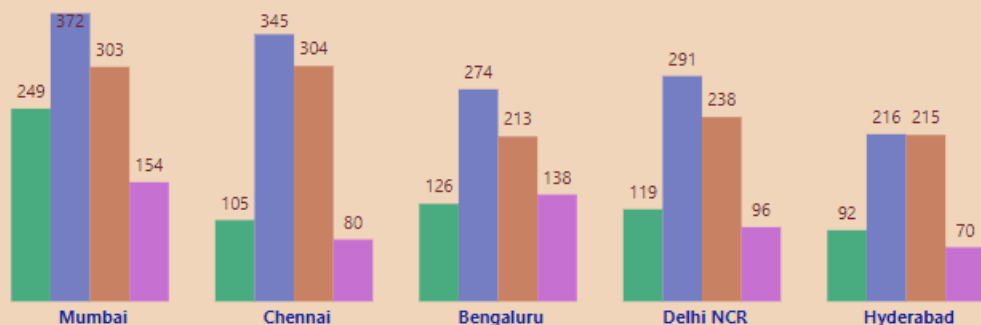
All

Filter by marital status

All

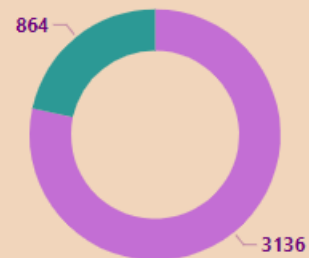
Customers by City vs Age group

21-24 25-34 35-45 45+

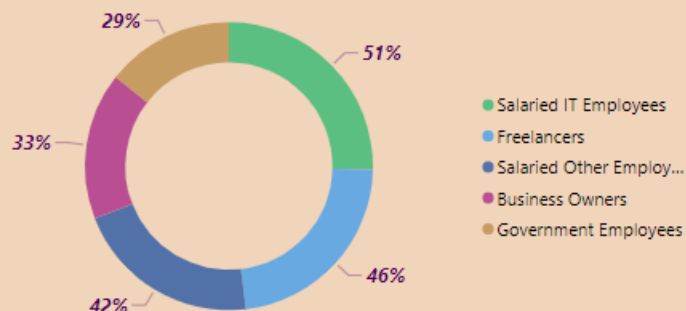


Customers by Marital status

Married Single

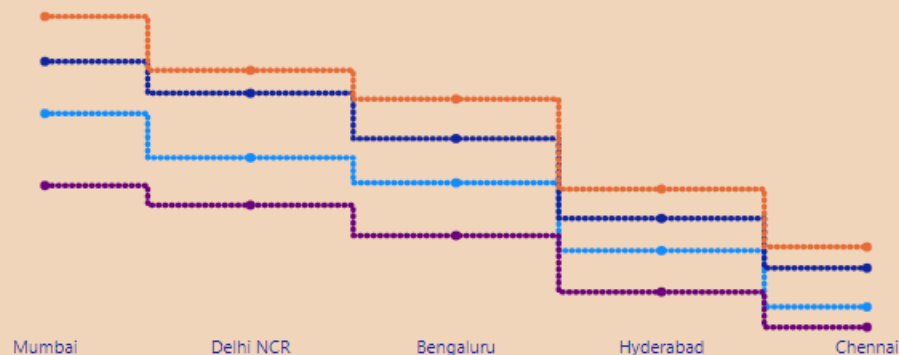


Avg income utilization% by Occupation



Avg income utilization% by city and age group

21-24 25-34 35-45 45+





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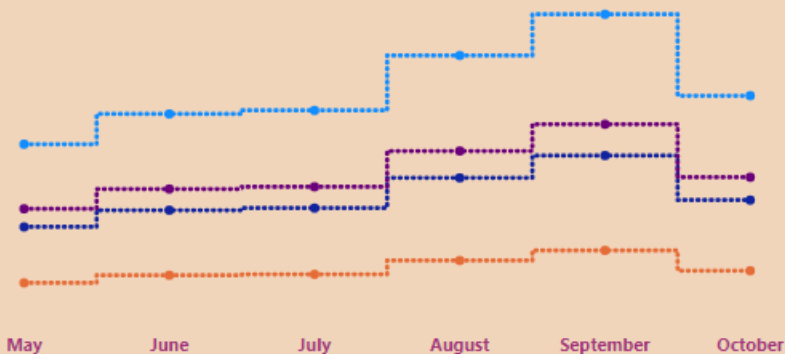
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Filter by marital status

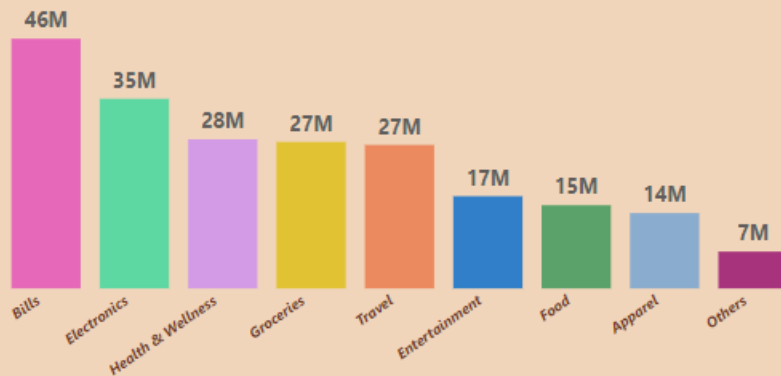
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Avg spend by month and payment_type

● Credit Card ● Debit Card ● Net Banking ● UPI

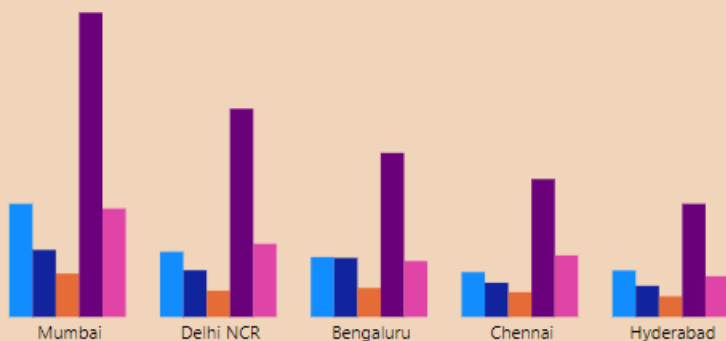


Credit card usage category wise



Credit Card usage by City and Occupation

● Business Owners ● Freelancers ● Government Employees ● Salaried IT Emplo... ● Salaried Oth...



Credit card usage by marital status

● Married ● Single

