

ATLIQO BANK CREDIT CARD LAUNCH: TARGET MARKET ANALYSIS



AGENDA

Key Points:

- *Data Overview & Preparation*
- *Customer Data Insights (Income, Age, Demographics)*
- *Credit Profile Insights (Scores, Limits, Debt)*
- *Transaction Data Insights (Spending Patterns, Payment Types)*
- *Target Market Recommendation*
- *Proposed Credit Card Features for Target Group*

PROJECT OBJECTIVE

Key Points:

- Analyze customer transactions and credit profiles.
- Identify a specific and high-potential target group for the initial credit card launch.
- Ensure the launch strategy is data-driven and maximizes success.
- Visual: A compelling icon representing a credit card or target.

DATA OVERVIEW & PREPARATION

Key Points:

- **Customers Data (customers.csv):** Demographics (age, gender, location, marital status) and annual income.
- **Credit Profiles Data (credit_profiles.csv):** Credit score, credit limit, outstanding debt, credit utilization.
- **Transactions Data (transactions.csv):** Transaction amount, product category, platform, payment type.

DATA OVERVIEW & PREPARATION

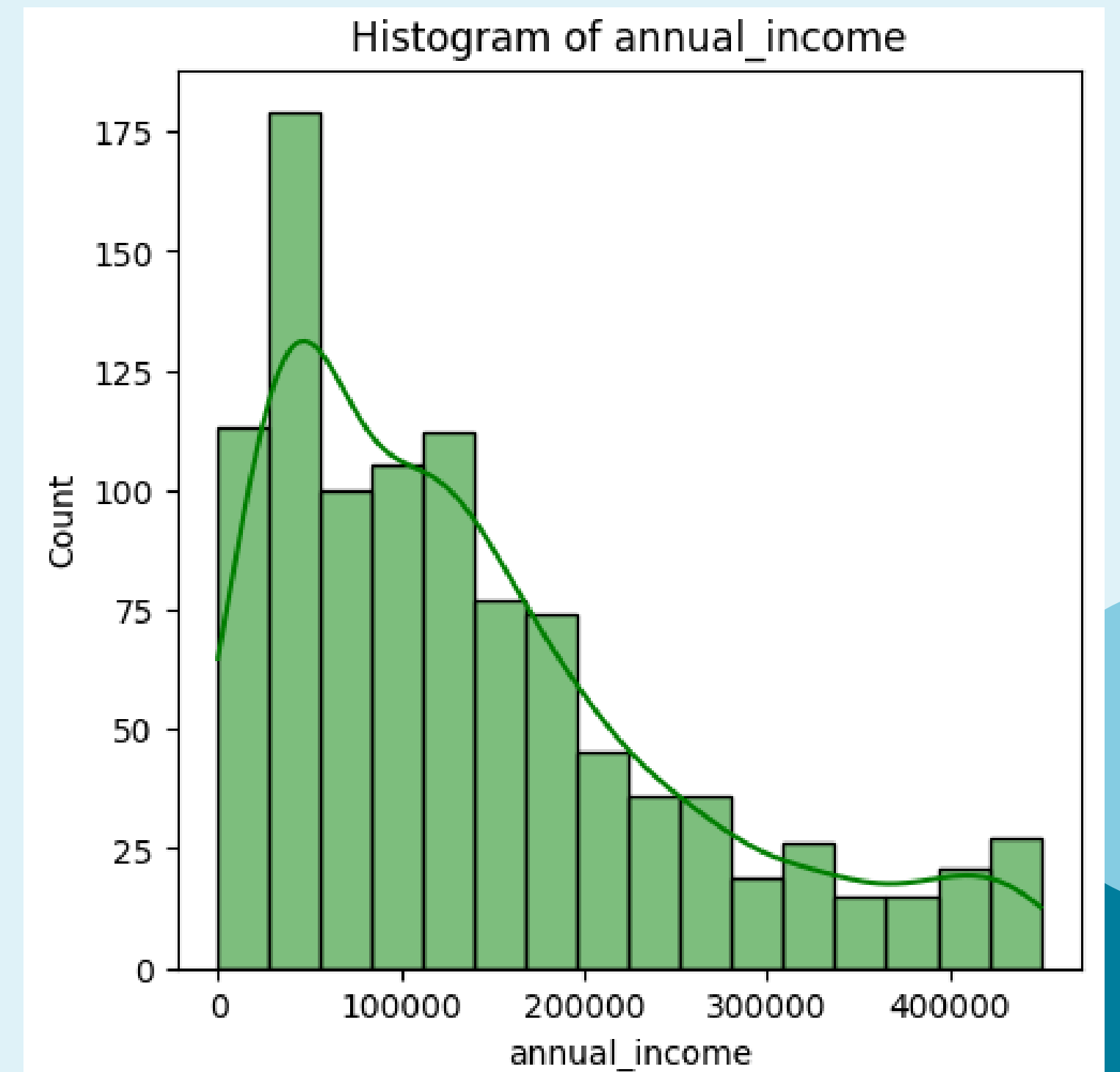
- Data Cleaning Highlights:
- Handled 50 null values in annual_income by replacing with occupation-wise median.
- Addressed outliers in annual_income (values < \$100) using occupation-wise median.
- Treated age outliers (min=1, max=135) by replacing with occupation-wise median, resulting in a realistic range (18-64).
- Cleaned duplicate cust_id in credit profiles.
- Imputed null credit_limit values based on credit score ranges.
- Corrected outstanding_debt exceeding credit_limit.
- Filled null platform values in transactions with 'Amazon' (mode).
- Replaced zero tran_amount values with median for specific categories.
- Managed outliers in tran_amount using IQR method.
- Visual: Small icons representing each dataset.

CUSTOMER DATA INSIGHTS: INCOME & AGE DISTRIBUTION

- Left Half - Income:
- Key Insight: Annual income distribution is right-skewed, indicating a larger number of customers in lower to mid-income brackets.
- Visual: Your "Histogram of annual_income" plot.
- Right Half - Age:
- Key Insight: Over 50% of the customer base is in the 26-48 age group, with ~26% aged 18-25.

CUSTOMER DATA INSIGHTS: INCOME & AGE DISTRIBUTION

- **Visual:** Your "Distribution of Age Groups" pie chart with explode.
- **Observation:** The 18-25 age group represents a significant portion of our customer base.

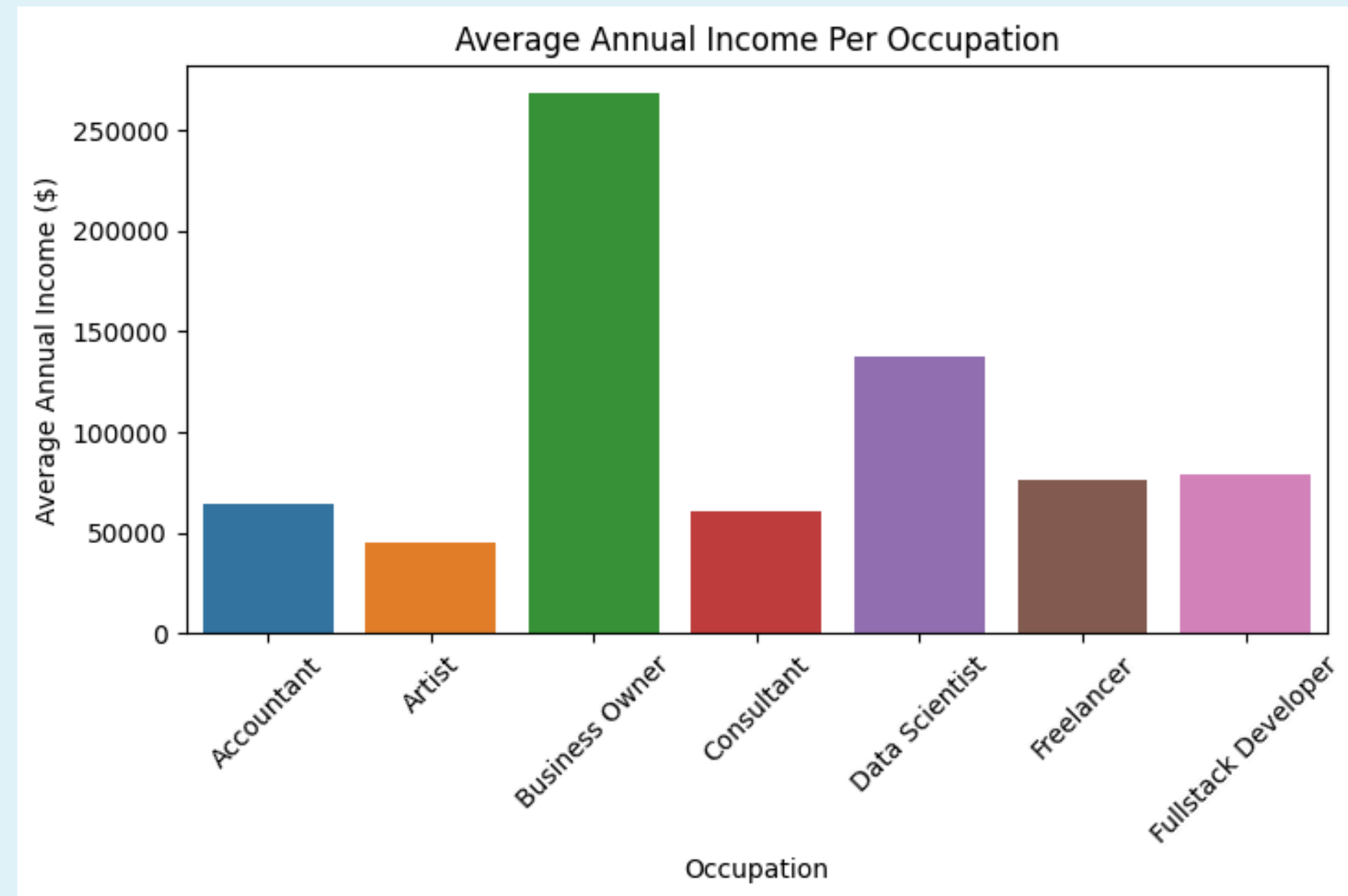


AVERAGE ANNUAL INCOME BY DEMOGRAPHICS

- Occupation: Business Owners and Engineers have the highest average incomes.
- Gender: Slight differences observed, but generally comparable.
- Location: Income varies by location, informing geographical targeting.
- Marital Status: Married individuals tend to have higher average incomes.

AVERAGE ANNUAL INCOME BY DEMOGRAPHICS

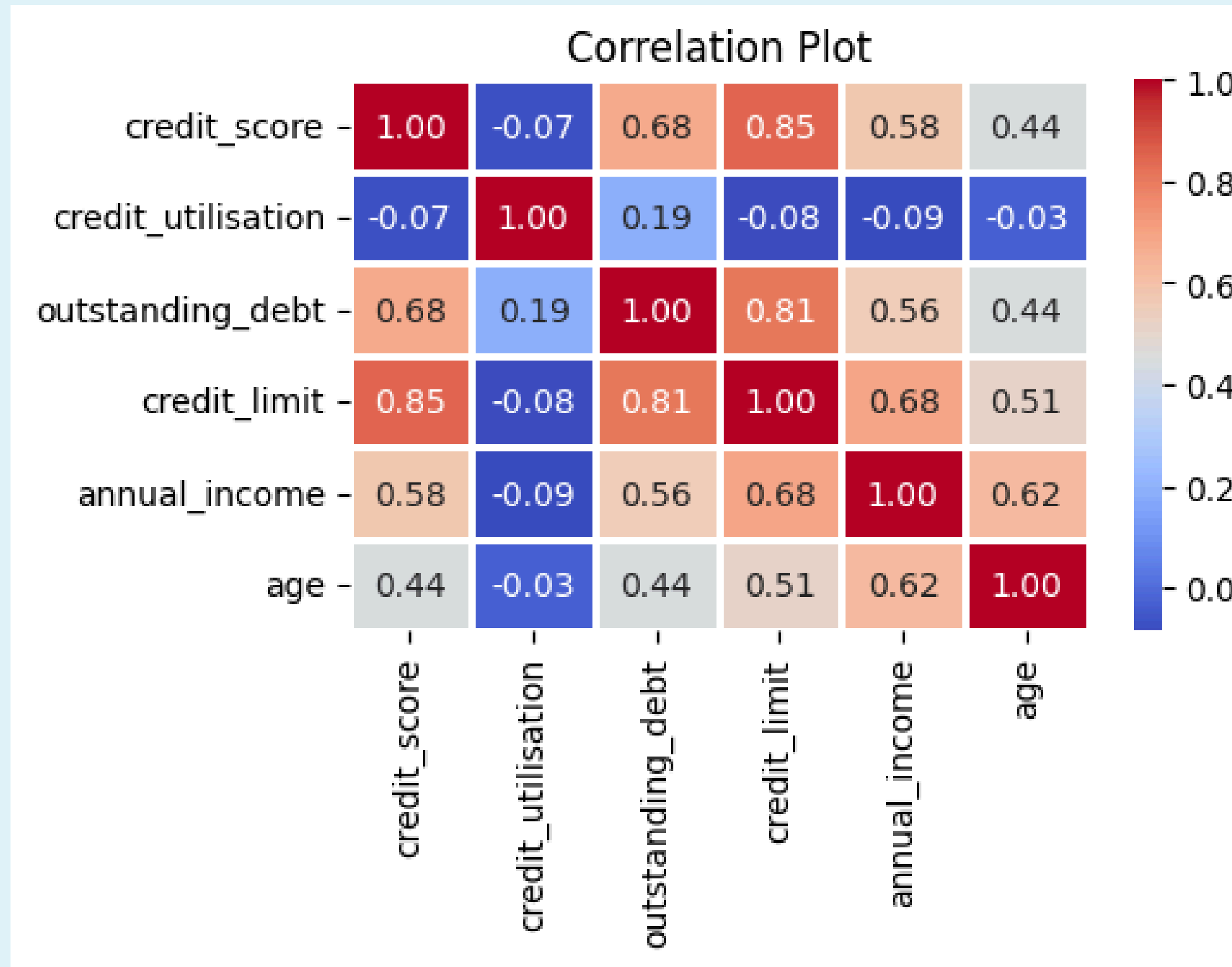
- Your combined bar chart for "Average Annual Income by Gender, Location, Occupation, Marital Status". Consider presenting the top 2-3 most impactful categories here for clarity, or combine the plots for more impact.



INTERCONNECTEDNESS OF FINANCIAL METRICS

- High Correlation (0.85): Strong positive correlation between credit_limit and credit_score.
- Moderate Correlation: credit_limit also shows a good correlation with annual_income.
- Implication: These relationships are crucial for assessing creditworthiness and setting appropriate limits.
- Visual: Your "Correlation Plot" heatmap of numerical columns.

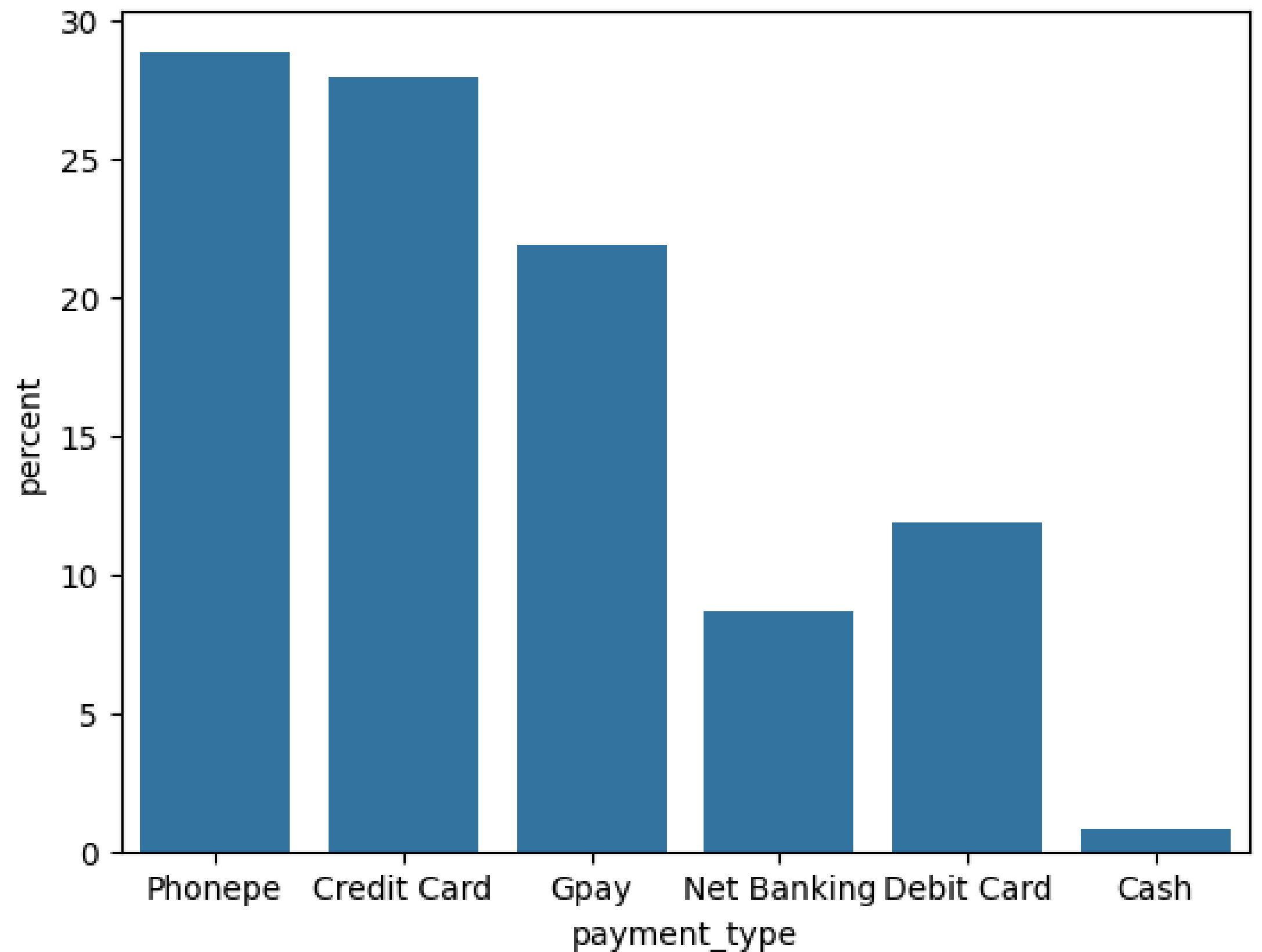
INTERCONNECTEDNESS OF FINANCIAL METRICS



TRANSACTION BEHAVIOR: HOW AND WHAT CUSTOMERS BUY

- Left Half - Payment Type Distribution:
- Key Insight: Visual distribution of different payment methods used by customers.
- Visual: Your `sns.countplot(x=df_trans.payment_type, stat='percent')` plot.
- Right Half - Average Transaction Amount:
- Key Insight: Average transaction amount is generally below \$1000 after outlier treatment.
- Visual: Your "Histogram of transactions after the removal of outliers" plot for `tran_amount`.

- **Distribution of Payment Types across different age groups.**

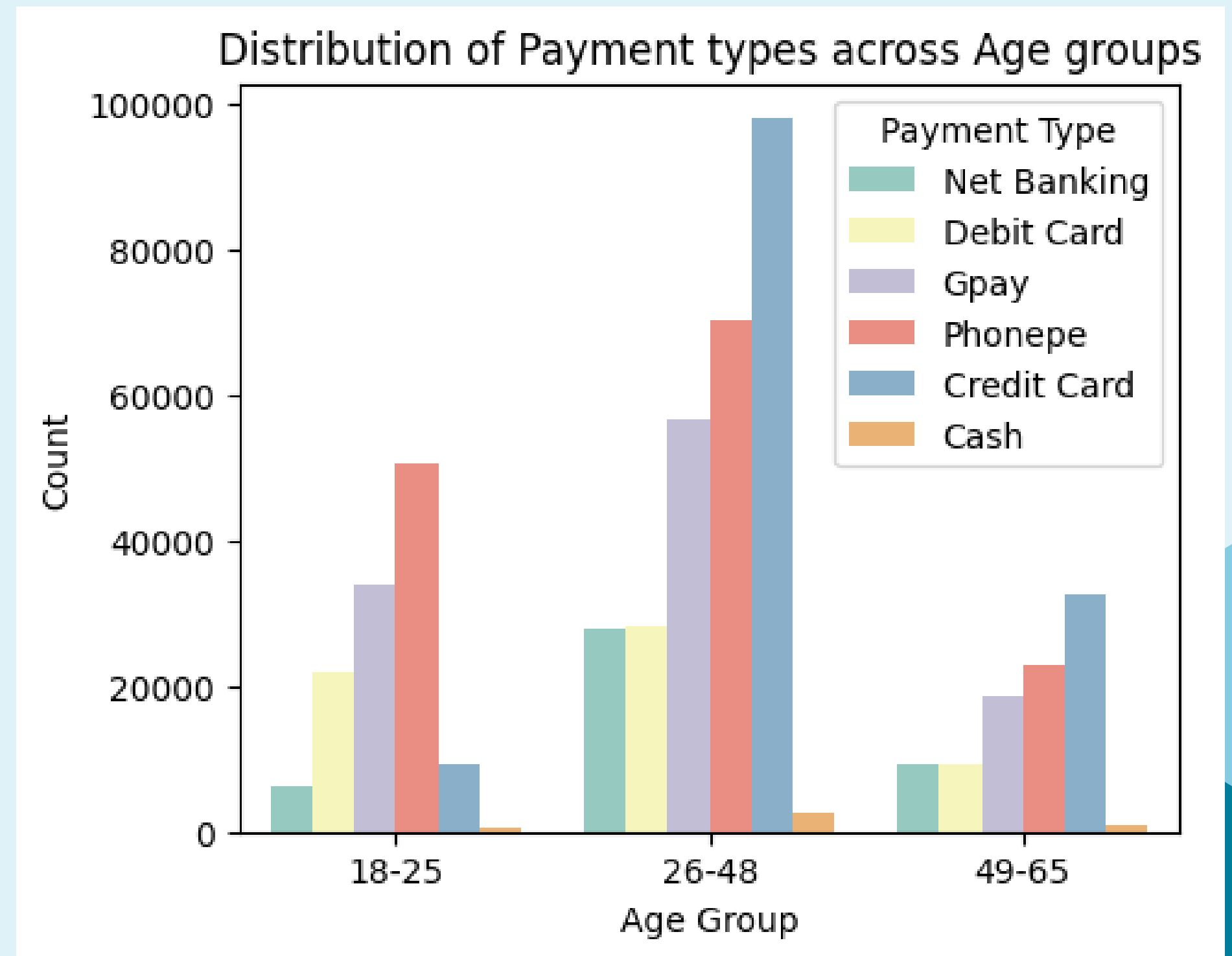


AGE GROUP AND TRANSACTION PATTERNS

- Credit Card Usage by Age Group: The 18-25 age group shows lower credit card usage compared to older segments. This highlights an untapped market potential.
- Product Categories: Youngest customers (18-25) frequently purchase Electronics, Fashion & Apparel, and Beauty & Personal Care.
- Preferred Platforms: Amazon, Flipkart, and Alibaba are dominant across age groups.

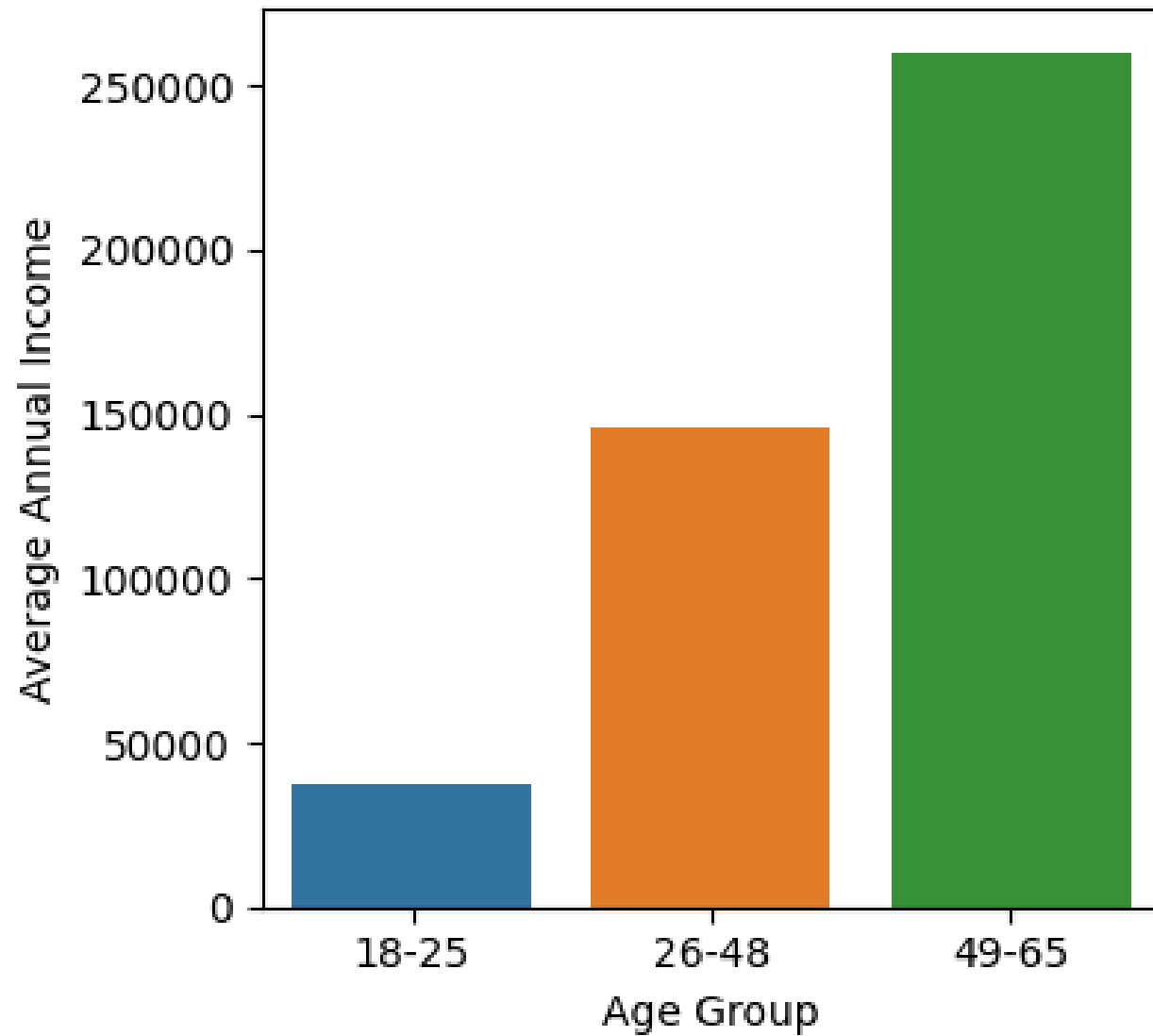
AGE GROUP AND TRANSACTION PATTERNS

- **Visual:** Your combined countplot plots showing "Distribution of Payment types across Age groups" and "Product Category Count By Age Group" or "Platform Count By Age Group". Focus on the payment type distribution prominently for the target market.

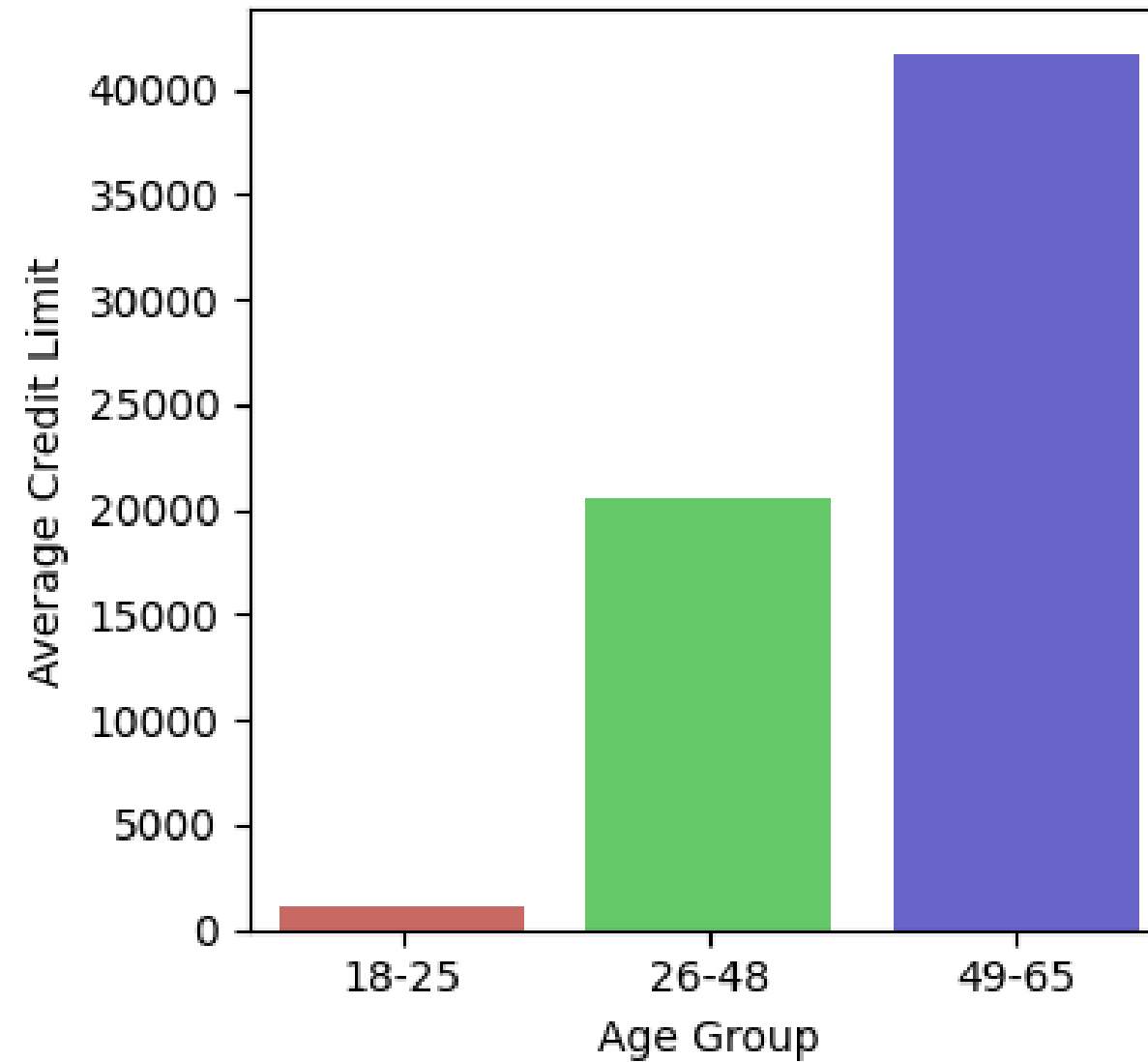


Conclusion

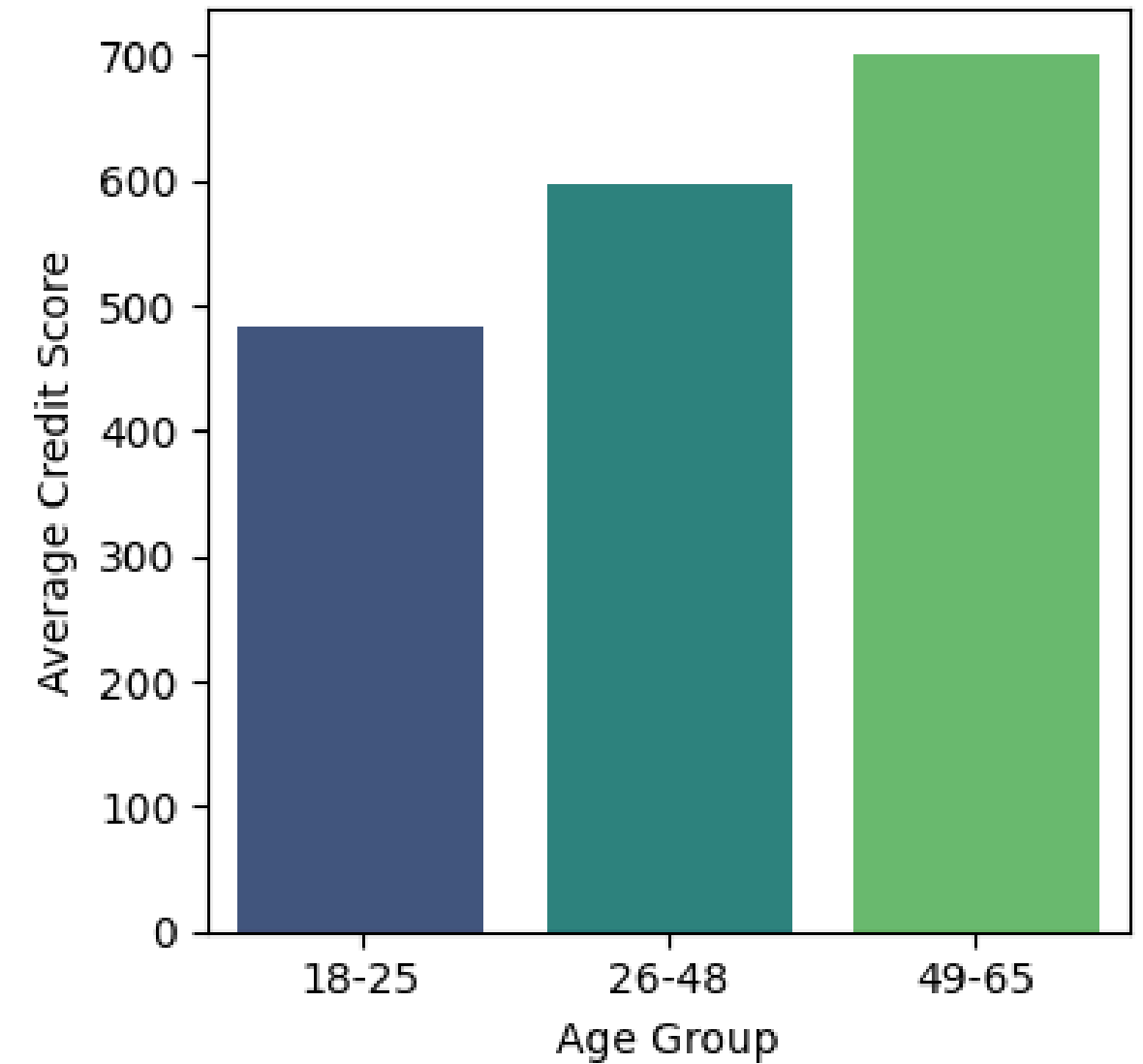
Average Annual Income by Age Group



Average Credit Limit by Age Group



Average Credit Score by Age Group



CONCLUSION

- **Our Target Market: The "Credit Card Newbies" (18-25 Age Group)**
- **Significant Untapped Market: Constitutes ~26% of our customer base with low credit card penetration.**
- **Growth Potential: Building credit history early will foster long-term loyalty.**
- **Specific Spending Patterns: Clear preferences for online platforms and certain product categories (Electronics, Fashion, Beauty) that align with initial credit card usage.**
- **Lower Initial Risk: Lower income and limited credit history allow for a controlled, phased launch with appropriate credit limits.**



**THANK
YOU**