Mitron Bank

Customer Demographics

~created by Kumar Utkarsh

4000	2597	51.66K	3136	864
Total Customers	1403	Avg Monthly Income	Married	Single

Customer Demographics

Spending Behaviour

Customer Segmentation

Income group
All

City
All

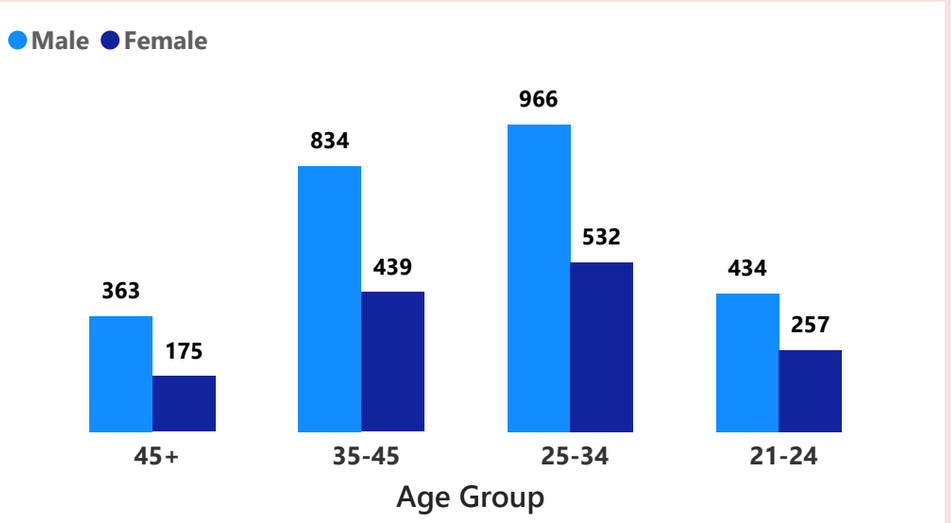
Age Group
All

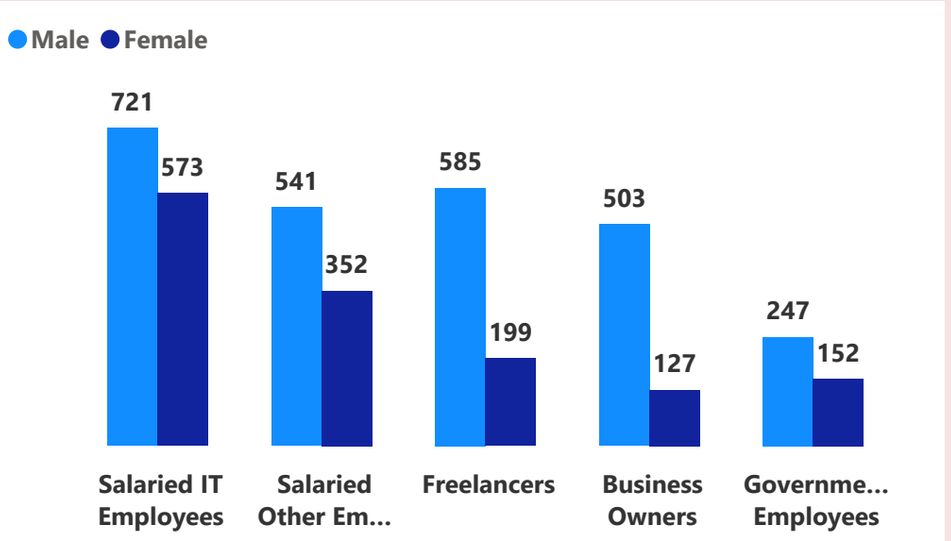
Marital Status
All

Occupation
All

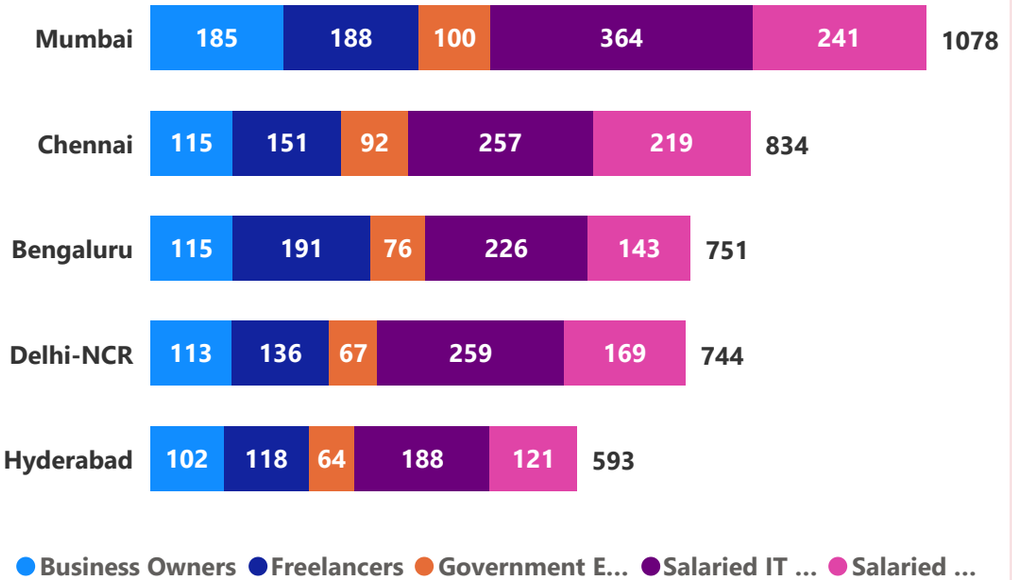
Gender
All

Clear all slicers

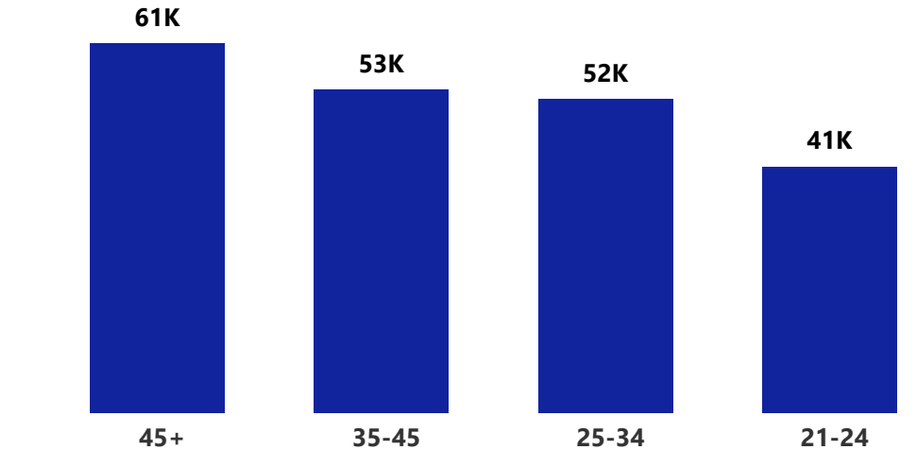




Customer by City and Occupation



Average income by age group



Mitron Bank

Spending Behaviour & Analysis

~created by Kumar Utkarsh

4000	2597	530.90M	22.12K	40.74%	42.82%
Total Customers	1403	Total Spend	Avg Monthly Spend	Credit card usage %	Income Utilization %

Customer T... : All

Month : All

Customer Demographics

Spending Behaviour

Customer Segmentation

Category : All

City : All

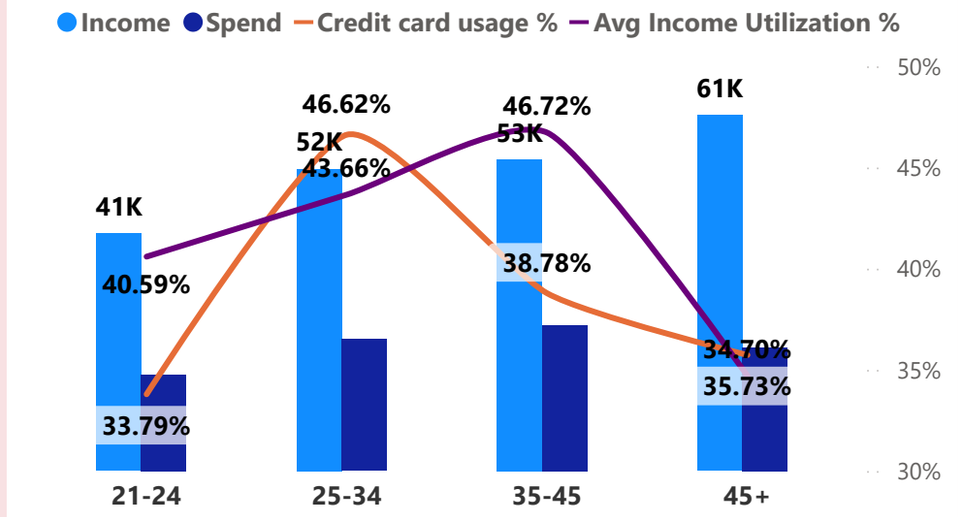
Age Group : All

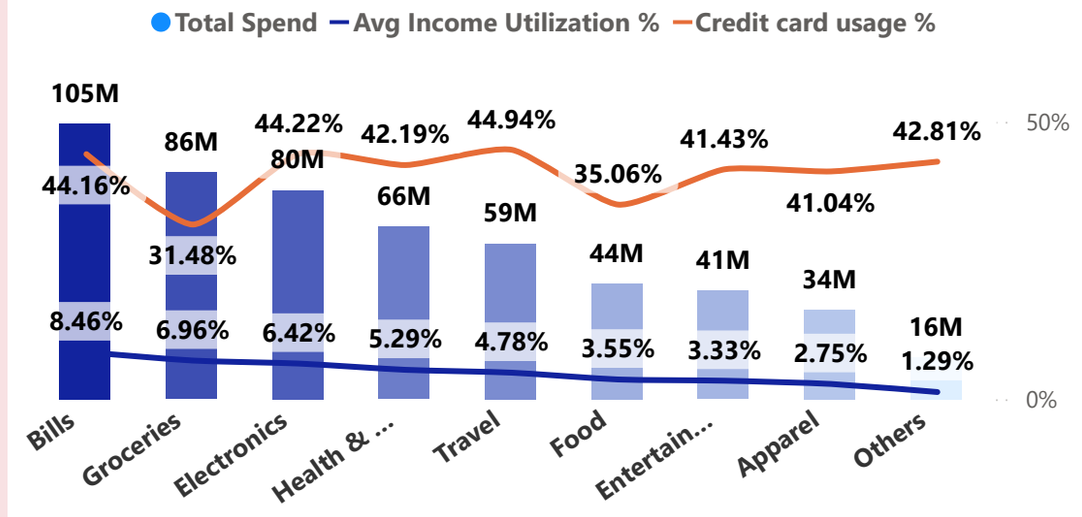
Marital Status : All

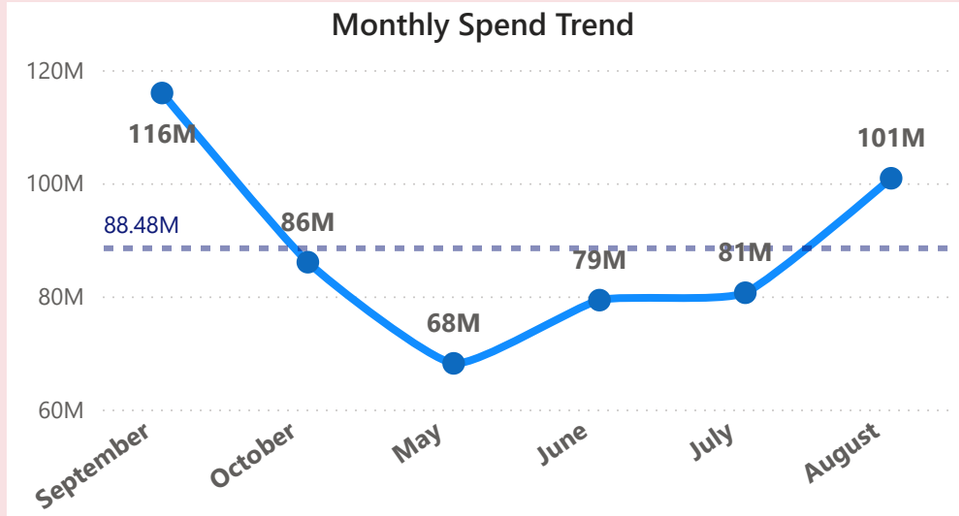
Occupation : All

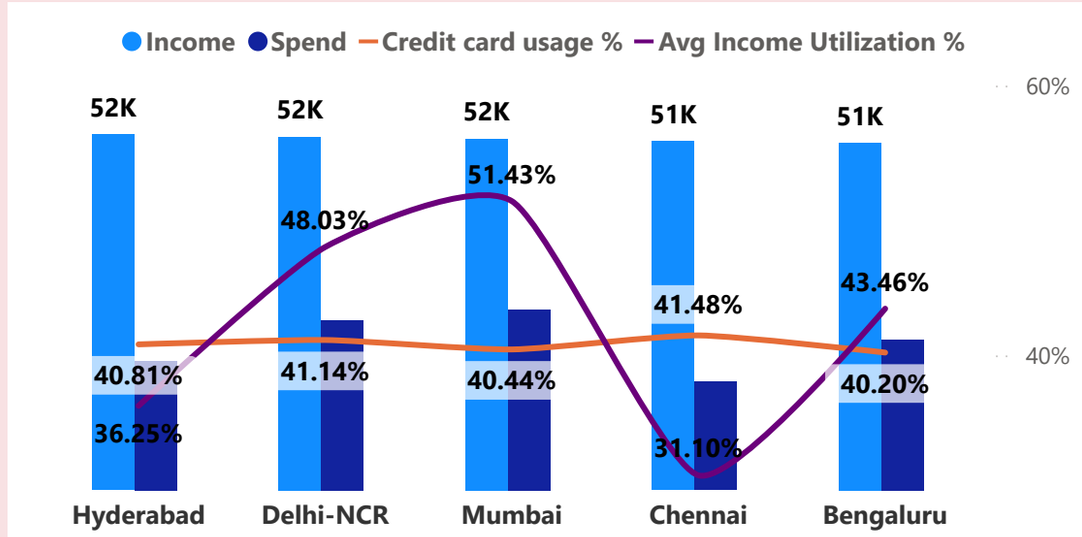
Gender : All

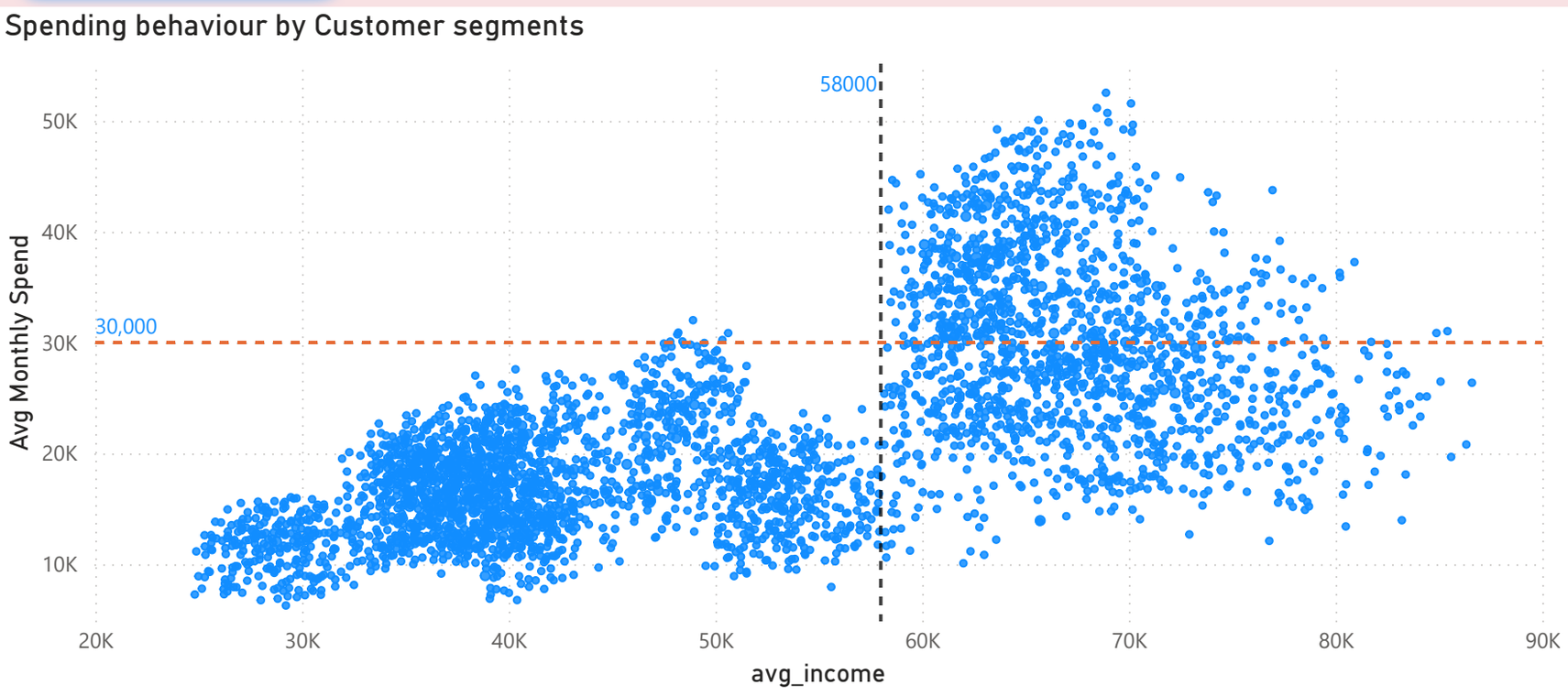
Clear all slicers

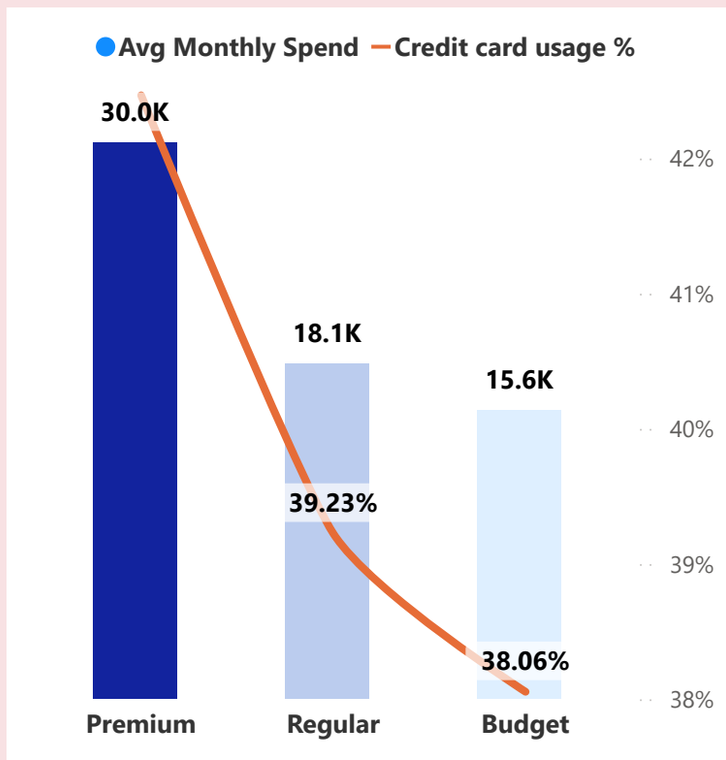


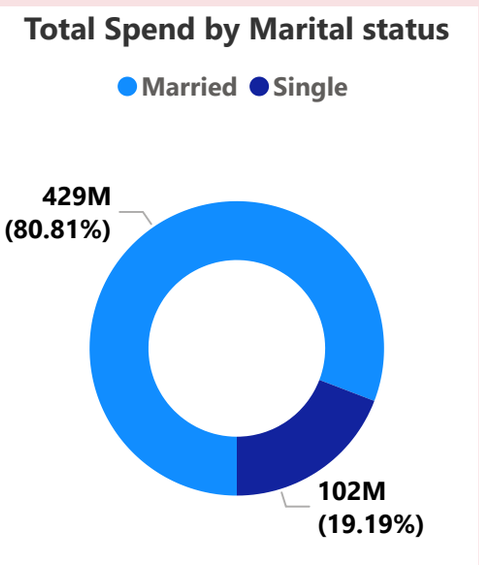


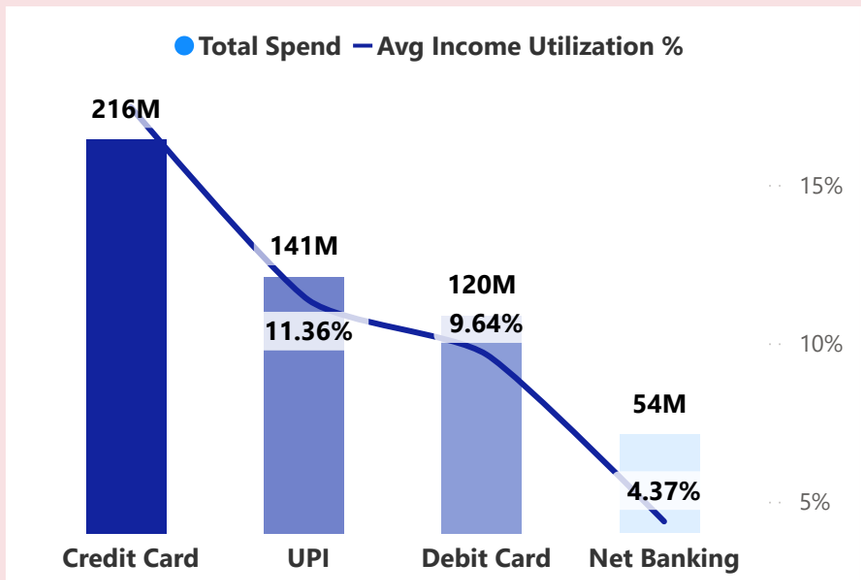


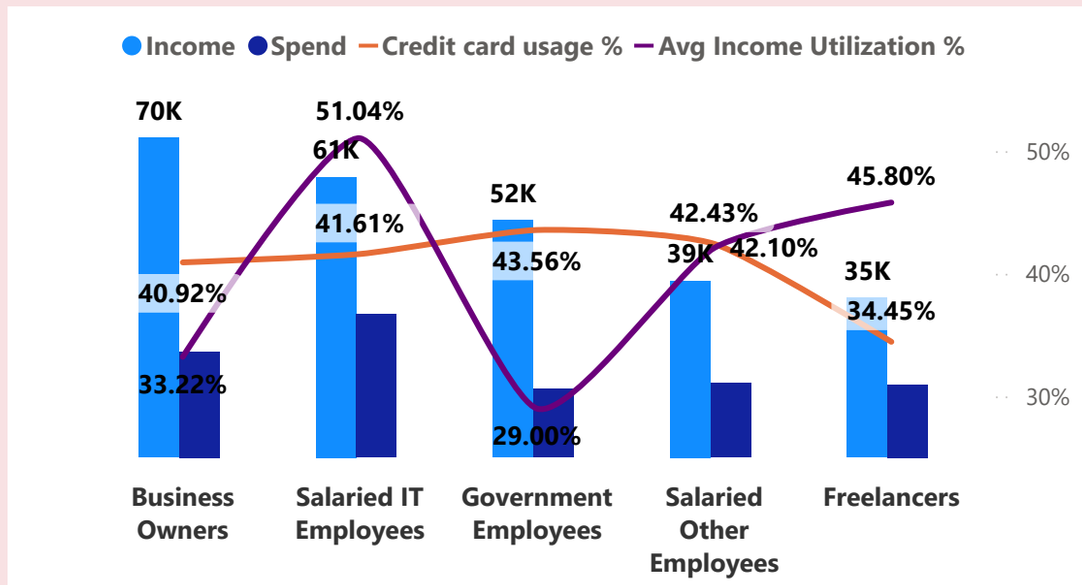












Mitron Bank

Customer Segmentation Report

~created by Kumar Utkarsh

4000	2597	40.74%	51.66K	22.12K	42.82%
Total Customers	1403	Credit card usage %	Avg Monthly Income	Avg Monthly Spend	Income Utilization %

Customer Segment: All

Customer Demographics

Spending Behaviour

Customer Segmentation

Income group: All

City: All

Age Group: All

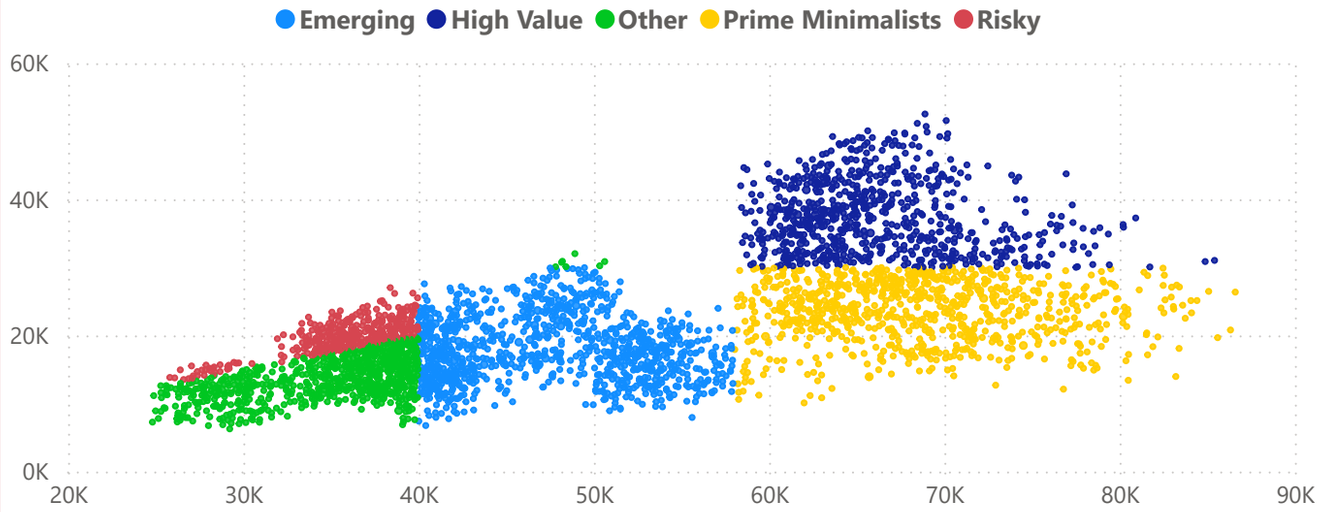
Marital Status: All

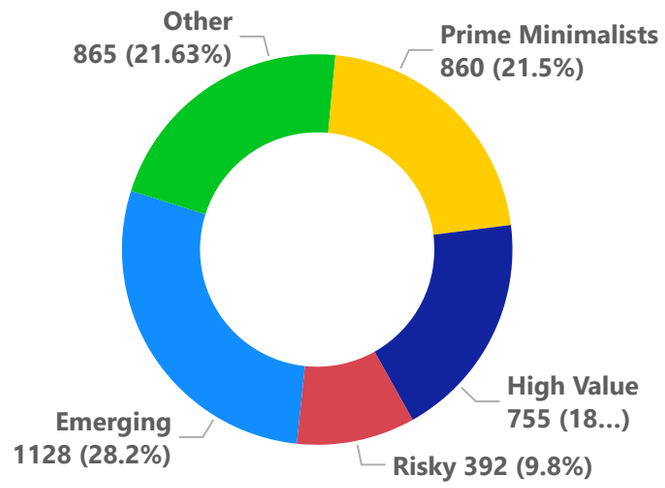
Occupation: All

Gender: All

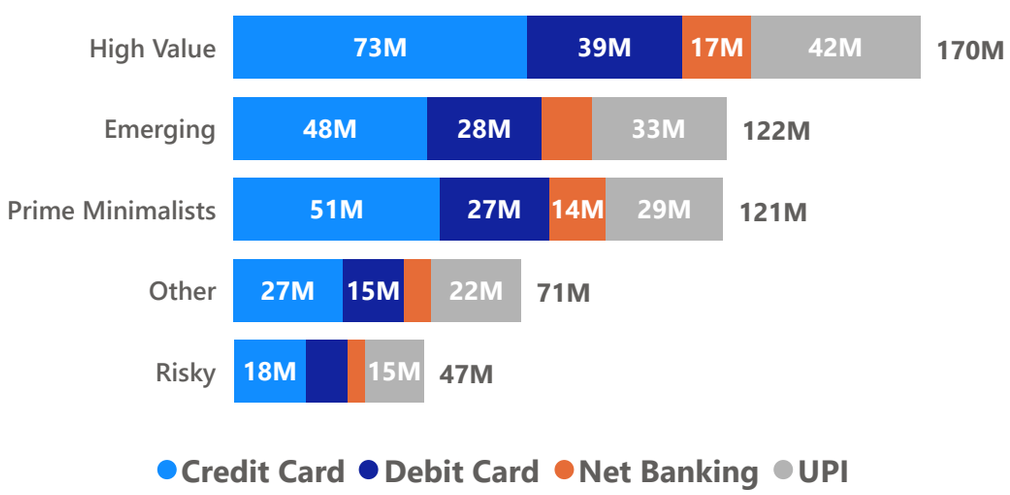
Clear all slicers

Customer Segments by Income and Spend



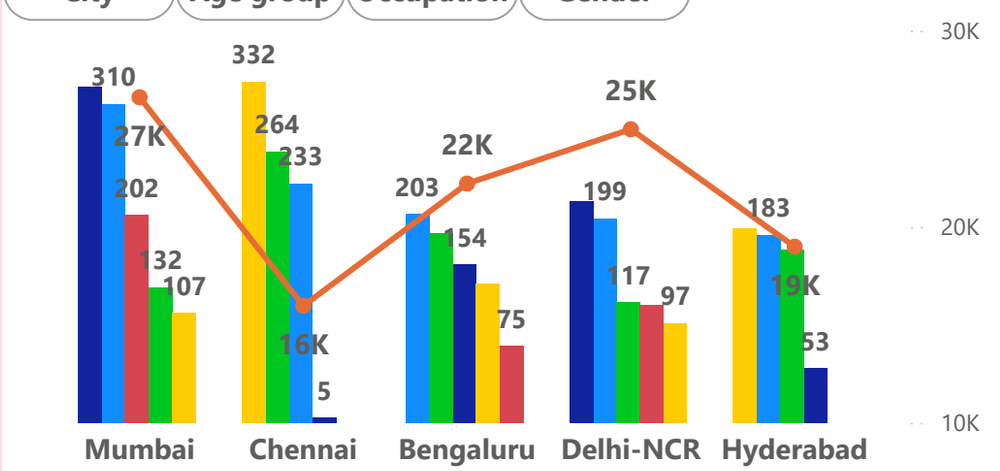


Customer Segment by Payment method



City | Age group | Occupation | Gender

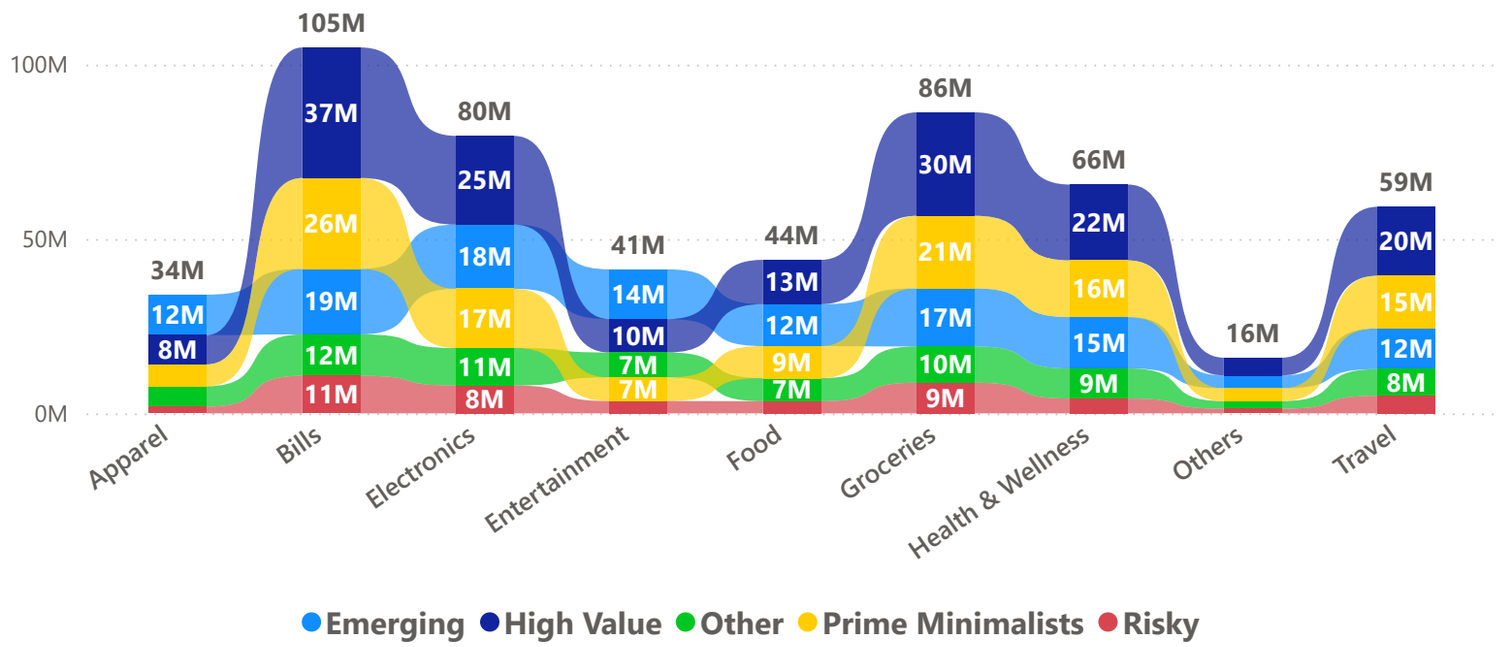
By Segment



Top 3 Target Customer Segments

1) **"High Value"**
- Income> 58000 and Spend> 30000
- Strong Engagement, ideal for Platinum/Travel Cards

2) **"Prime Minimalists"**
- Income > 58000 and Spend< 30000
- Great opportunity for marketing Premium cards with bundled offers

3) **"Emerging"**
- Income between 40000 to 58000 and Spend< 30000
- Can be a target segment for Cashback offer cards

Total Spend categories by Customer Segments