



MITRON BANK

CODEBASICS RESUME PROJECT#8

Provide Insights to the Product
Strategy Team in Banking Sector





Agenda

1. Problem Overview

2. Task

3. Dataset

4. Key Metrics

5. Insights

6. Target Customers

7. Recommendations



MITRON BANK

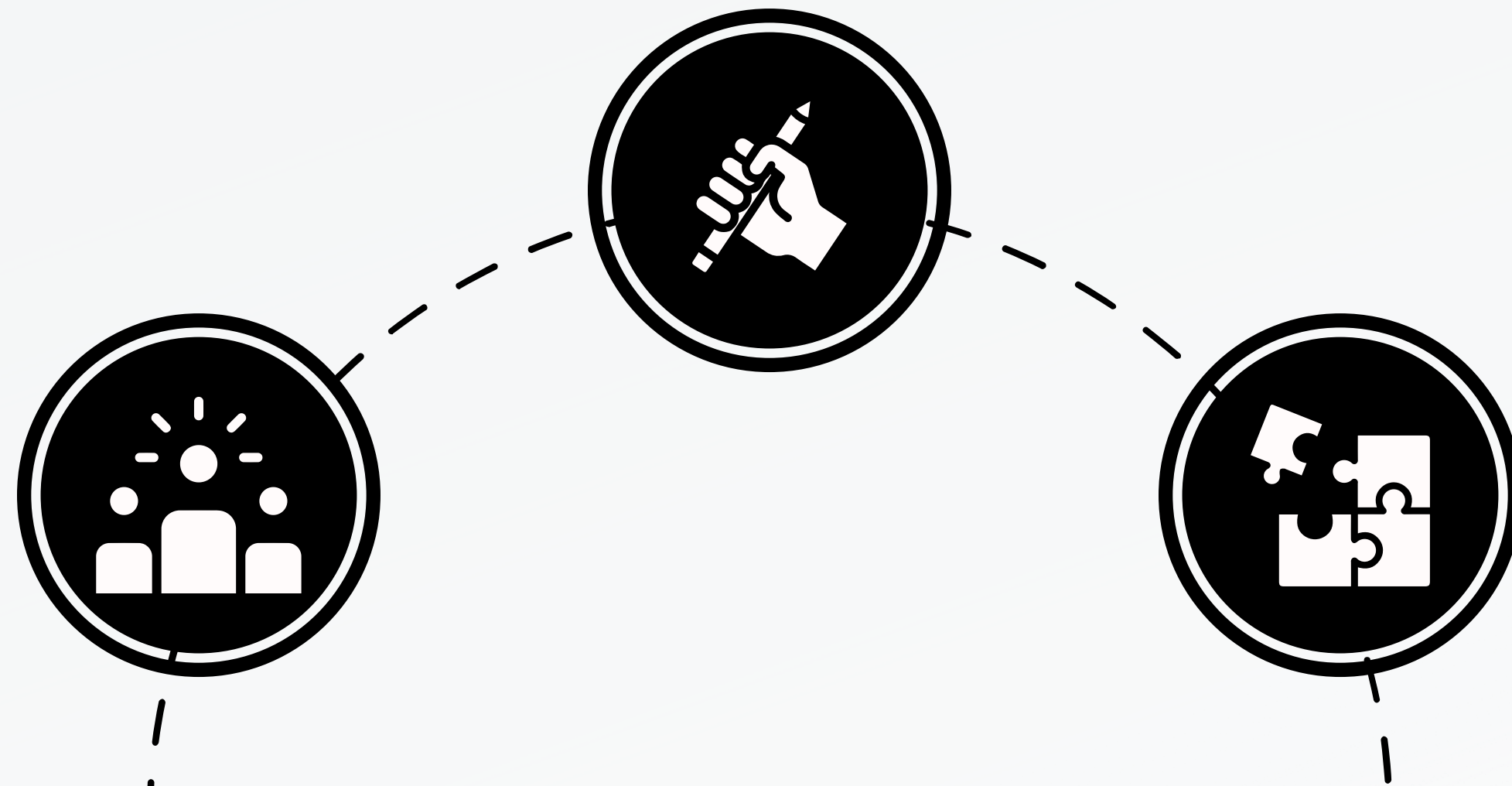


Mitron Bank is a legacy financial institution headquartered in Hyderabad. They want to introduce a new line of credit cards, aiming to broaden its product offerings and reach in the financial market.



PROJECT OVERVIEW

AtliQ Data Services came to know about this through an internal link and approached Mitron Bank with a proposal to implement this project. However, strategy director of Mitron Bank, Mr. Bashnir Rover is skeptical and asked them to do a pilot project with the sample data before handing them the full project. They provided a sample dataset of 4000 customers across five cities on their online spend and other details.

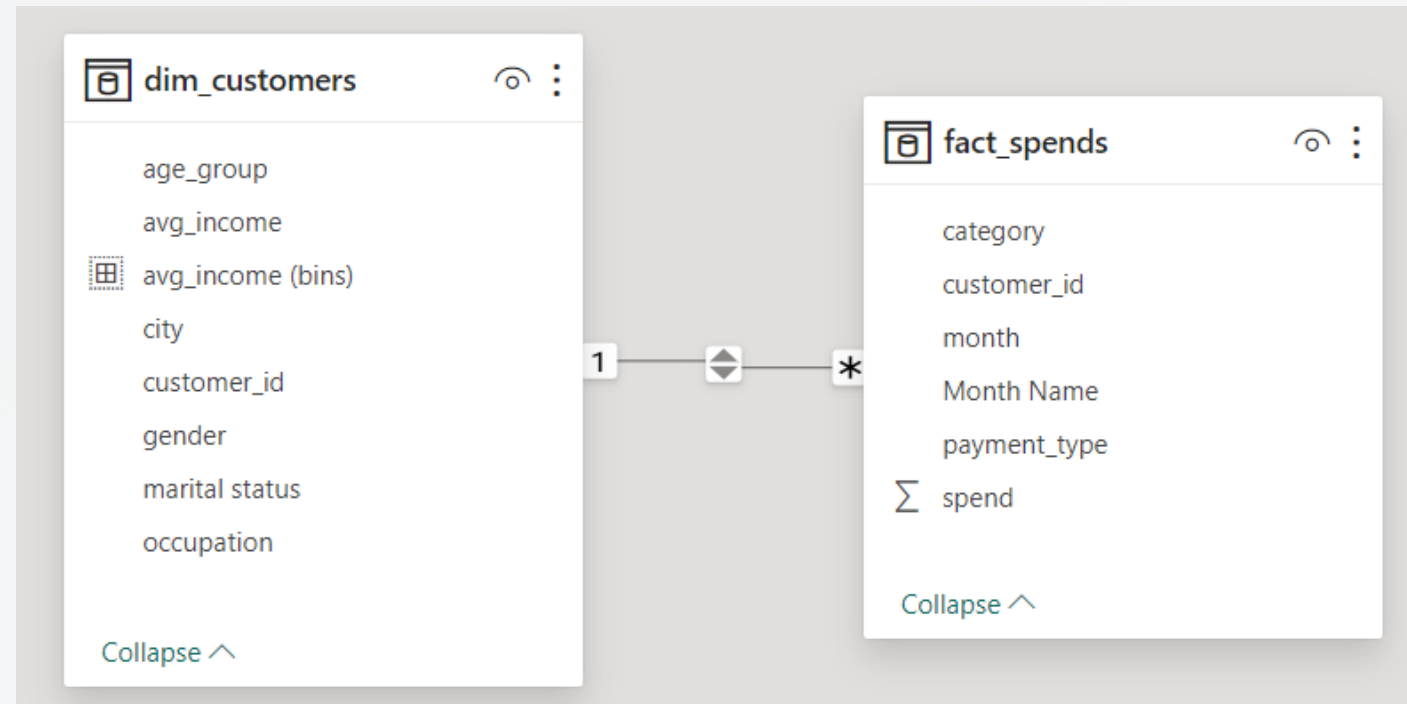


Task

Design a dashboard with your metrics and analysis. The end users of this dashboard are top-level management and product strategy team - hence the dashboard should be self-explanatory and easy to understand. Present your insights to Mr. Bashnir Rover & team. Be creative and concise with your presentation. Use your dashboard in the presentation along with the deck.



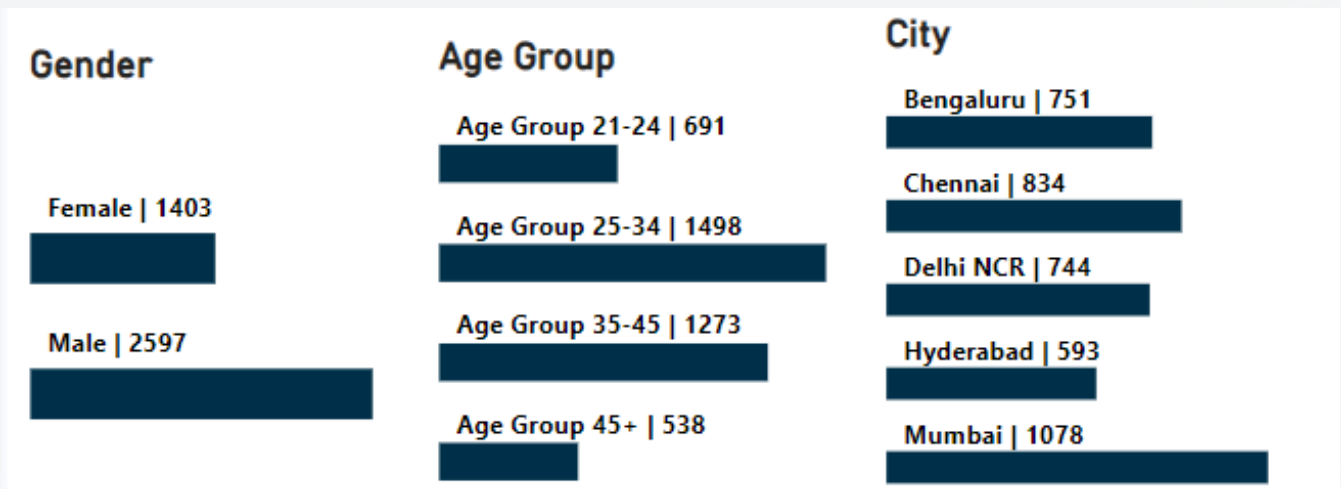
Dataset



- In the Data base relationship between two tables,”dim_customers” and “fact_spends”.
- The “dim_customers” table contains fields such as Age Group, Average Income, City, Customers ID, Gender, Marital Status and Occupation.
- On the Other hand, the “fact_spends” table includes fields like Average Spend, Category, Customer ID, Month and Payment Type.

KEY METRICS

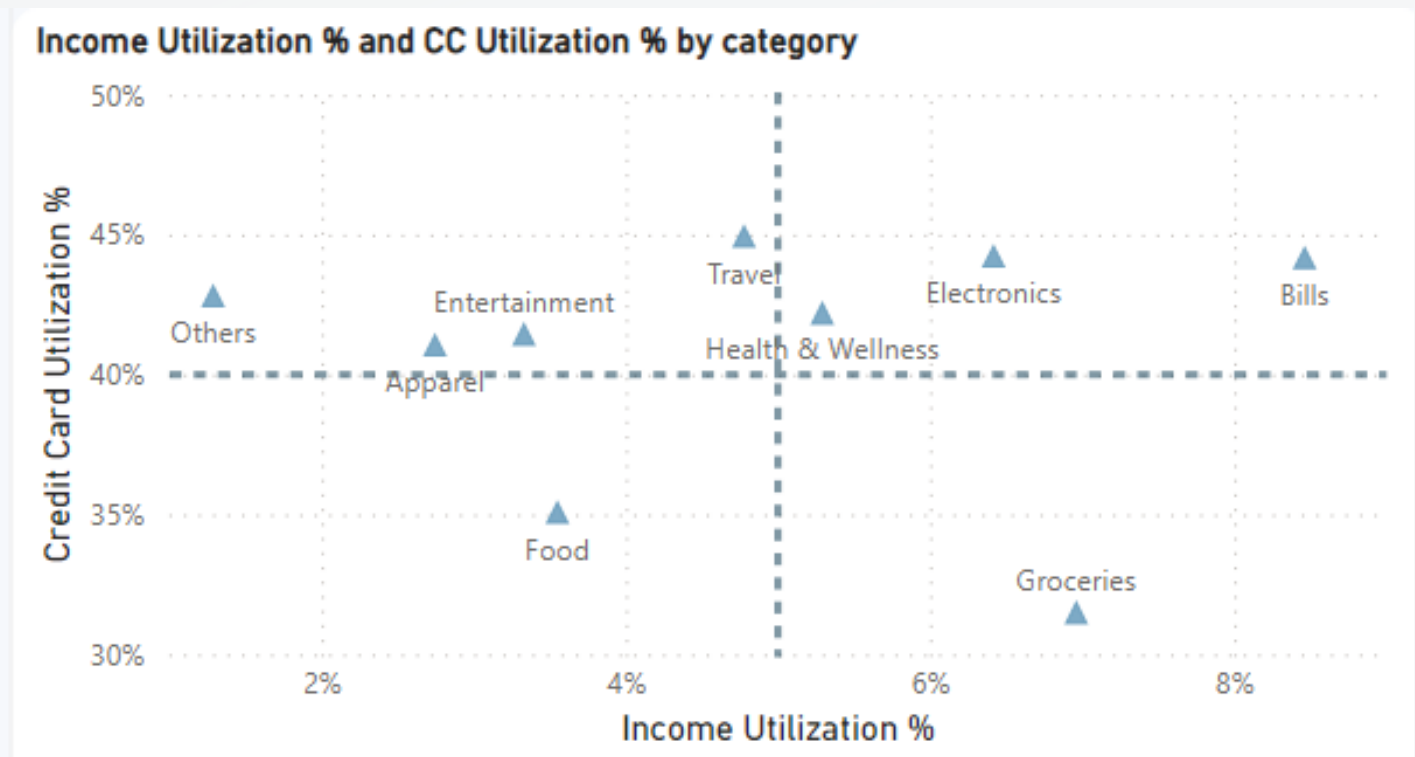
Demographic classification



Avg income utilisation %



Key Customer Segments



INSIGHTS

City	Chennai and Mumbai had most no of customers using credit card
Age Group	Majority of Customers are between 25-34 and 35-45.
Gender & Marital Status	Most of the customers are Male and Married.
Profession	Most of them are Salaried IT Employees
Category	Credit card Users spend most on Electronic and Bills

Target Customers

Tailor promotions and benefits to Female Customers for rewards in Health & Wellness, Bills and Travel category

Tailor promotions and benefits to Age Group 21-24 & 45+ Customers for rewards in Groceries, Bills, Entertainment, Apparel and Food spending.

Cultivate promotions and benefits to elevate credit card engagement among residents of Bengaluru, Delhi and Hyderabad

Recommendations

Mitron Female Card

Target Customer: Female

Tailor rewards for Health & Wellness, Travel and Bills

Discounts on Apparels and Food.

Mitron Pro Card

Target Customer: Non IT Professional(Freelancers , Business Owners)

Customize rewards for Electronics, Bills, Groceries

Special perks for Government employees.

Mitron Elite Card

Target Customer: Age 21-24 and 45+

Customize rewards for Health & Wellness,Bills, Groceries

Exclusive Partnership with Brands for Special Discounts on Apparel , Entertainment, Food and Electronics