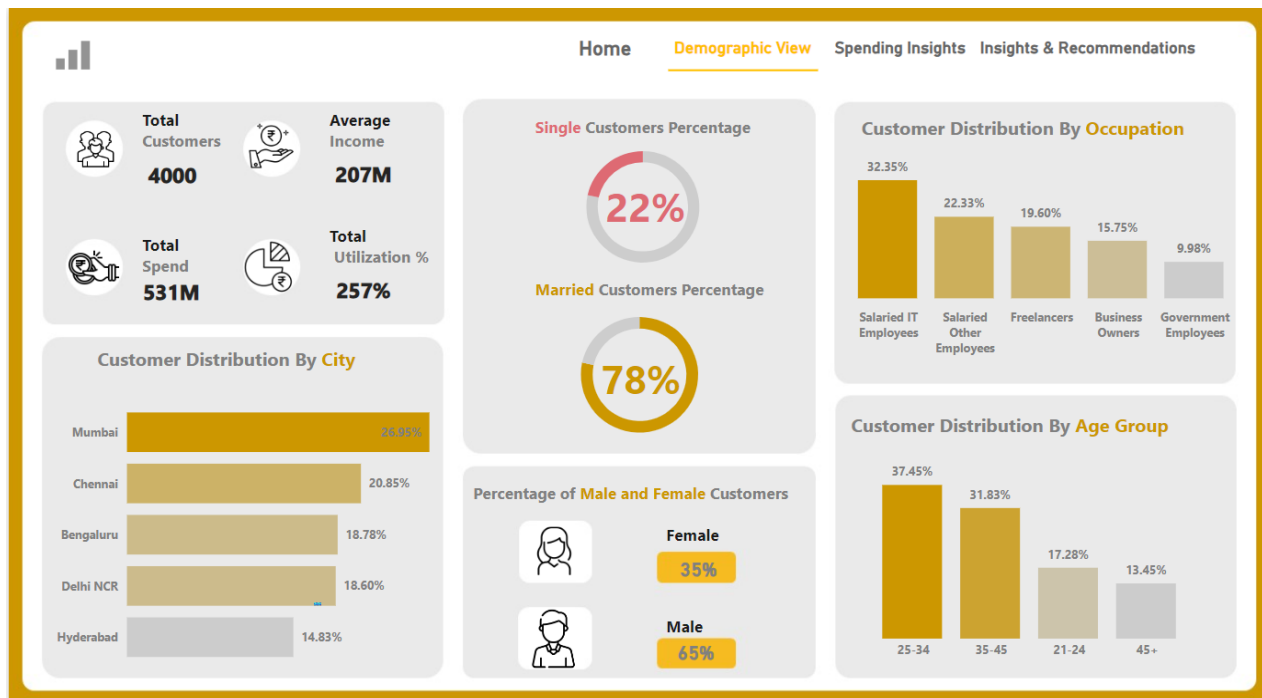


POWER BI | Credit Card Market Expansion Analysis



I developed a dashboard to analyse age, location, and spending patterns of people, to identify potential customers for Mitron Bank's new credit card line. Mitron Bank is a respected financial institution in Hyderabad looking to expand its product portfolio.

Skills Used:

Power BI for analyse and visualization

The desired insights from this analysis are as follows:

- Which state is most likely to yield higher profits?
- Which demographic should we focus our marketing efforts on?
- What do people predominantly spend their income on, and how much do they spend monthly?
- Which payment method is preferred by most people?

Process:

- Import data into Power BI.
- Analyse data to better understand tables.
- Develop DAX measures to support visuals.
- Build dashboard.

DAX Measures:

Here are some DAX measures that are required for the analysis.

Average Spend:

```
Average Spend = AVERAGE(fact_spends[spend])
```

Average Sales Percentage:

```
Average Sales Percentage = DIVIDE([Average Spend], [Total Spend], 0)
```

Number Of Female Customers:

```
Female = CALCULATE(COUNT(dim_customers[customer_id]), dim_customers[gender] = "Female")
```

Female Customer Percentage:

```
Female % = DIVIDE([Female], [Total Customers], 0)
```

Number Of Male Customer:

```
Male = CALCULATE(COUNT(dim_customers[customer_id]), dim_customers[gender] = "Male")
```

Male Customer Percentage:

```
Male % = DIVIDE([Male],[Total Customers],0)
```

→ I have created the same measures for individuals who are single and married.

Total Spend:

```
Total Spend = SUM(fact_spends[spend])
```

Total Average Income:

```
Total Average Income = SUM(dim_customers[avg_income])
```

Utilization Percentage:

```
Utilization % = DIVIDE([Total Spend],[Total Average Income],0)
```

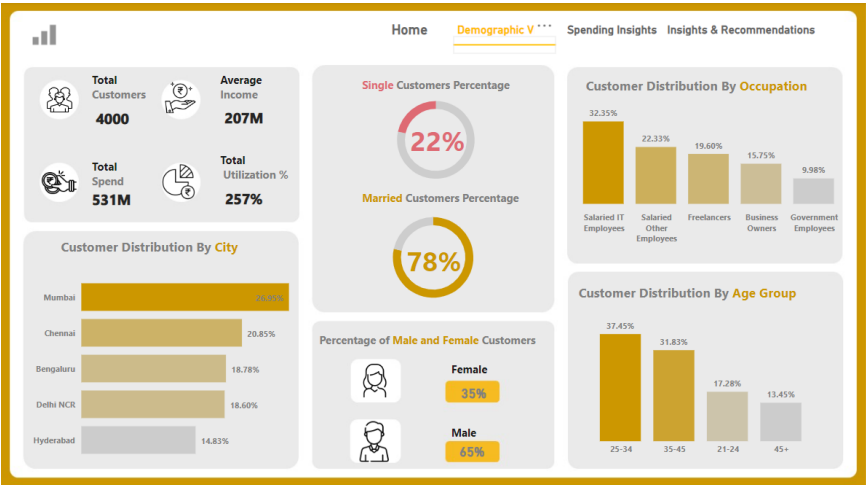
Dashboard:

Create a dashboard with important metrics and visualizations using Power BI.

The dashboard consists of three pages –

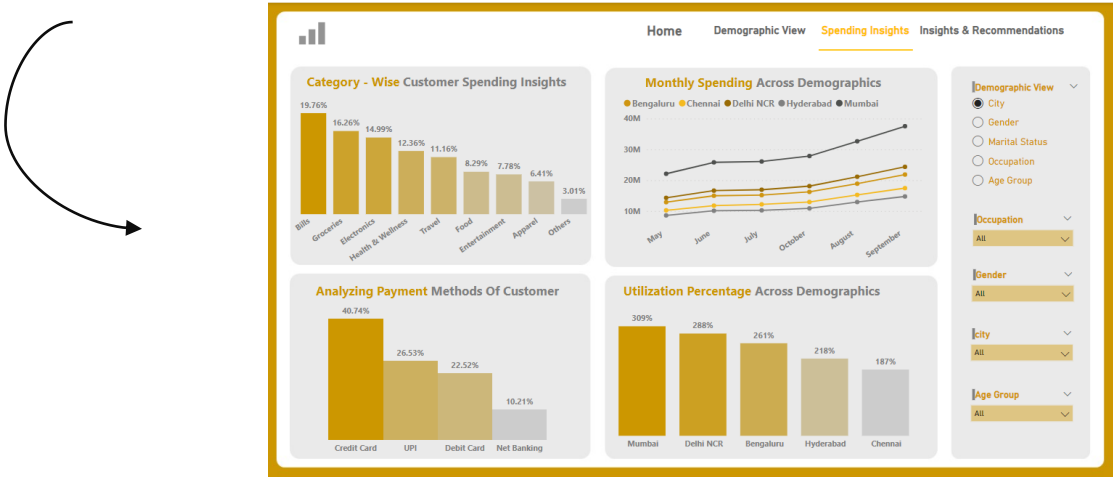
1. Demographic View:

The Demographic view focuses on uncovering details about Mitron Bank's customers, such as their city of residence, occupation, gender, and more. This exploration aims to provide a comprehensive understanding of the customer base, guiding strategic decisions for the successful launch of the new credit cards.



2. Spending Insights:

Spending Insights involves extracting valuable details from customer spending habits. This includes understanding their top spending categories, preferred payment methods, and monthly patterns. These insights guide strategic decisions for Mitron Bank's new credit card launch.



3. Insights & Recommendations:

The Insights and Recommendations view revolves around distilling the gained insights from the project and provide practical recommendations for Mitron Bank. This view is crafted to guide the bank in making well-informed decisions for a successful credit card launch.

HomeDemographic ViewSpending InsightsInsights & Recommendations

Key Insights

Demographics:

- Mumbai stands out with the highest Mitron users (26.95%), followed by Chennai and Bengaluru.
- A significant majority of customers are male (65%) and married (78%).
- Salaried IT employees are the largest occupational group (32.35%), followed by other salaried employees (22.33%).
- The age group of 25-34 (37.45%) and 35-45 (31.83%) dominates the customer base.

Spending Patterns:

- Credit cards are mainly used for bill payments and groceries.
- September reflects the highest spending, likely due to the festive season.
- Mumbai (32%), Delhi NCR (21%), and Bengaluru (19%) lead in spending behavior.
- Males and married individuals tend to have higher spending patterns.

Utilization Percentage:

- Mumbai and Delhi NCR exhibit the highest Utilization Percentage.
- Higher utilization is observed among males and single individuals.
- Salaried IT employees, freelancers, and other salaried employees show significant utilization.
- The age group of 35-45 displays the highest utilization percentage, followed by 25-34.

Recommendations

Geographic Targeting:

Establish local partnerships in Mumbai for co-branded promotions. Engage with local events and influencers to strengthen brand presence.

Demographic Focus:

Introduce a "Family Milestone" program, offering special rewards for joint account holders and additional benefits for families, aligning with the majority of married customers. This feature promotes financial collaboration within families.

Occupational Incentives:

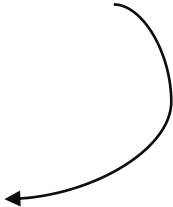
Collaborate with renowned IT training platforms for exclusive discounts on certifications. Launch a Tech Enthusiast Program, providing additional perks for IT employees.

Age-Specific Rewards:

Introduce a dynamic rewards system that evolves with age. For example, adventure sports discounts for the younger demographic and premium travel benefits for the 35-45 age group.

Festive Season Promotions:

Organize a Mitron Festival, offering limited-edition festive-themed rewards, discounts, and exclusive events throughout September to boost engagement.



Conclusion:

- Mumbai stands out as the primary location for Mitron users, closely followed by Chennai and Bengaluru.
- The user base is predominantly male and married, with a notable presence of salaried IT professionals.
- Spending patterns highlight credit card usage for essential expenses, with September witnessing peak expenditure, likely due to festive season purchases.
- Mumbai, Delhi NCR, and Bengaluru are the top spending regions, with males and married individuals exhibiting higher spending behaviour.
- Utilization percentages are particularly high in Mumbai and Delhi NCR, with males and singles showing greater engagement.
- Salaried IT professionals, freelancers, and other salaried employees contribute significantly to platform utilization, with the 35-45 age group demonstrating the highest engagement, closely followed by the 25-34 age group.

You can check out the video presentation for this project through this link

<https://www.linkedin.com/feed/update/urn:li:activity:7148251803745144832/>

Thank you!!

For taking the time to explore my portfolio!