

MITRON BANK



Customer Demographic

Customer Spend

Income Utilization



4000 

TOTAL CUSTOMERS

1403 

TOTAL FEMALES

2597 

TOTAL MALES

Customer Demographic

Customer Spend

Income Utilization

PAGE NAVIGATOR

FILTER PANE

age_group

All

gender

All

city

All

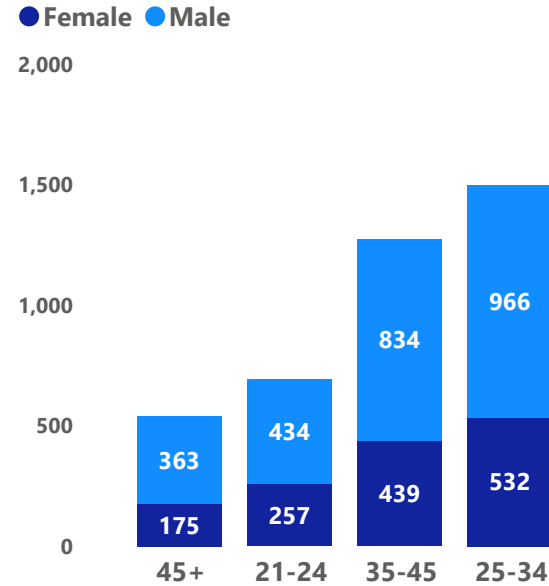
occupation

All

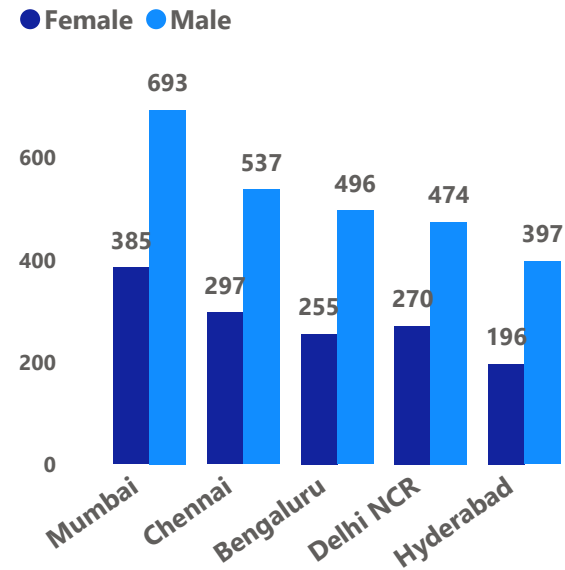
marital status

All

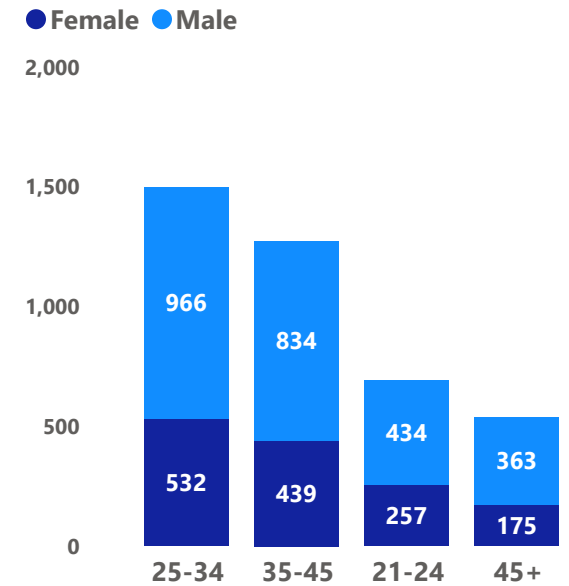
Age Group Distribution



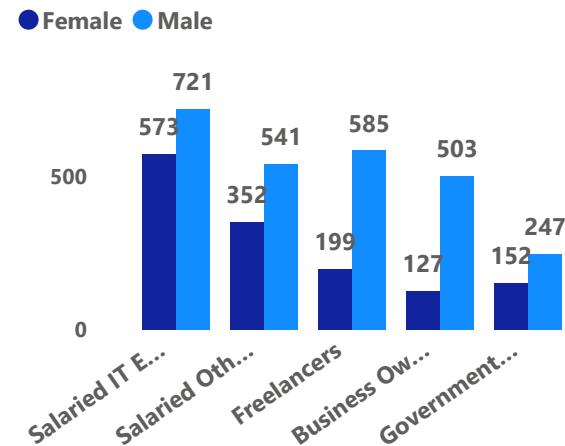
City Wise Customer Distribution



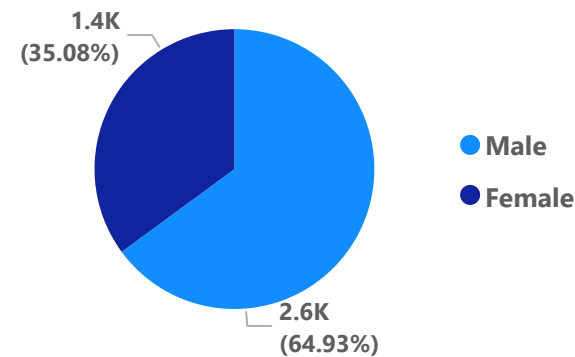
Average Income by Age Group



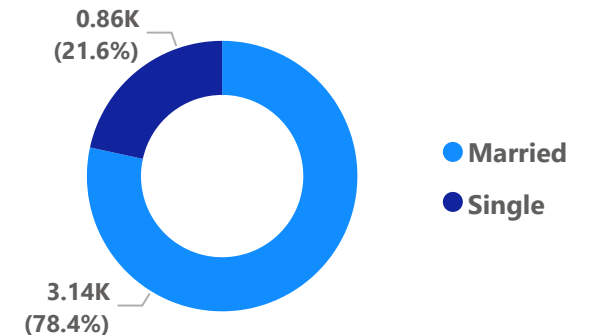
Occupation Distribution



Gender Distribution



Marital Status





4000



TOTAL CUSTOMERS

1403



TOTAL FEMALES

2597



TOTAL MALES

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PAGE NAVIGATOR

Total Spend

₹531M

T. Monthly Avg Spend

₹88.48M

T. monthly Avg Income

₹206.63M

Avg Income Utilization %

42.82%

Digital Card Utilization %

36.74%

Plastic Card Utilization %

63.26%

FILTER PANE

age_group

All

gender

All

city

All

occupation

All

marital status

All

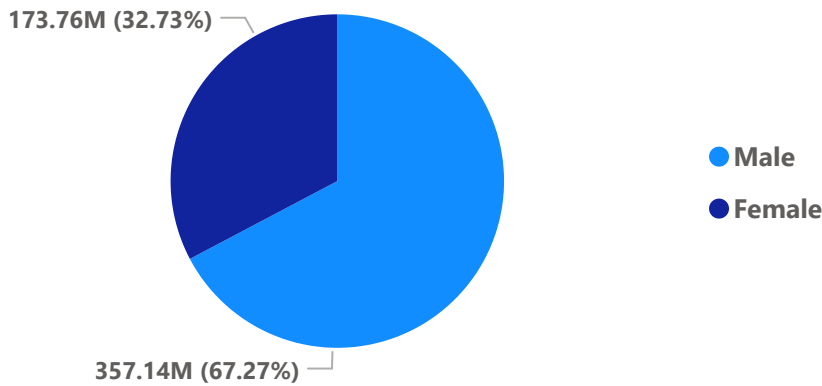
month

All

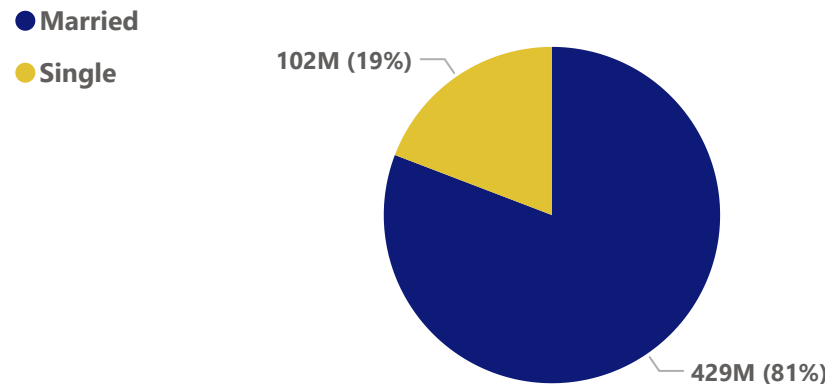
SUMMARY ANALYSIS

gender	Apparel	Bills	Electroni
Female	18958100	24345089	187044
Male	15077901	80567679	608578
Total	34036001	104912768	795622

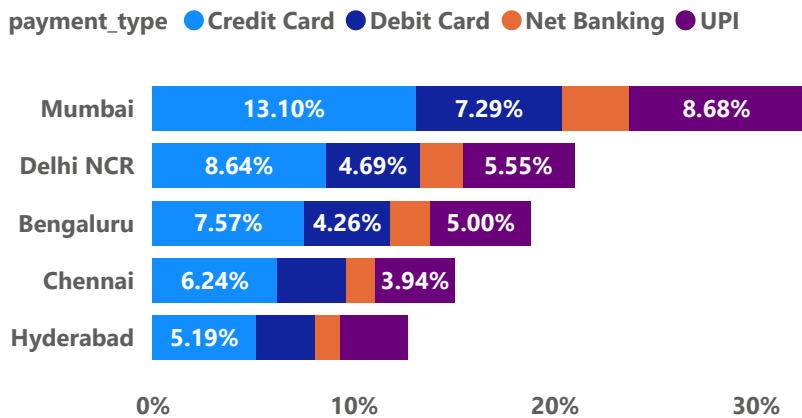
Customer Spend by Gender



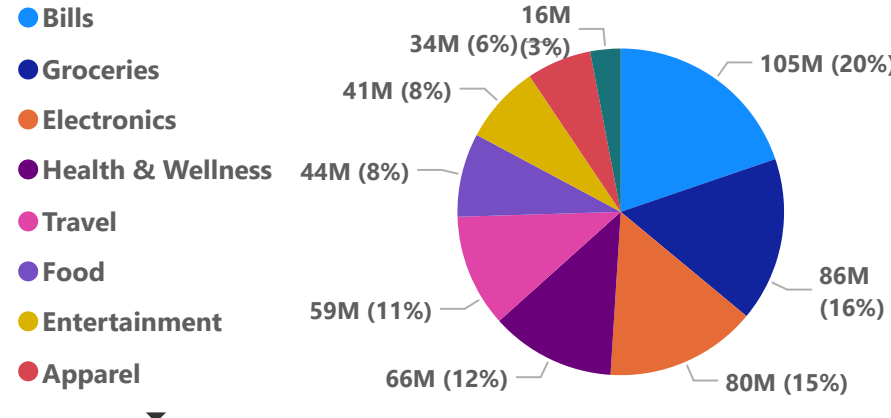
Customer Spend By Marital Status



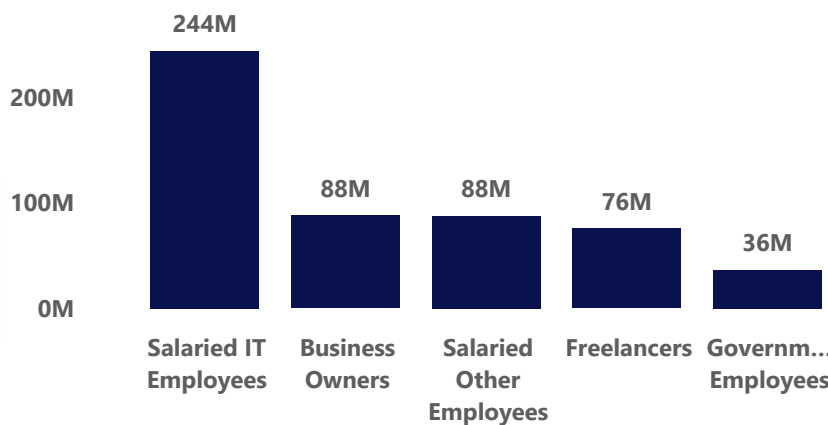
Customer Spend by City and Payment Type



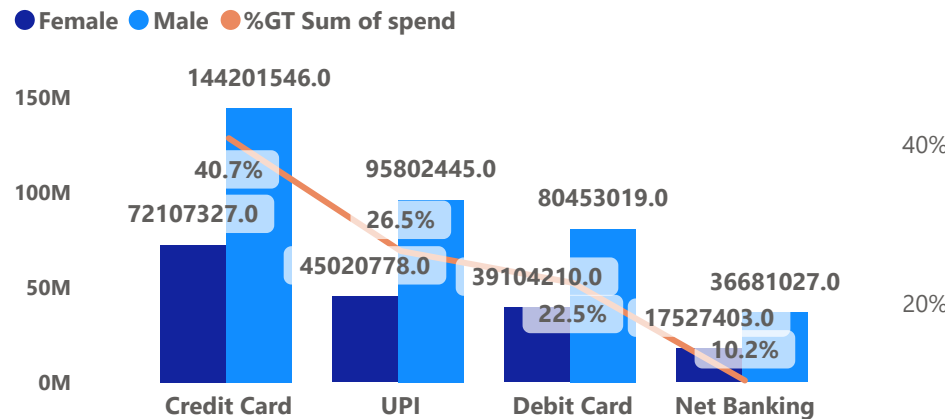
Customer Spend By Category



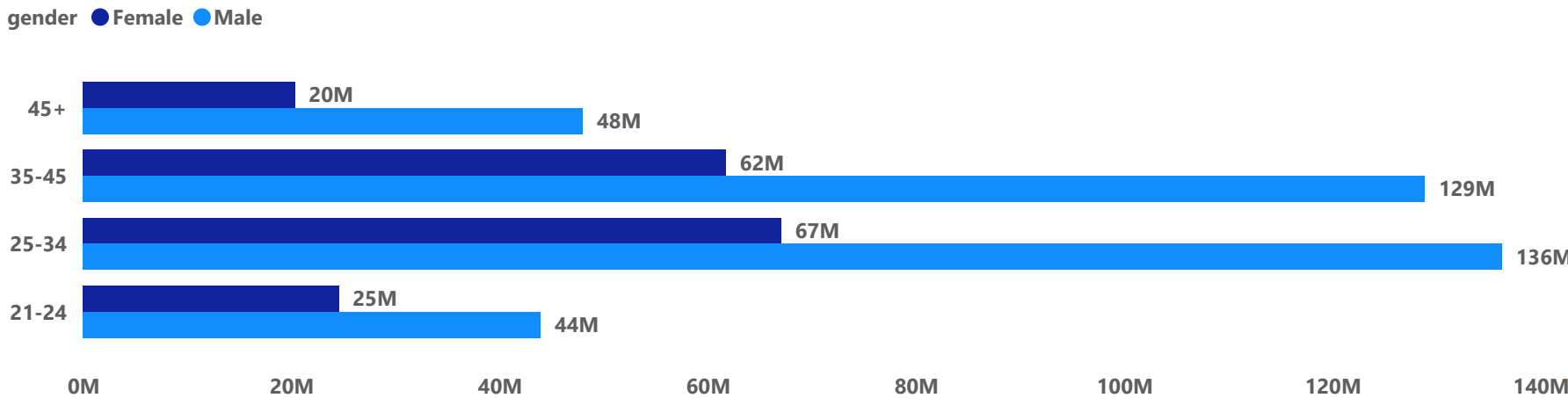
Customer Spend By Occupation



Customer Spend Pattern by Payment Type



Customer Spend By Age Group





₹207M

AVERAGE INCOME

₹88.48M

AVERAGE SPEND

42.82%

AVG INCOME UTILIZATION

Customer Demographic

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Income Utilization

PAGE NAVIGATOR

FILTER PANE

age_group

All

gender

All

city

All

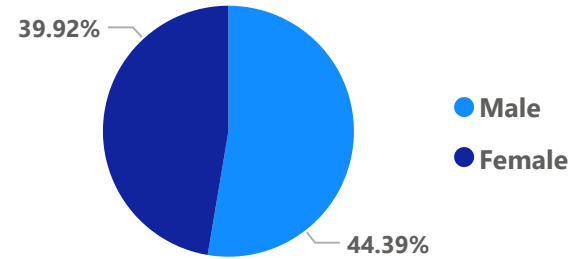
occupation

All

marital status

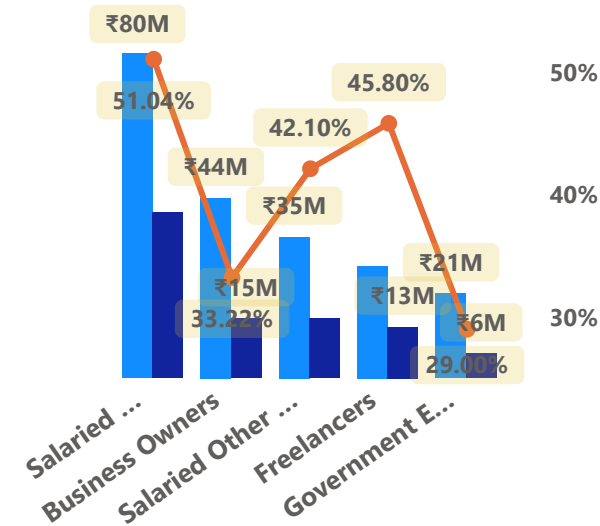
All

Avg Income Utilization % by Gender

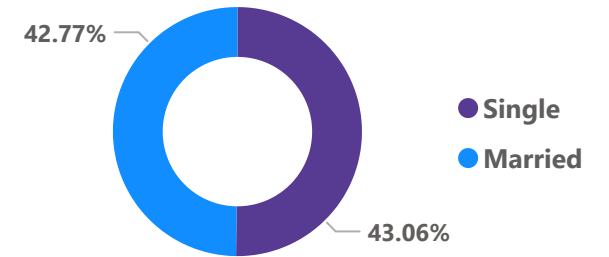


Avg Income Utilization % by Occupation

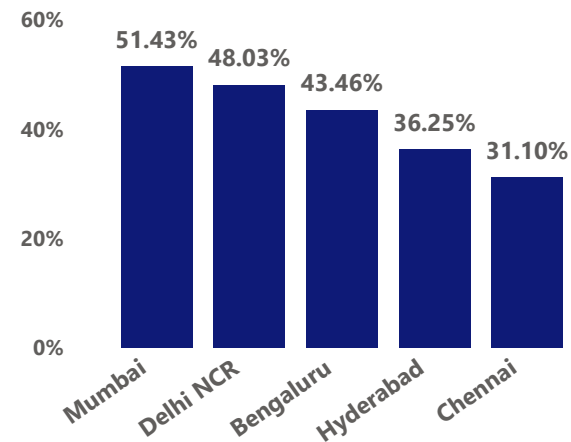
Avg_Income Avg_Spend Average Inc...



Avg Income Utilization % by Martial Status

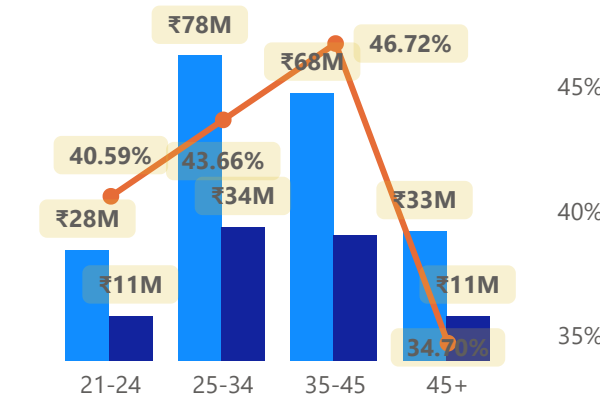


Avg Income Utilization % by City



Avg Income Utilization % by Age Group

Avg_Income Avg_Spend Average Income ...



Avg Income Utilization % by Payment Type

