



**MITRON**





## OVERVIEW

Mitron Bank, a legacy financial institution headquartered in Hyderabad, wants to introduce a new line of credit cards.

AtliQ Data Services approached Mitron Bank with a proposal to implement this project. Mr. Bashnir Rover, the strategy director of Mitron Bank, gave a pilot project to AtliQ involving 4000 customers across five cities for an analysis of their online spending and other details.

Peter Pandey, a data analyst at AtliQ, took over the project to analyze and report key findings to the strategy team of Mitron Bank.

Upon the successful acquisition of this project, Mr. Bashneer Rover assures to entrust the full project to AtliQ Data Services.

# MITRON

# DASHBOARD

## Mitron's Credit Card

Total Customers  
Customer Count

4.0K

Income Utilization  
Average

43%

Monthly Spend  
Average

22K

Transaction Spend  
Average

₹ 614



AtliQ<sup>®</sup>  
technologies

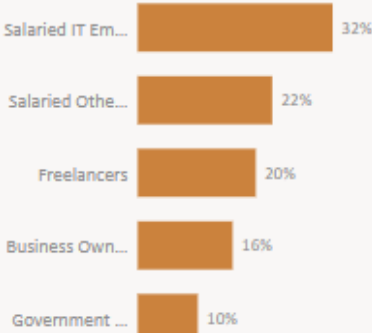
Demographic

Income Utilization

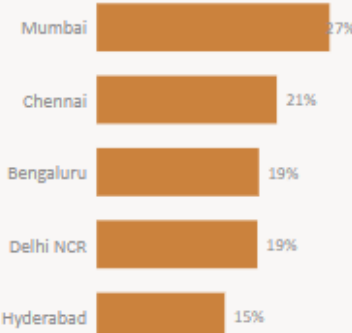
Spend



### Occupation

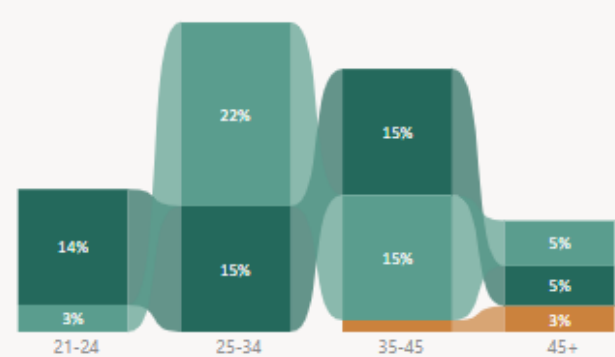


### City



### Age & Salary

Salary Group



Male

2.6K



Female

1.4K



Married

3.1K



Single

0.9K

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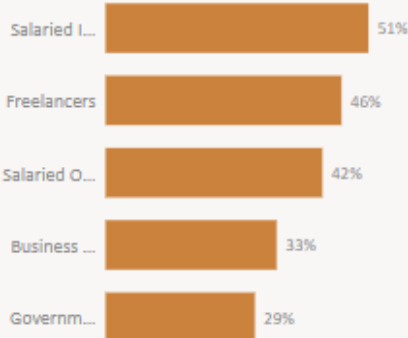
Demographic

Income Utilization

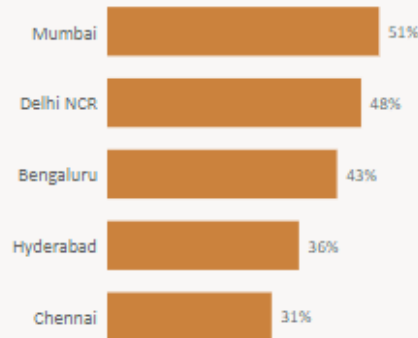
Spend



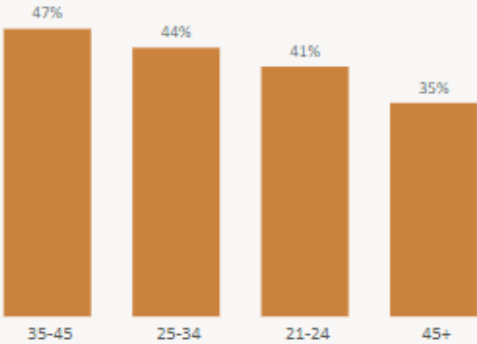
### Occupation



### City

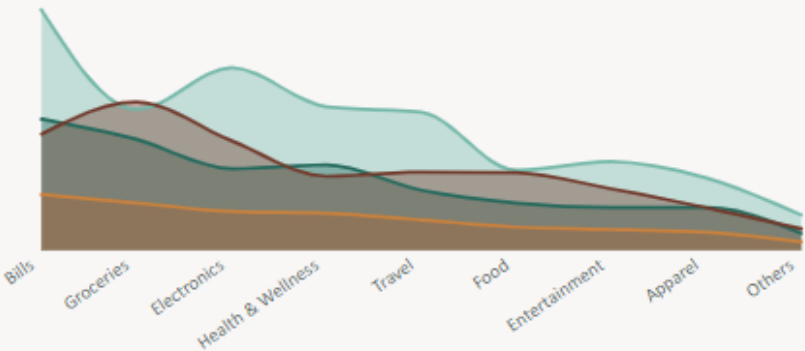


### Age Groups



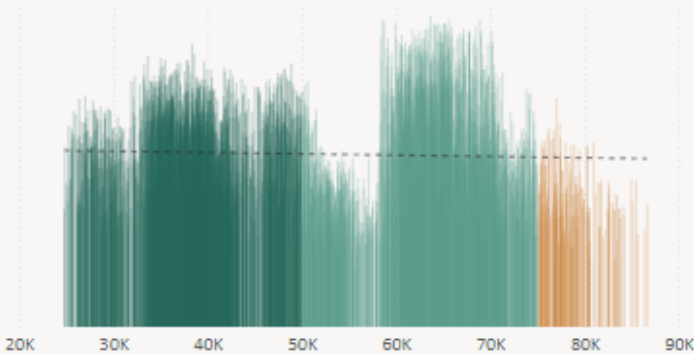
### Category

Payment Type Credit Card Debit Card Net Banking UPI



### Salary Range

Salary Group 25k-50k 50k-75k 75k-100k



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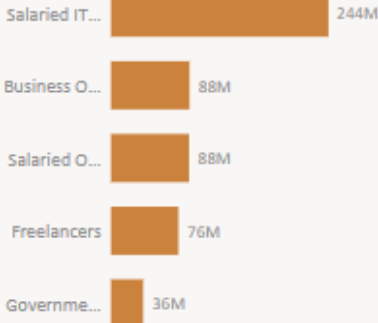
Demographic

Income Utilization

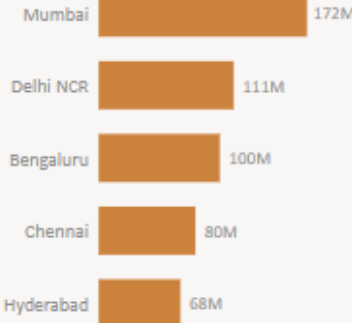
Spend



Occupation

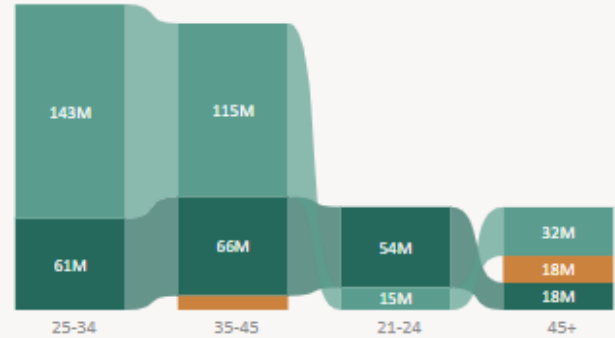


City



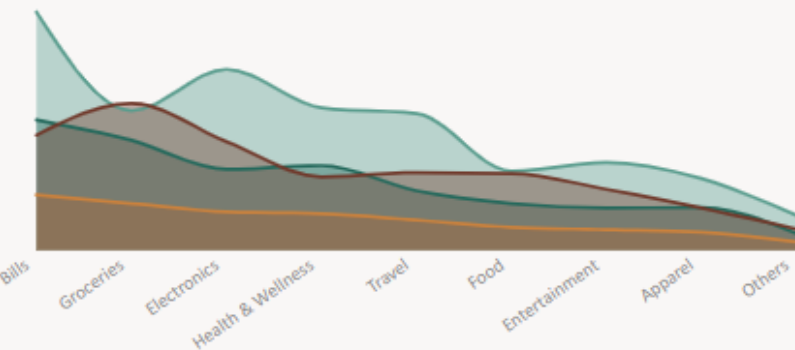
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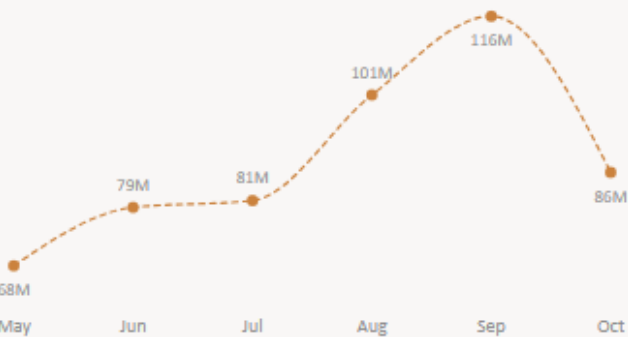


Categories

Payment Type Credit Card Debit Card Net Banking UPI



Monthly Trend





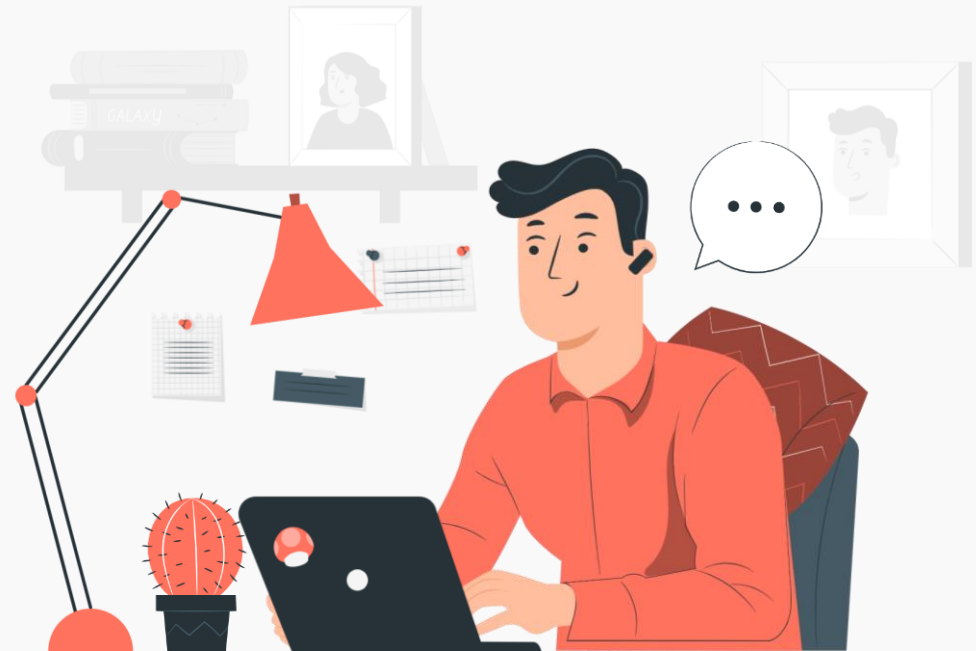
# KEY CLIENTS

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# OCCUPATION

Salaried Employees and Freelancers, as they have the highest average income utilisation %.

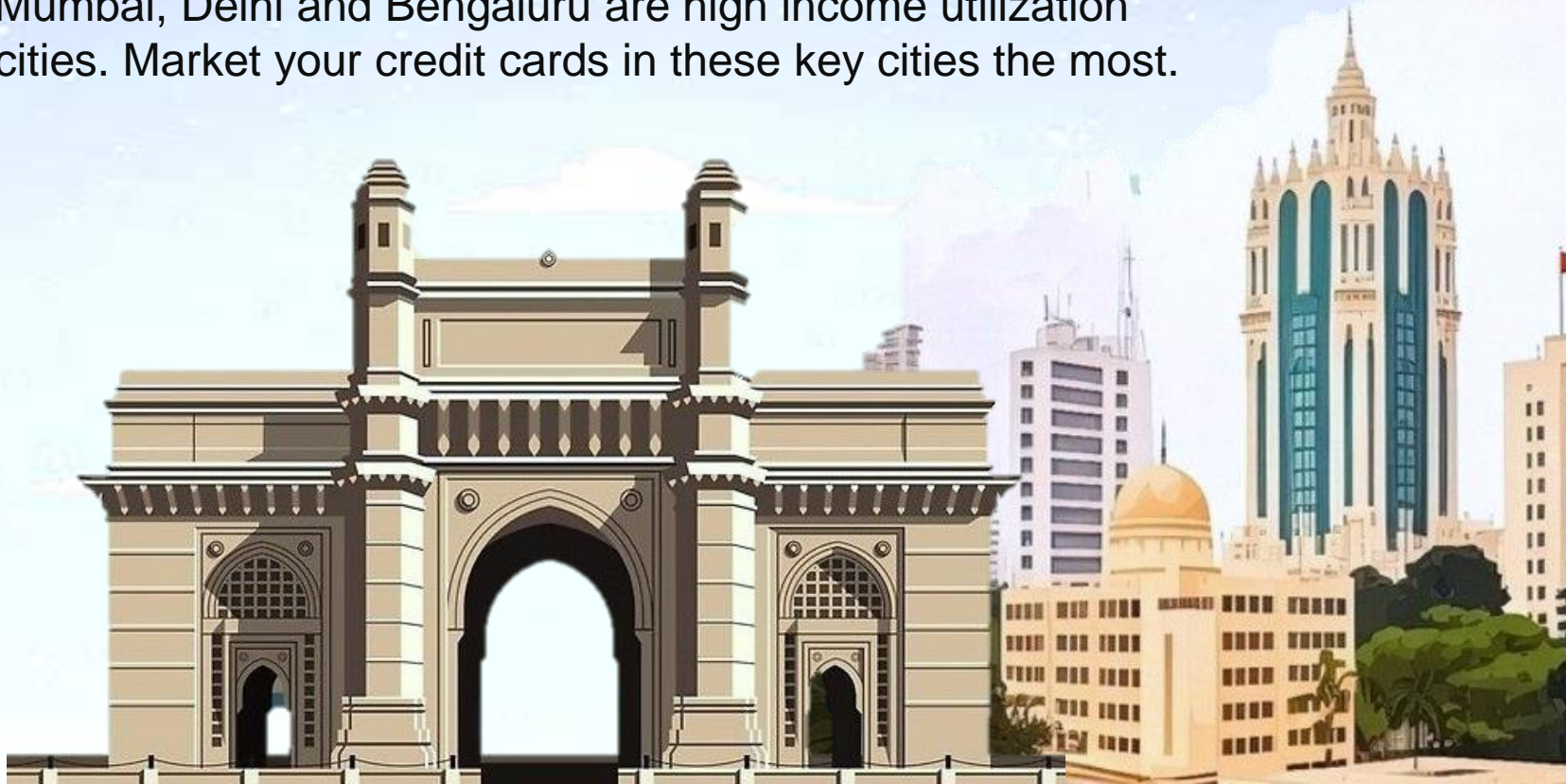






# CITIES

Mumbai, Delhi and Bengaluru are high income utilization cities. Market your credit cards in these key cities the most.

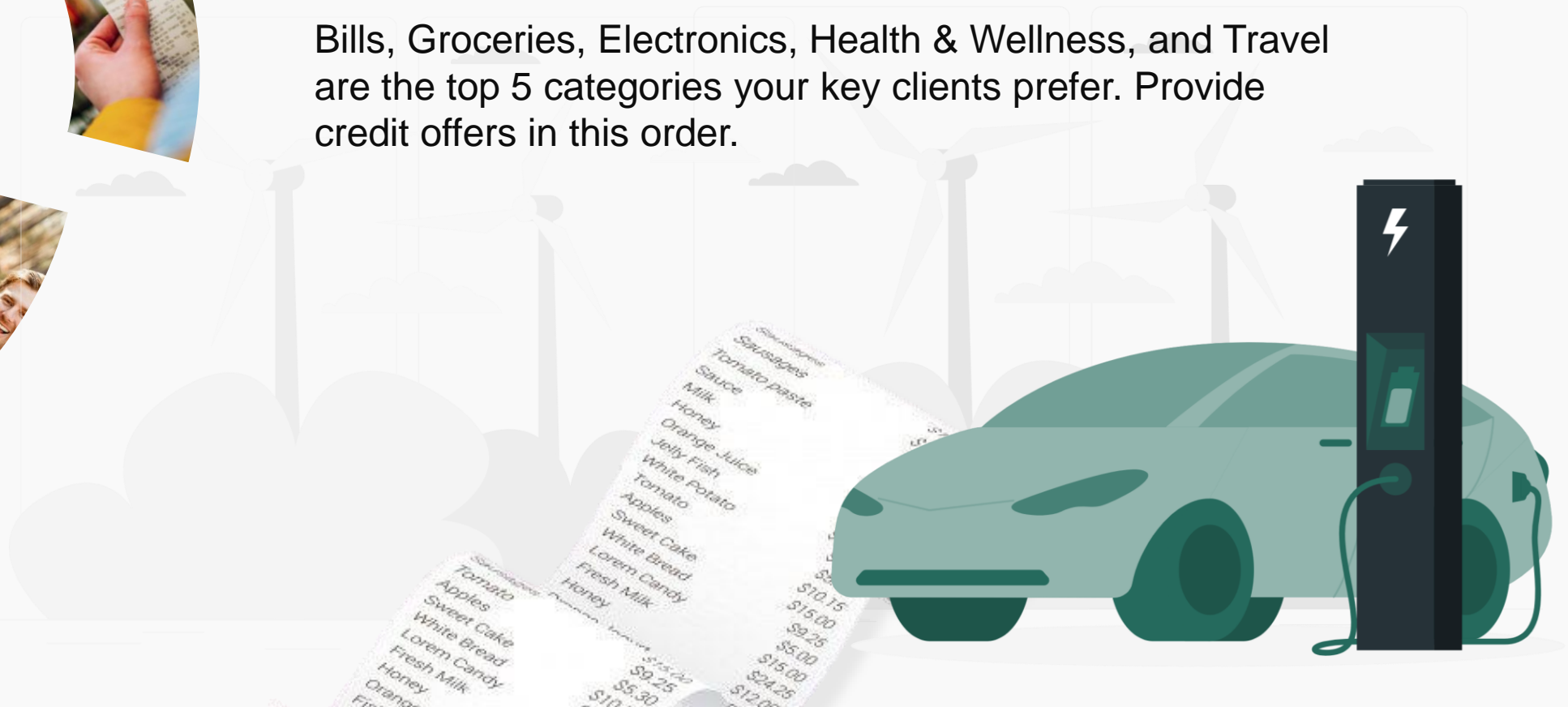






# CATEGORIES

Bills, Groceries, Electronics, Health & Wellness, and Travel are the top 5 categories your key clients prefer. Provide credit offers in this order.





## INDIVIDUAL DETAILS

Your key clients are married and single individuals, both male and female, within the age group of 25-45. As their income rises, so does their income utilisation, but this doesn't affect their preferred categories.





# FESTIVE SEASON

Promote targeted offers in August, September, and October months due to high income utilization and spending patterns.





# THANK YOU

Dear Codebasics team,

Thanks for the resume challenges! This project let me explore a new field and learn a lot.



Dhaval Patel



Hemanand Vadivel