



Mitron Bank

Challenge #8: Provide Insights to the Product Strategy Team in the Banking Domain.



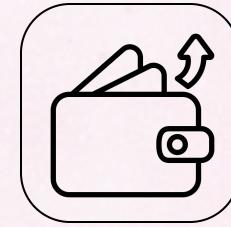
Home



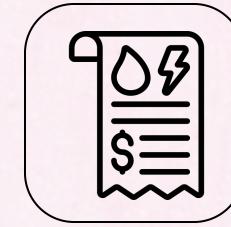
Demographic



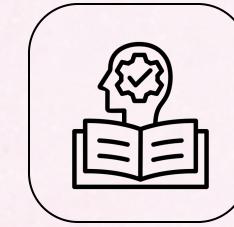
Income



Expenditure



Utilization



Resources



Report

Classify the customers based on available demography such as age group, gender, occupation etc.

Categorizing customers based on available income, considering factors such as age group, gender, and occupation. This segmentation will provide valuable insights for targeted audience.

Understanding customer spending patterns in specific categories allows us to customize offers and tailor them effectively.

Utilization% of income as a key metric

Resources & notes with email id.

Final report in brief with insights and recommendations.

Demographic



Month

All

**Mitron Bank**

Female

Male

Married

Single

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.

Overview

₹709M

Saving

**2597**

Male

₹118M

Saving*

**4000**

Customers

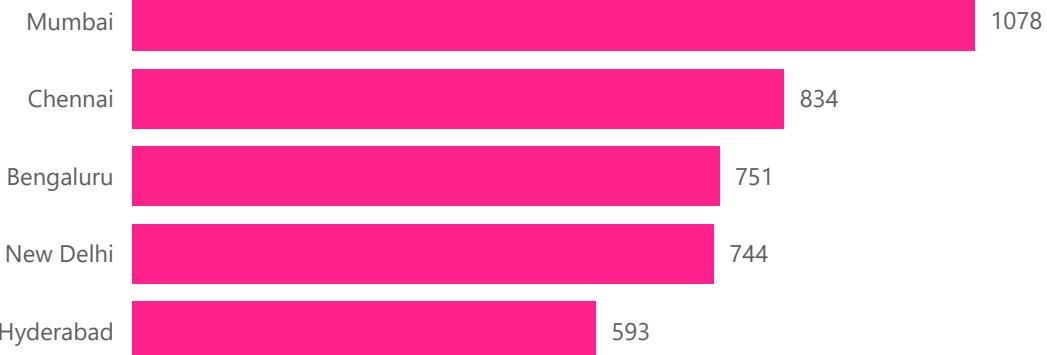
864K

Transactions

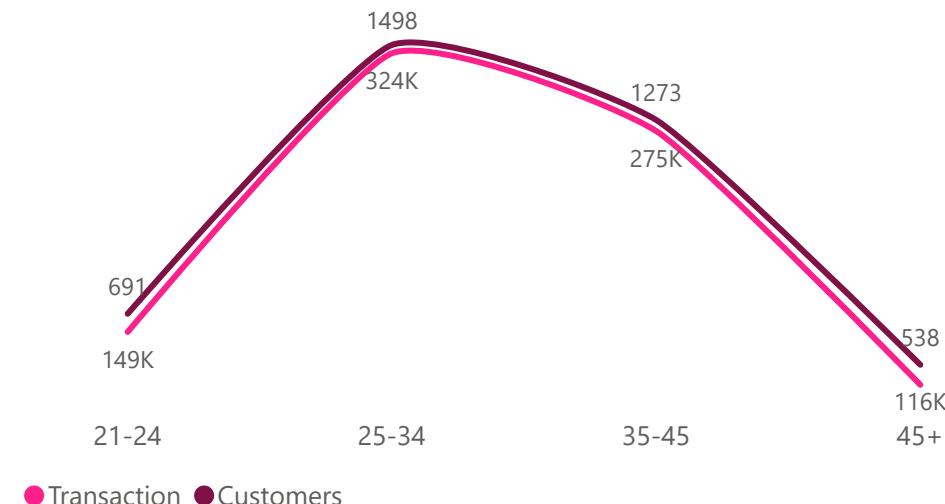
**1403**

Female

Customers by City



Transaction by Age



Income



Month

All

**Mitron
Bank**

Female

Male

Married

Single

Overview

₹207M

Income*

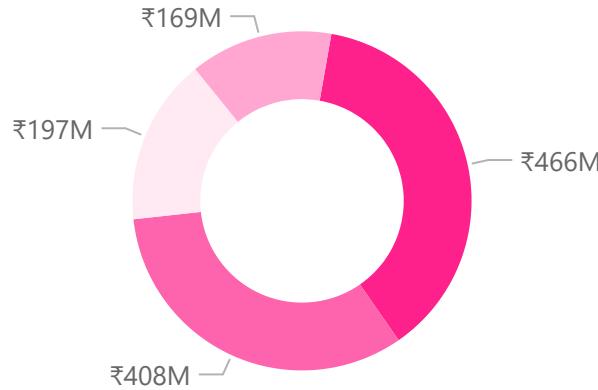
₹2.48bn

Annual Income

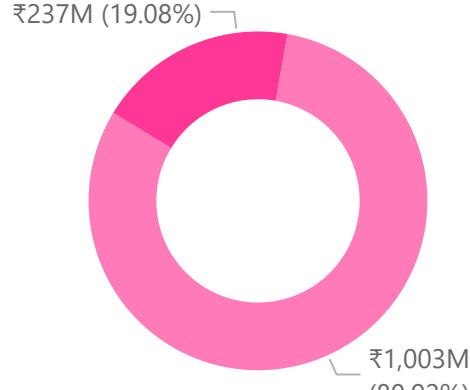
₹1,240M

Income

Age

● 25-34 ● 35-45 ● 45+ ● 21-24

Marital Status

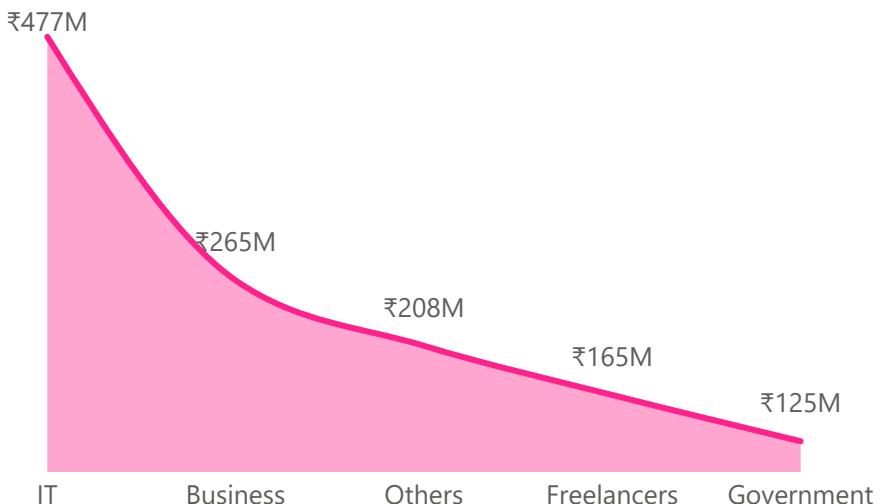
● Married ● Single

City	Income	Expenditure	Utilisation %	Income*	Expenditure*
Bengaluru	₹230M	₹100M	43.46%	₹38.36M	₹16.67M
Chennai	₹257M	₹80M	31.10%	₹42.80M	₹13.31M
Hyderabad	₹186M	₹68M	36.25%	₹31.04M	₹11.25M
Mumbai	₹335M	₹172M	51.43%	₹55.75M	₹28.67M
New Delhi	₹232M	₹111M	48.03%	₹38.68M	₹18.57M

Gender



Occupations



Expenditure



Month

All

Mitron
Bank

Female

Male

Married

Single

Overview

₹88M

Expense*

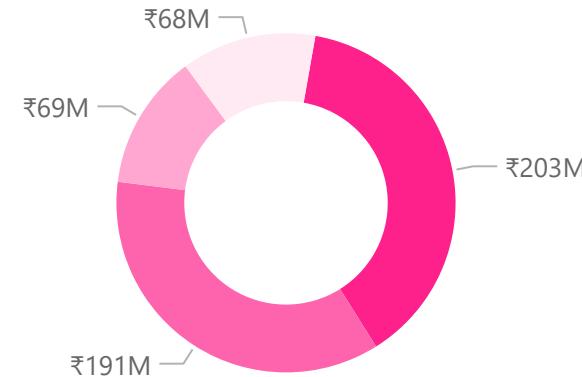
₹1.06bn

Annual Expense

₹531M

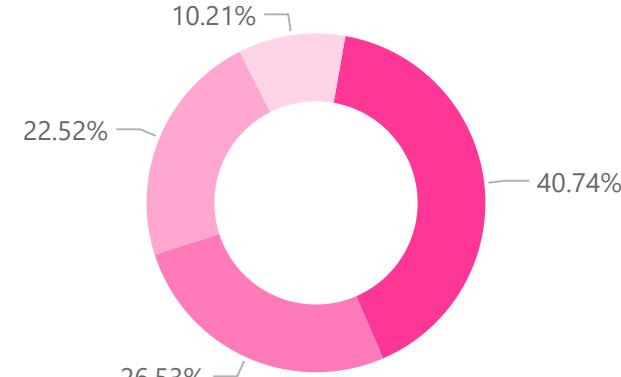
Expense

Age



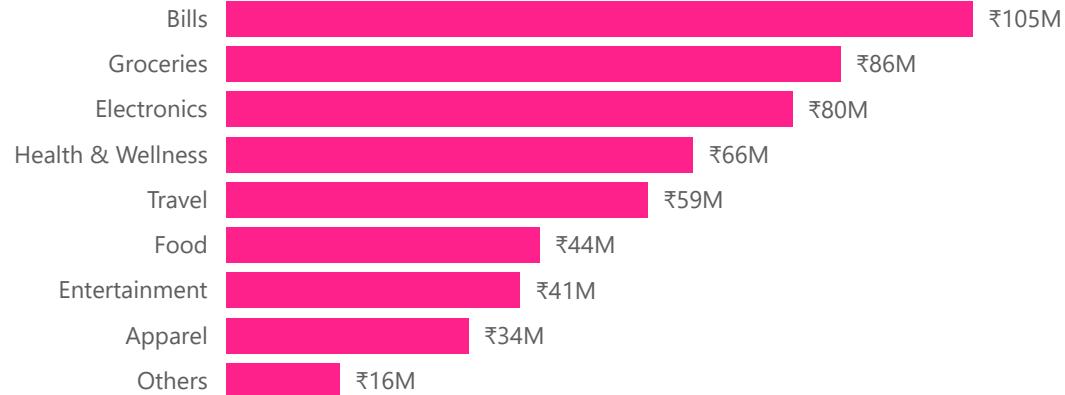
● 25-34 ● 35-45 ● 21-24 ● 45+

Payment Type

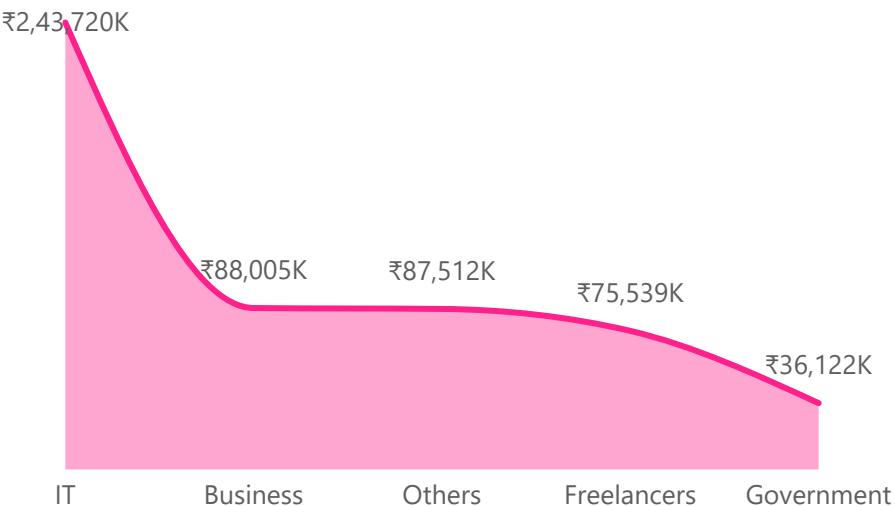


● Credit Card ● UPI ● Debit Card ● Net Banking

Category



Occupations



Utilization

Month All



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Female

Male

Married

Single

Overview

17.45%

Credit Card

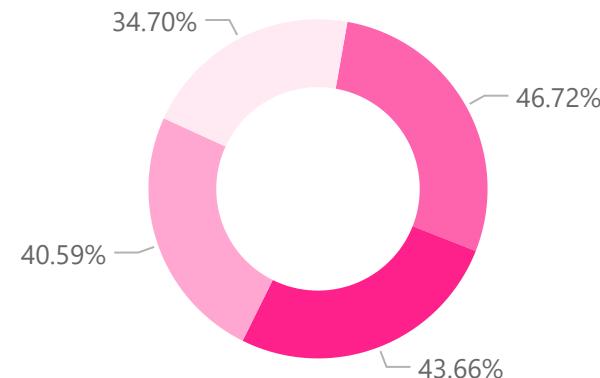
42.82%

Utilization

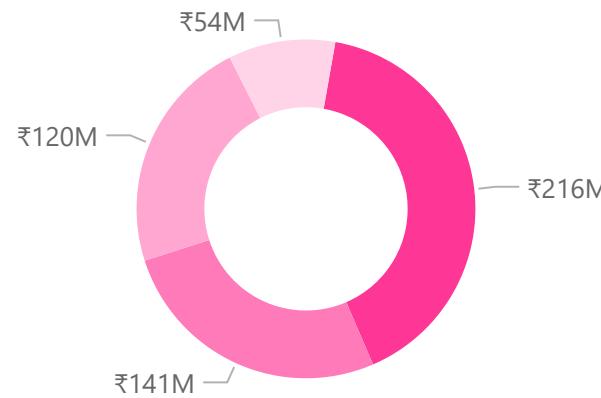
4.37%

Net Banking

Age

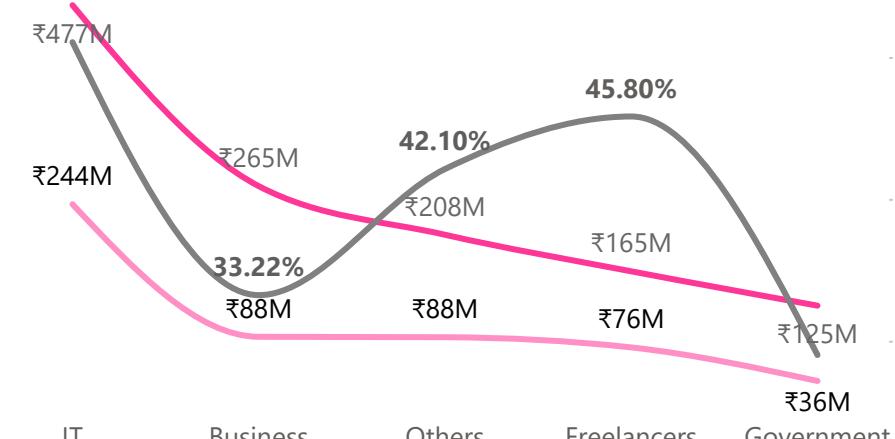


Payment Type



Category	Credit Card	Debit Card	Net Banking	UPI	Total
Apparel	1.13%	0.67%	0.28%	0.66%	2.75%
Bills	3.74%	2.04%	0.87%	1.81%	8.46%
Electronics	2.84%	1.27%	0.60%	1.71%	6.42%
Entertainment	1.38%	0.67%	0.33%	0.96%	3.33%
Food	1.24%	0.74%	0.36%	1.21%	3.55%
Groceries	2.19%	1.73%	0.74%	2.31%	6.96%
Health & Wellness	2.23%	1.33%	0.58%	1.15%	5.29%
Others	0.55%	0.27%	0.13%	0.34%	1.29%
Travel	2.15%	0.94%	0.48%	1.22%	4.78%

Occupations



● 35-45 ● 25-34 ● 21-24 ● 45+

● Credit Card ● UPI ● Debit Card ● Net Banking

● Income ● Expenditure ● Utilisation %

Resources



Codebasics Resume Project Challenge #8. Instructions & Dataset Link. <https://codebasics.io/challenge/codebasics-resume-project-challenge/11>



Icons Used in Dashboard. <https://www.flaticon.com/>



Canvas Background Image.
<https://unsplash.com/wallpapers/colors/pink>



Mitron Bank Logo Maker. <https://logo-maker.freelogodesign.org/>



Interactive report by



Ankit Negi @ Data Analyst



Do you have any question related to report/dashboard?
Please email ankitnegi996@rocketmail.com

Note

Average income utilization% of customers = Average spends/ Average income. The higher the average income utilization%, the more is their likelihood to use credit cards.

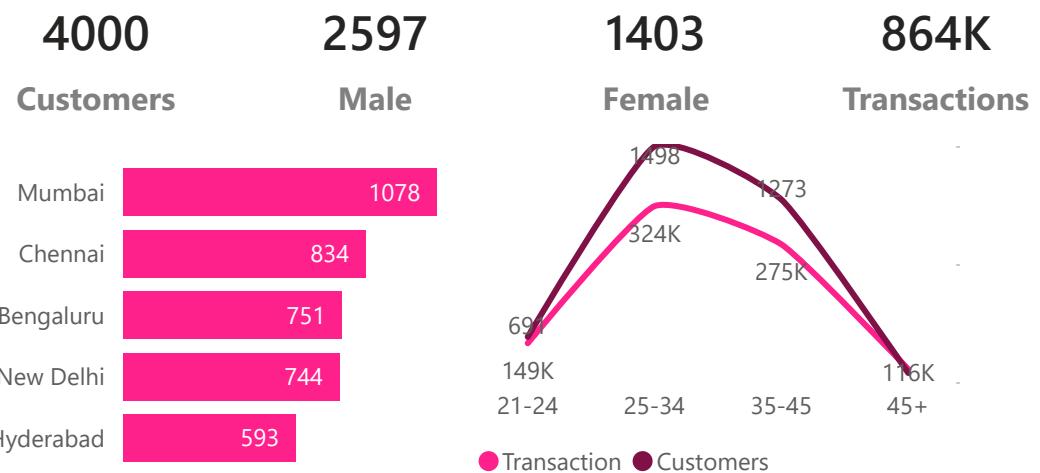
Report



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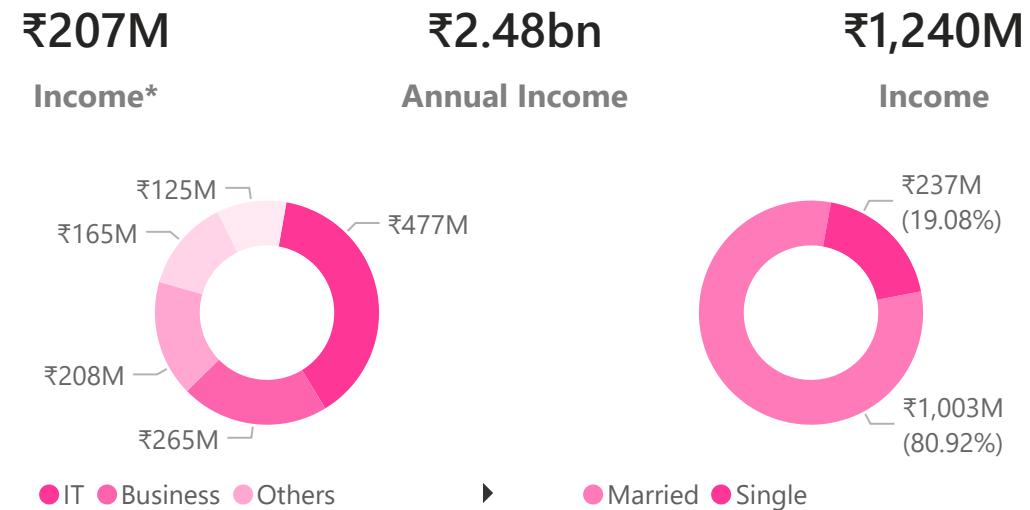
Demographic

- Total 4000 customers, out of which 2597 are males & rest 1403 are females.
- Mumbai (1078) hold the first position in terms of customers.
- Age group 25-35 emerges as the most significant segment, with 1498 customers & they did maximum transaction.
- Total 864K transactions did, and maximum transaction was done by 25-34 age group (324K)



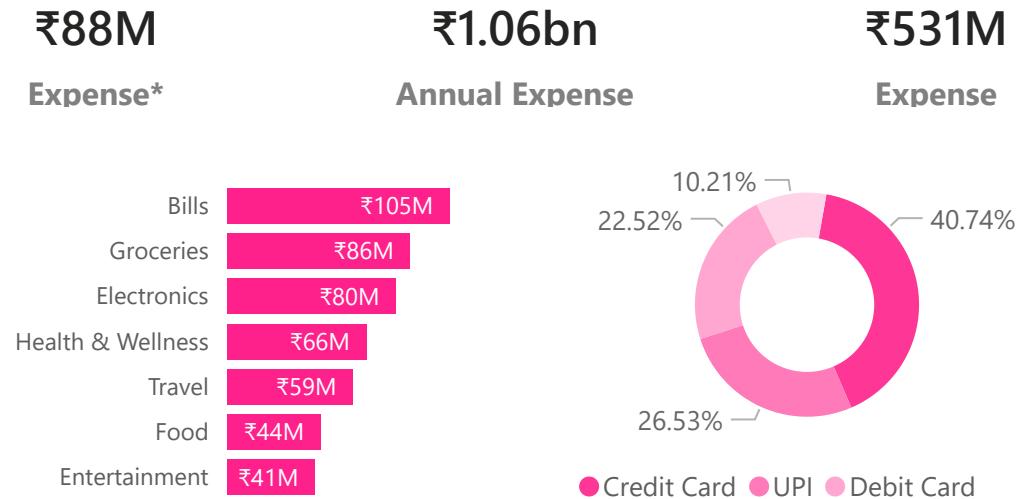
Income

- Income of married (80.92%) customers & Salaried IT Employee (38.51%) are more than others.
- Total income for six months : 1240M, Average income: 207M
- Mumbai being a highest income state whereas Hyderabad is the least.
- Male customers has more income than female, Age group 25-35 emerges as the most significant segment (37.27%)



Expenditure

- Customers prefer Credit Card (40.74%) more than other payment medium.
- Maximum expenditure done by customers is in paying Bills (105M) & Groceries (86M)
- IT Employee & Business Owner are spending more as compare to other (332M)
- Total expenditure 531M, Average expenditure 88M: Male customer are spending more.



Report

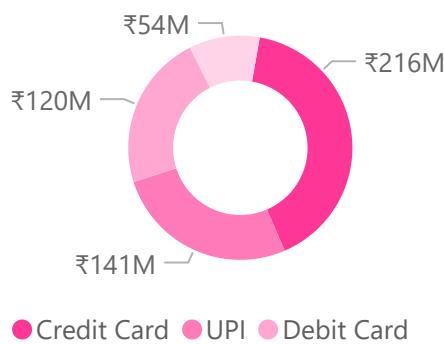


Utilization

- Average income utilization: 42.82%, Male's income utilization: 44.39%, Female's income utilization: 39.92%
- Customer prefer 17.45% as a credit card for there to-do whereas 4.37% net banking as a medium.
- Age group of 35-45 are utilizing their income more than others.
- September is the peak month of credit card usage.

17.45%

Credit Card

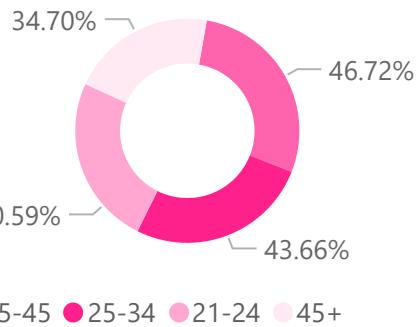


42.82%

Utilisation

4.37%

Net Banking



Recommendation

- Offering cashback or No Cost EMI options during September and August can drive credit card sales, especially during festive seasons when customer spending peaks.
- Target audience comprises married males aged 25-34 working in the IT sector & residing in Mumbai. Their higher income levels make it easier for them to manage credit card repayments.
- Spending patterns, Bills (105M) and Groceries (85M) are the top categories. Offering reward points specifically in these categories could significantly boost credit card usage, leading to increased credit charges.
- Credit cards and UPI are the most preferred modes of payment. By integrating credit card options within UPI apps, we can significantly boost the indirect use of credit cards.

