



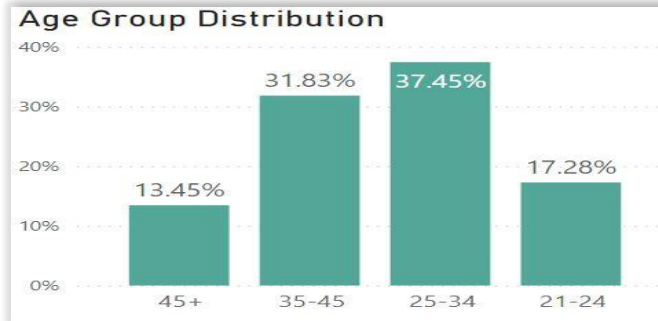
Decoding Credit Cards Policy

By AtliQ Data Services

Mitron Bank

Domain : Banking

1. Age Group (25-34 to 35-45) :

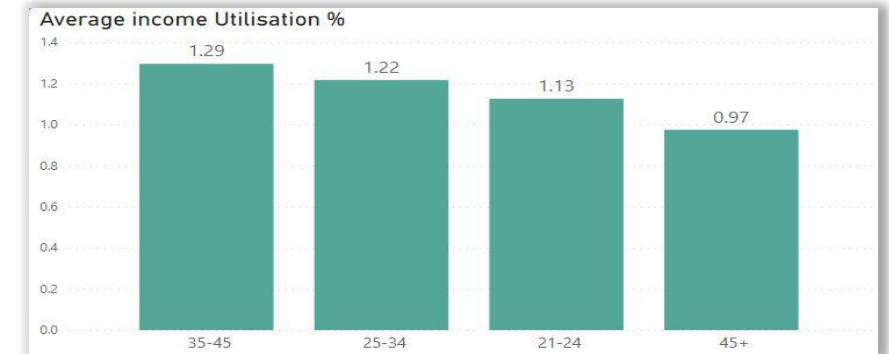


Demographical

- This graph shows that our **majority customers** are **Between 25-45** which is around **69%**

Income Utilization

- This graph shows that **25-45** has higher **Income utilization %** than the others which is **1.22 to 1.29 %**



Analysis Insights

category	21-24	25-34	35-45	45+	Total
Bills	0.66%	8.28%	7.93%	2.89%	19.76%
Groceries	1.06%	7.07%	5.96%	2.17%	16.26%
Electronics	2.14%	6.20%	5.25%	1.40%	14.99%
Health & Wellness	1.19%	3.51%	5.67%	1.98%	12.36%
Travel	0.77%	5.12%	3.53%	1.73%	11.16%
Food	1.75%	2.87%	2.71%	0.97%	8.29%
Entertainment	2.85%	2.40%	1.85%	0.68%	7.78%
Apparel	2.10%	1.70%	1.94%	0.68%	6.41%
Others	0.39%	1.15%	1.08%	0.39%	3.01%
Total	12.91%	38.30%	35.91%	12.88%	100.00%

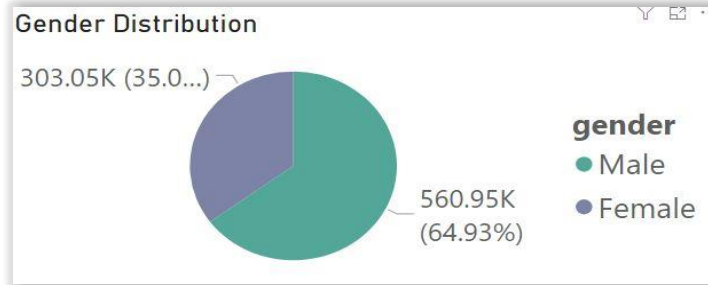
Spending

- This graph and table shows that **25-45** is contribute more amount in **every category** than the others in spending which is **around 75 %**

Spending by Age Group



2. Gender (Male) :

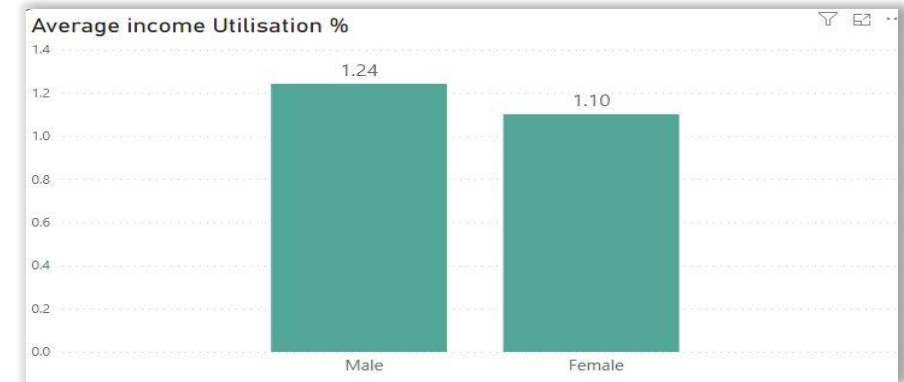


Demographical

- This graph shows that our **majority customers** are **male which is 67%**

Income Utilization

- This graph shows that **male has higher Income utilization %** than the female **which is 1.24 %**

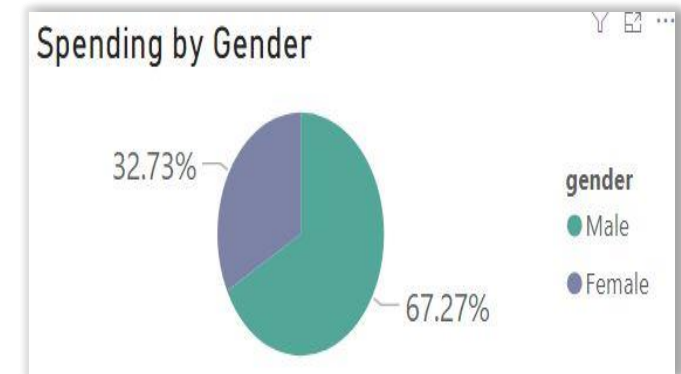


Analysis Insights

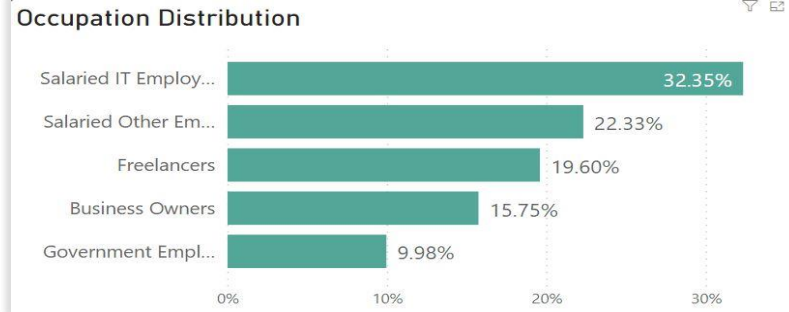
category	Female	Male	Total
Bills	4.59%	15.18%	19.76%
Groceries	3.79%	12.47%	16.26%
Electronics	3.52%	11.46%	14.99%
Health & Wellness	6.82%	5.54%	12.36%
Travel	4.27%	6.89%	11.16%
Food	3.17%	5.12%	8.29%
Entertainment	1.85%	5.93%	7.78%
Apparel	3.57%	2.84%	6.41%
Others	1.15%	1.85%	3.01%
Total	32.73%	67.27%	100.00%

Spending

- This graph and table shows that **Male is contribute more amount in every category** than the female in spending which is **67.27 %**



3. Occupation Segment (*Salaried IT Employees*)

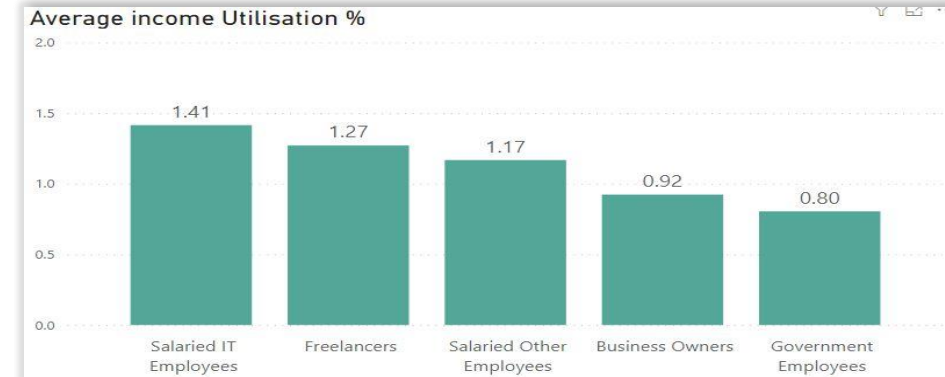


Demographical

- This graph shows that our **majority customers** are **Salaried IT employee** which is around **32.35%**

Income Utilization

- This graph shows that **Salaried IT employee** has higher **Income utilization %** than the others which is **1.41%**

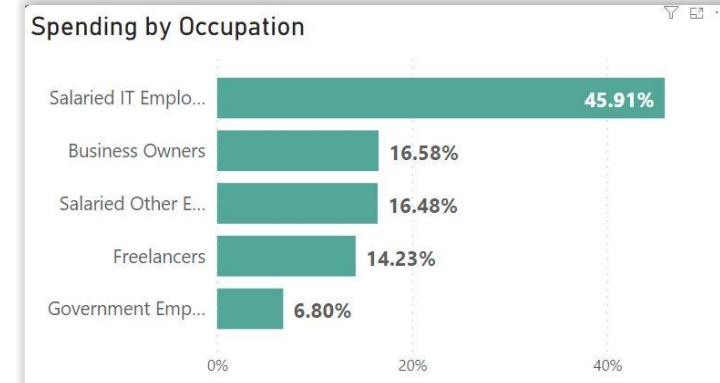


Analysis Insights

category	Business Owners	Freelancers	Government Employees	Salaried IT Em
Bills	3.56%	2.99%	1.34%	
Groceries	2.91%	2.43%	1.12%	
Electronics	2.57%	2.22%	1.03%	
Health & Wellness	1.75%	1.62%	0.80%	
Travel	1.85%	1.54%	0.80%	
Food	1.30%	1.13%	0.56%	
Entertainment	1.31%	1.09%	0.53%	
Apparel	0.85%	0.78%	0.42%	
Others	0.48%	0.42%	0.20%	
Total	16.58%	14.23%	6.80%	

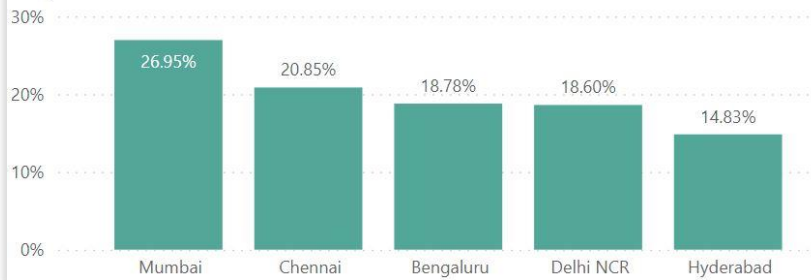
Spending

- This graph and table shows that **Salaried IT employee** is **contribute more** amount in **every category** than the others in spending which is around **45.91 %**



4. City (Mumbai and Delhi NCR):

City Distribution



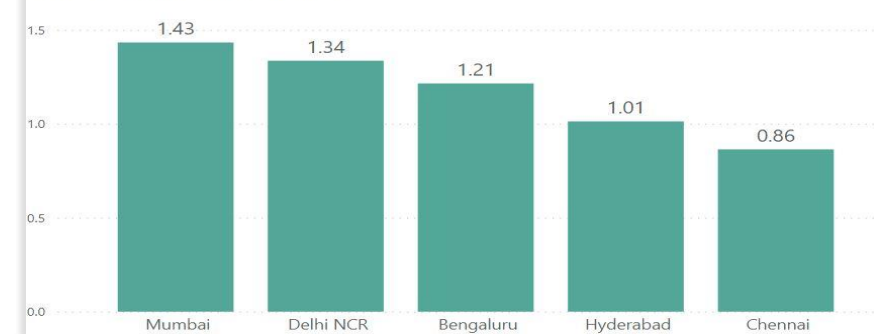
Demographical

- This graph shows that our **majority customers** are **Mumbai and Delhi NCR** which is around **48%**

Income Utilization

- This graph shows that **Mumbai and Delhi NCR** has higher Income utilization % than the others which is **1.43 %** and **1.34 %**

Average income Utilisation %



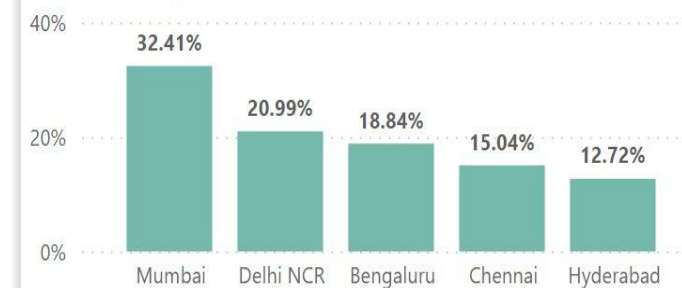
Analysis Insights

category	Bengaluru	Chennai	Delhi NCR	Hyderabad	Mumbai	Total
Bills	3.76%	3.07%	4.18%	2.56%	6.19%	19.76%
Groceries	3.09%	2.50%	3.43%	2.10%	5.14%	16.26%
Electronics	2.80%	2.27%	3.14%	1.92%	4.85%	14.99%
Health & Wellness	2.31%	1.88%	2.60%	1.57%	3.99%	12.36%
Travel	2.13%	1.70%	2.37%	1.40%	3.55%	11.16%
Food	1.56%	1.21%	1.73%	1.04%	2.76%	8.29%
Entertainment	1.45%	1.07%	1.58%	0.97%	2.71%	7.78%
Apparel	1.17%	0.88%	1.33%	0.78%	2.25%	6.41%
Others	0.56%	0.45%	0.64%	0.38%	0.97%	3.01%
Total	18.84%	15.04%	20.99%	12.72%	32.41%	100.00%

Spending

- This graph and table shows that **Mumbai and Delhi NCR** is **contribute more** amount in **every category** than the others in spending which is around **53%**

Spending by City



1. Age Group Segment : *25-34 to 35-45 Age Group*

- Customer Base : ~ 70%
- Income Utilization : higher at 1.25%
- Spending Contribution : ~75% of total spending.
- Top 5 Spending Categories : Dominant in each.

2. Gender Segment : *Male*

- Customer Base : 64.9%
- Income Utilization : higher at 1.24%
- Spending Contribution : 64.9% of total spending.
- Top 5 Spending Categories : Dominant in each.

3. Occupation Segment : *Salaried IT Employees*

- Customer Base : 32.35%
- Income Utilization : Highest at 1.41%
- Spending Contribution : 46% of total spending.
- Top 5 Spending Categories : Dominant in each.

4. City Segment : *Mumbai and Delhi NCR*

- Customer Base : ~ 48%
- Income Utilization : Higher in Mumbai (1.43%) and Delhi NCR (1.34%)
- Spending Contribution : ~53% of total spending.
- Top 5 Spending Categories : Dominant in each.

Key Segment

Data Driven Insights

1. Age Group Segment : 25-34 to 35-45 Age Group

1.Flexible Rewards Program:

- This age group constitutes 70% of the customer base and contributes significantly to spending. Introduce a rewards program that offers flexibility in redeeming points, catering to the diverse preferences of this age range.

2.Smart Budgeting Tools:

- With a higher income utilization of 1.25%, these customers are likely financially active. Provide budgeting tools integrated with the card app to help them manage and optimize their spending effectively.

3.Health and Wellness Credits:

- Acknowledging their spending in health and wellness, providing priority access or exclusive discounts for health and wellness services aligns with their preferences and promotes card usage

Feature
Recommendation

Data Informed Insights

2. Gender Segment: **Male**

1 Tech Gadgets Protection Plan

- Reason: Given their dominance in electronics spending, offering a protection plan for tech gadgets as a card feature can appeal to their preferences and provide added value.

2 Cashback on Bill Payments

- Reason: Since bills are a top spending category, introducing cashback specifically on bill payments can incentivize and encourage regular card usage among male customers.

3 Travel Related Discounts

- Reason: Considering their dominance in the travel category, offering exclusive travel-related discounts and perks can attract and retain customers in this age group.

**Feature
Recommendation**

Data Informed Insights

3. Occupation **Salaried IT Employees:**

1. Priority Access to Tech Events and Conferences:

- Facilitate networking and knowledge-sharing by granting priority access and exclusive discounts to relevant tech events and conferences. This feature not only adds value to their professional lives but also acknowledges their contributions to the IT field.

2. Professional Development Courses Rebates :

- Offer rebates or discounts on professional development courses and certifications. This caters to the IT employee's profile, aligning with their higher income utilization for self-improvement.

3. Remote Work Essentials:

- With the rise of remote work, providing discounts on home office essentials (chairs, desks, software tools) can be highly appreciated.

Feature
Recommendation

Data Informed Insights

4. City Segment : Mumbai and Delhi NCR

1. Local Dining and Entertainment Discounts :

- Since spending is higher in these cities, offering local dining and entertainment discounts can resonate well with the lifestyle preferences of customers in Mumbai and Delhi NCR.

2. City-specific Rewards :

- Introduce rewards or cashback specific to each city, like cashback on Mumbai's local transportation or Delhi NCR's cultural events. This makes the card more appealing and relevant to the local lifestyle.

3. City-specific Health Memberships :

- Partner with fitness centers, spas, and wellness establishments in Mumbai and Delhi NCR to provide cardholders with discounted health and wellness memberships.

Feature
Recommendation

Data Informed Insights

- **Additional Idea**

- 1.Simplified Rewards Redemption:**

- Ensure a straightforward process for redeeming rewards, making it user-friendly.

- 2.Instant Cashback Offers:**

- Introduce instant cashback offers on specific spending categories.

- 3.Easy Bill Integration:**

- Provide a feature for easy integration of utility bills payment through the app.

- 4.Personalized Savings Goals:**

- Help users set and track personalized savings goals through the app.

Additional Thought

Data Informed Insights