Demographics of Mitron Bank Customers

city

| Bengaluru | Chennai | Delhi NCR | Hyderabad |

4000	**2597**	**1403**
Total Customer	Males	Females

Total Customer by marital status

21.6%
78.4%

marital status
- Married
- Single
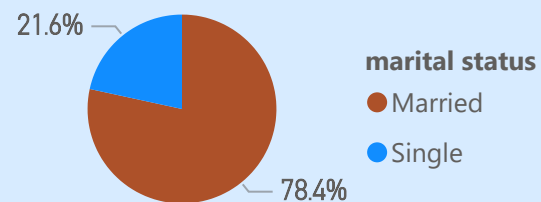
Total Customer by gender

35.08%
64.93%

gender
- Male
- Female
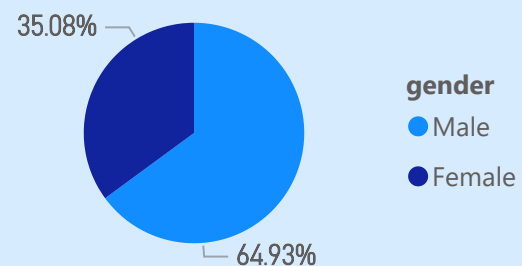
Total Customer by occupation

- Salaried IT Employees
- Salaried Other Emplo...
- Freelancers
- Business Owners
- Government Employ...

occupation

Total Customer

Total Customer by age_group

- 25-34
- 35-45
- 21-24
- 45+
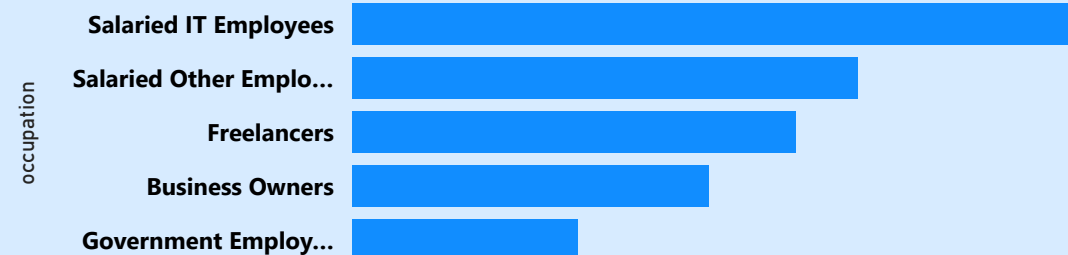
age_group

Total Customer

Total Customer by city

14.83%
26.95%
18.6%
20.85%
18.78%

city
- Mumbai
- Chennai
- Bengaluru
- Delhi NCR
- Hyderabad
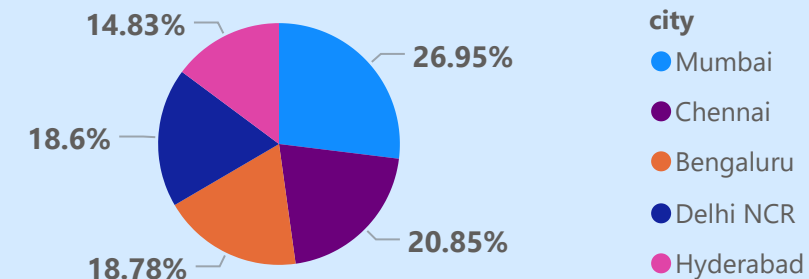
Income Analysis

207M — Average Income

531M — Total Spend

51.66K — Avg_Monthly_Inco...

Average Income by occupation

- 38.51% — Salaried IT E...
- 21.37% — Business Ow...
- 16.77% — Salaried Oth...
- 13.3% — Freelancers
- 10.05% — Government...
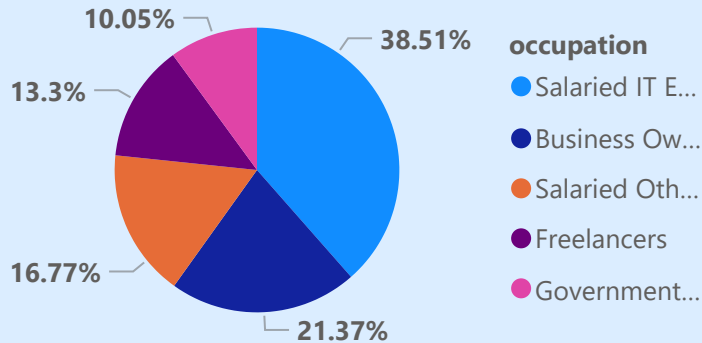
Total Expenses of Customers by Category

| category	August	July	June	May	October	September	Total
Apparel	6.48M	5.17M	5.09M	4.36M	5.51M	7.44M	**34.04M**
Bills	19.96M	15.87M	15.69M	13.45M	17.04M	22.90M	**104.91M**
Electronics	15.12M	12.13M	11.91M	10.23M	12.83M	17.35M	**79.56M**
Entertainment	7.86M	6.27M	6.15M	5.31M	6.70M	9.01M	**41.29M**
Food	8.40M	6.68M	6.58M	5.66M	7.12M	9.58M	**44.01M**
Groceries	16.37M	13.12M	12.93M	11.06M	14.01M	18.81M	**86.30M**
Health & Wellness	12.40M	9.99M	9.77M	8.39M	10.67M	14.39M	**65.60M**
Others	3.03M	2.43M	2.39M	2.05M	2.57M	3.49M	**15.96M**
Travel	11.25M	8.98M	8.82M	7.63M	9.58M	12.96M	**59.22M**
Total	**100.86M**	**80.62M**	**79.32M**	**68.14M**	**86.03M**	**115.93M**	**530.90M**

Average Income and Total Customer by age_group
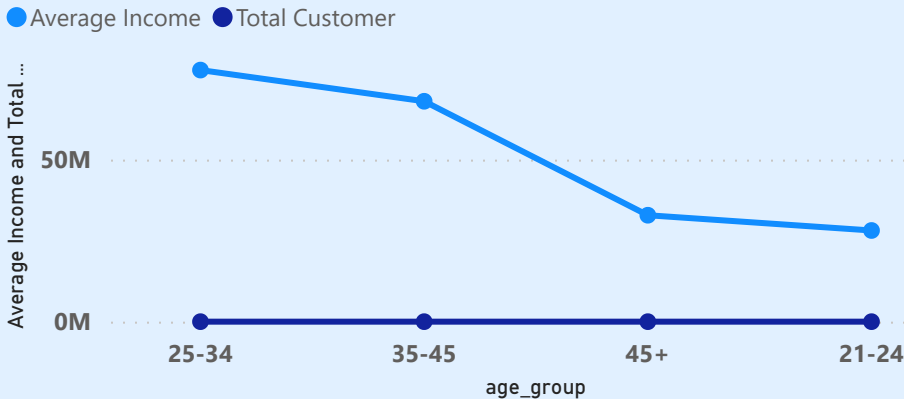
Expendure Analysis

531M
Total Spend

Total Spend by age_group

Bar chart showing Total Spend by age_group:
- 25-34: 0.20bn
- 35-45: 0.19bn
- 21-24: 0.07bn
- 45+: 0.07bn

Total Spend by payment_type

Bar chart showing Total Spend by payment_type: Credit Card (~0.2bn), UPI, Debit Card, Net Banking

Total Spend by month

Bar chart showing Total Spend by month:
- September: 116M
- August: 101M
- October: 86M
- July: 81M
- June: 79M
- May: 68M

Total Spend by city

Donut chart showing Total Spend by city:
- Mumbai: 32.41%
- Delhi NCR: 20.99%
- Bengaluru: 18.84%
- Chennai: 15.04%
- Hyderabad: 12.72%
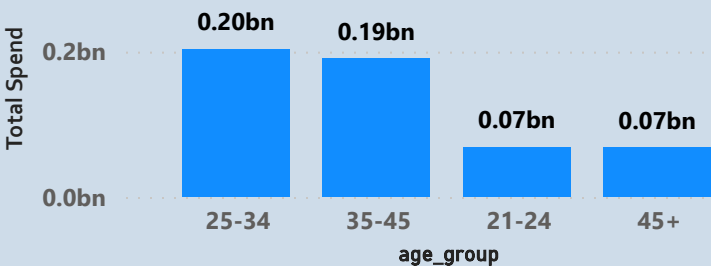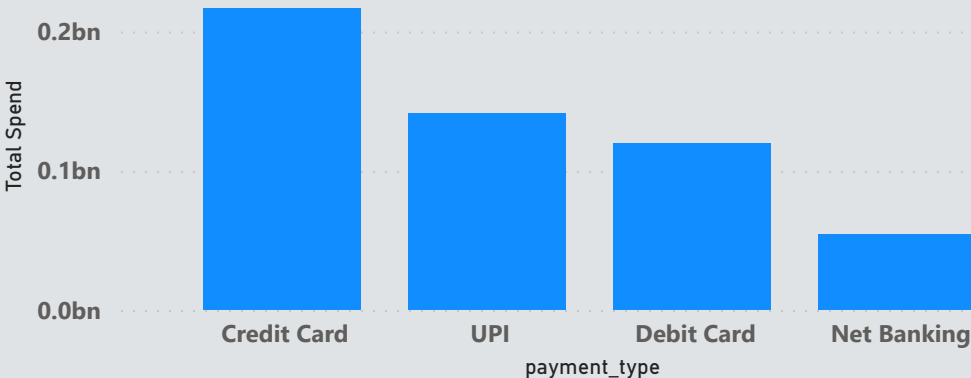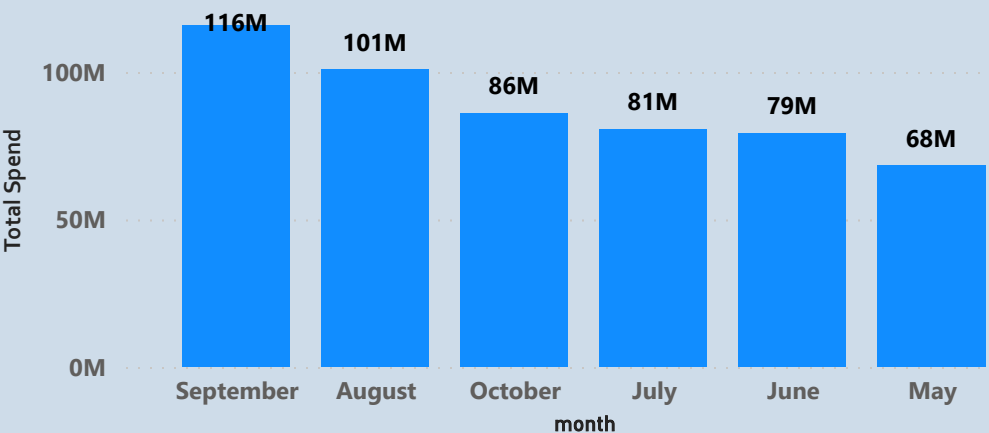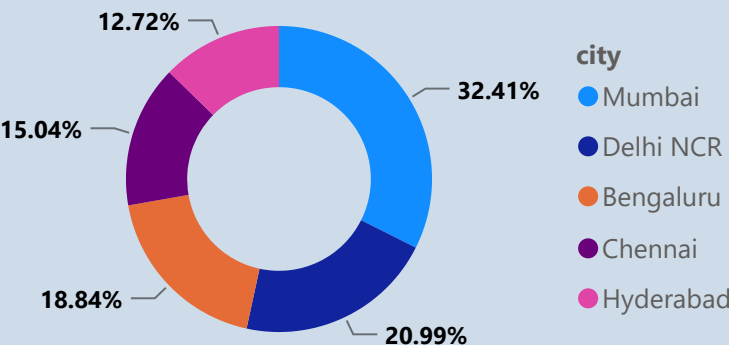
Top 3 occupation by Credit Card

occupation	%GT Credit Card usage %
Government Employees	15.43%
Salaried IT Employees	50.04%
Salaried Other Employees	34.53%

Avg_spend by gender

47.38%
52.62%

gender
● Male
● Female

Average Income by city

15.02%
18.56%
18.72%
20.71%
26.98%

city
● Mumbai
● Chennai
● Delhi NCR
● Bengaluru
● Hyderabad
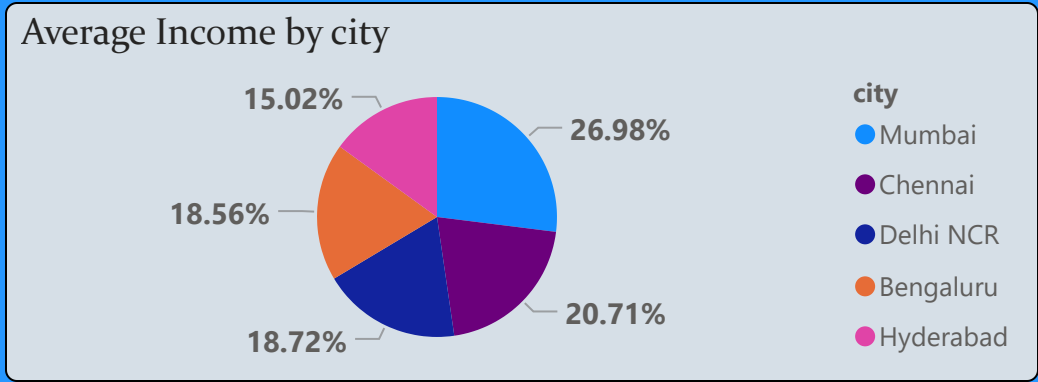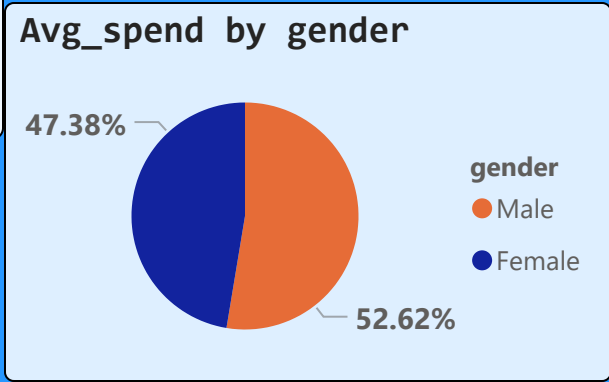
Total 5 categories as Total Spend

category	Credit Card	Debit Card	Net Banking	UPI	Total
Food	15M	9M	5M	15M	**44M**
Groceries	27M	21M	9M	29M	**86M**
Health & Wellness	28M	16M	7M	14M	**66M**
Others	7M	3M	2M	4M	**16M**
Travel	27M	12M	6M	15M	**59M**
Total	**104M**	**62M**	**28M**	**77M**	**271M**

Avg_Monthly_Incomes and Average Income by occupation

● Avg_Monthly_Incomes ● Average Income

	Business Owners	Salaried IT Employees	Governm... Employees	Salaried Other Em...	Freelancers
	70K / 44M	61K / —	52K / 21M	39K / 35M	35K / 27M

occupation