DEMOGRAPHIC CLASSIFICATION

| Married | Single | | Female | Male |

MITRON BANK

Total Number of customers	Average Income	Average Spend	Income utilisation %
4000	207M	88.48M	42.82%

- Demographic classification
- Spending
- Current credit card usage scenario
- Income utilisation

Number of customers by age group

25-34	35-45
1498	**1273**
21-24	45+
691	538

Number of customers by Gender

Female 35.08%

Male 64.93%

Number of customers by city

Mumbai	Chennai	Bengaluru	Delhi NCR	Hyderabad
1078	834	751	744	593
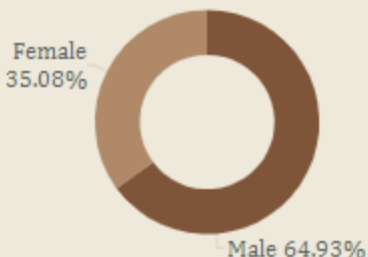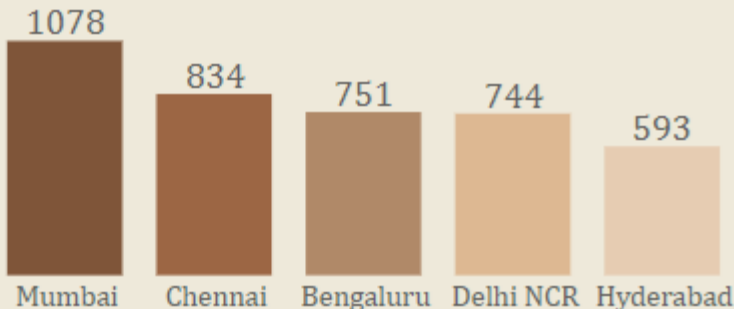
Number of customers by occupation

- Salaried IT Employees — 1294
- Salaried Other Employees — 893
- Freelancers — 784
- Business Owners — 630
- Government Employees — 399
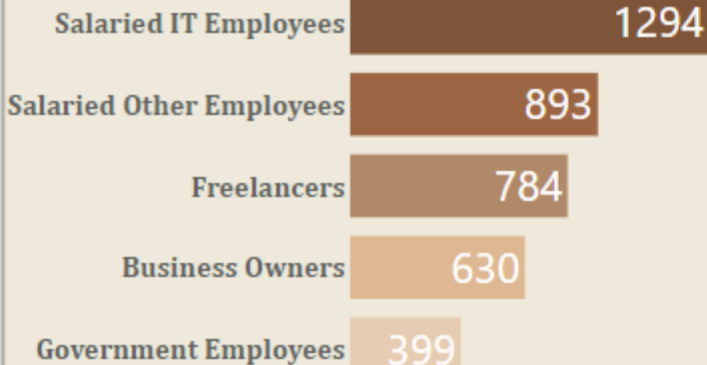
Number of customers by marital status

● Married ● Single

864
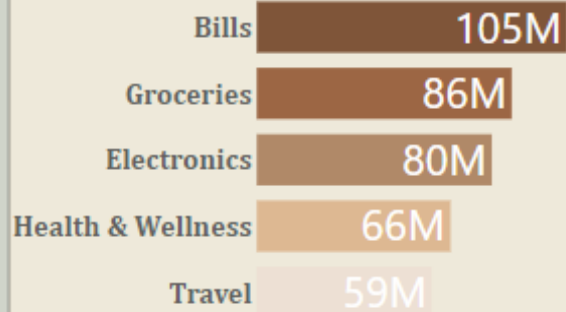
3136

SPENDING

MITRON BANK

- Demographic classification
- Spending
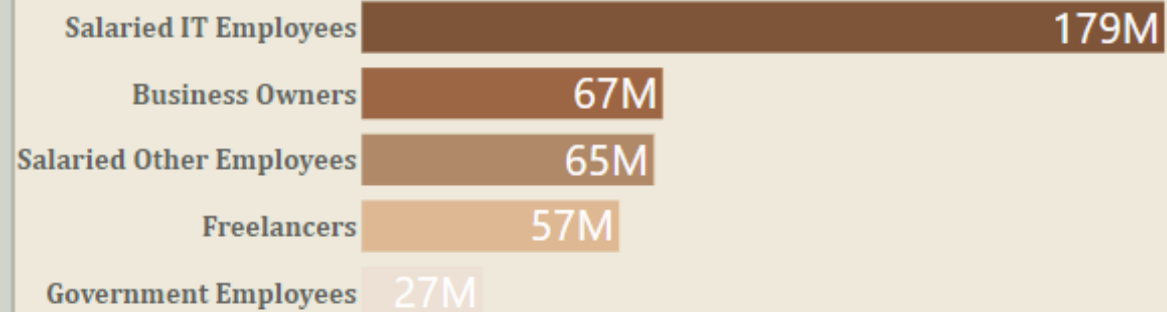- Current credit card usage scenario
- Income utilisation

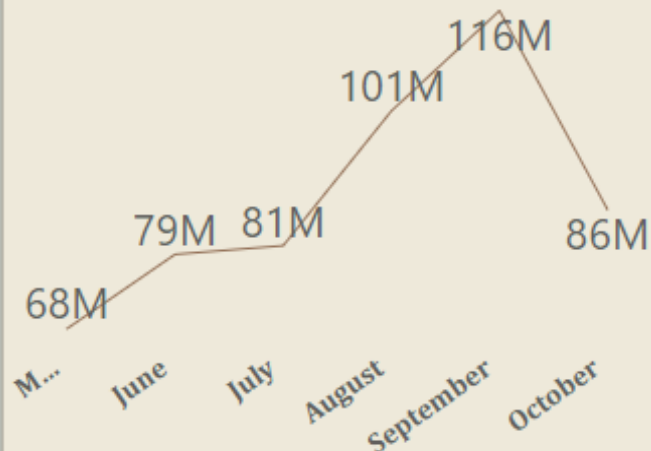## Total Spend by category

Category	Amount
Bills	105M
Groceries	86M
Electronics	80M
Health & Wellness	66M
Travel	59M

Total Spend by occupation

Occupation	Amount
Salaried IT Employees	179M
Business Owners	67M
Salaried Other Employees	65M
Freelancers	57M
Government Employees	27M

Total Spend by month

- M... 68M
- June 79M
- July 81M
- August 101M
- September 116M
- October 86M

% of total spend by age group

- 21-24 69M
- 45+ 68M
- 25-34 203M
- 35-45 191M
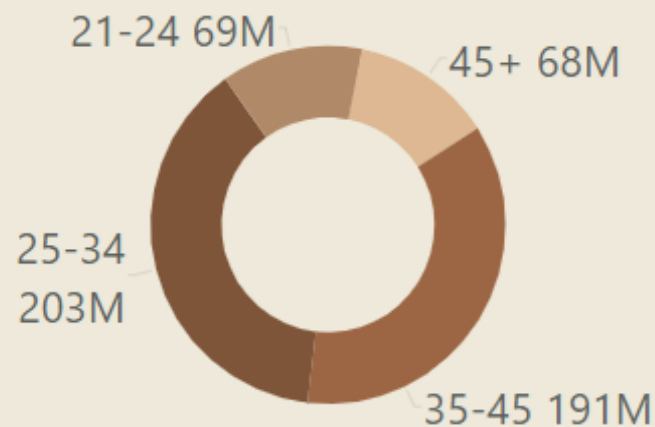
% of total spend by payment type

- Net Banking 54M
- Debit Card 120M
- Credit Card 216M
- UPI 141M

Current credit card usage

Total credit card transactions
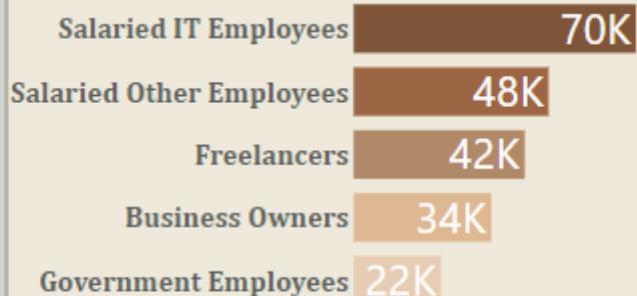216K

MITRON BANK

- Demographic classification
- Spending
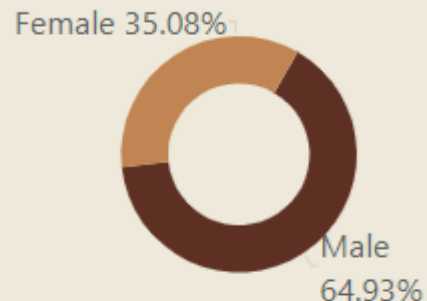- Current credit card usage scenario
- Income utilisation

Total number of transactions by occupation

Occupation	Transactions
Salaried IT Employees	70K
Salaried Other Employees	48K
Freelancers	42K
Business Owners	34K
Government Employees	22K

Total number of transactions by marital status

Marital status	Transactions
Married	169K
Single	47K
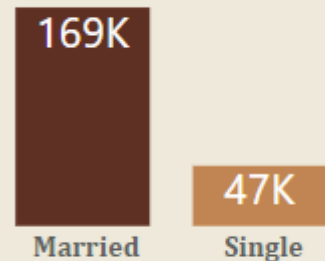
Total number of transactions by gender

Female 35.08%

Male 64.93%

Total number of transactions by city

City	Transactions
Mumbai	58K
Chennai	45K
Bengaluru	41K
Delhi NCR	40K
Hyderabad	32K
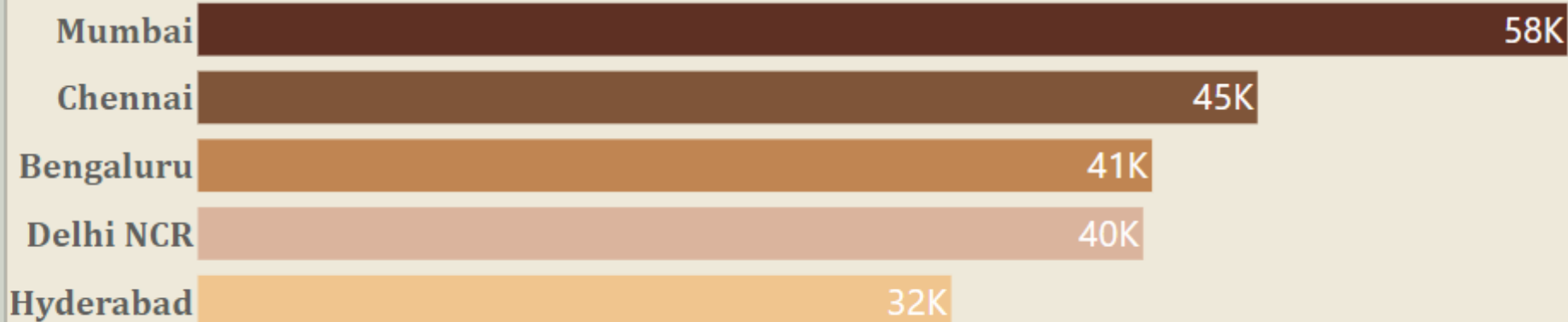
Income utilization

MITRON BANK

- Demographic classification
- Spending
- Current credit card usage scenario
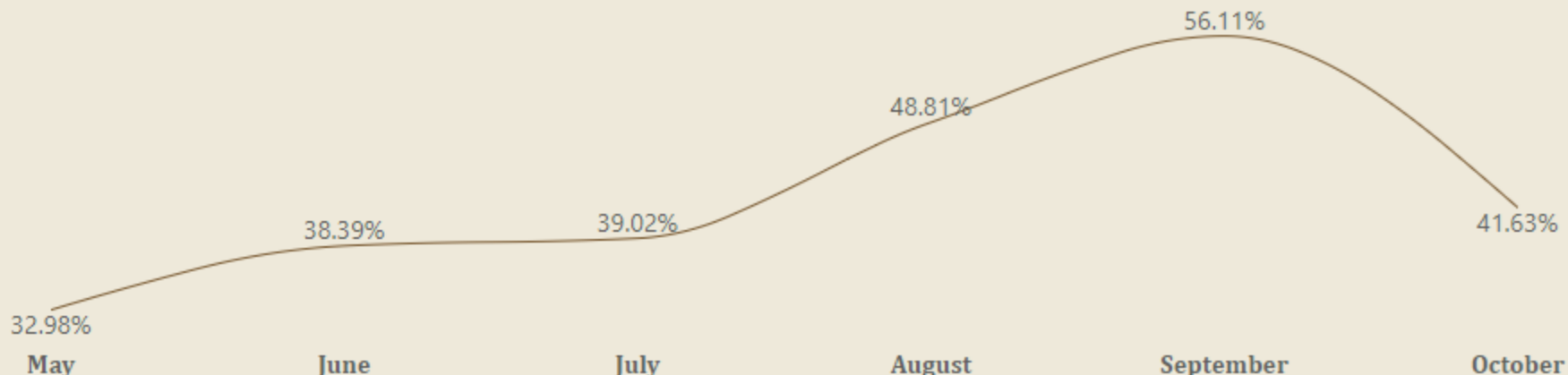- Income utilisation

Income utilization percentage by occupation

Occupation	Percentage
Salaried IT Employees	21.24%
Salaried Other Employees	17.86%
Freelancers	15.78%
Business Owners	13.59%
Government Employees	12.63%

Income utilization percentage by city

City	Percentage
Mumbai	51.43%
Bengaluru	43.46%
Chennai	31.10%
Delhi NCR	48.03%
Hyderabad	36.25%

Income utilization percentage by month

Month	Percentage
May	32.98%
June	38.39%
July	39.02%
August	48.81%
September	56.11%
October	41.63%

Market Insights

<u>Demographic Insights-</u>

a) Majority of customers are in the age group of 25-34(1498) and 35-45(1273).

b) Nearly 65% of the Customers are Male.

c) Nearly a quarter of our people are IT employees(1294) which is the highest and about

$(1/10)^{th}$ of people were government employees(399).

<u>Spending Insights-</u>

  a) Top 3 categories where people spend the most money are Bills,Groceries and electronics.
  b) Total transaction value through credit card was 216 M with UPI a distant second at 141 M.
  c)   People spent the most in the month of September and the least in the month of May.
  d)   Age group 25-34 spent the highest during these period at 203 M followed by age group 35-45 which spent about 191 M.

Current Credit Card Usage-

a) Total credit card transactions were 216 K. Out of these 216 K,nearly quarter of them happened in the city of Mumbai. In the city of Delhi,Chennai,Bengaluru the number of transactions were in the range of 40K-45K each.
b) Nearly 65% of Credit Card Transactions were done by Male.
c) Married people did 169K out of these 216K transactions.

Income Utilization-

a) Overall income utilization varied from a maximum of 21.24%(Salaried IT Employees) to a minimum of 12.63%(Government Employees).
b) Except the month of August and September the Income utilization stayed under 40% with the lowest at 32.98% in the month of May. Highest income utilization in the month of September at 56.11%
c) At the city level city of Mumbai and Delhi had the have income utilization of nearly 50% (Which means that people spend of their income) Chennai had the least income utilization at 31.10 %(Which means that people spend about a third of their income)

Recommendations

a) Charging lower credit card fees from the second year(First year being free) and providing more time for people to pay for there credit card bills can attract more customers especially people who are in the age group 25-34(who are usually at the start of their career and may not be making lot of money).

a) Company should create social media accounts on all major platforms and post engaging content(Memes etc)which would attract more users. Place ads on websites and search engines that are popular in India. Company should also invest in SEO so mitron bank websites pop up when people search for 'Credit Cards'. Placing billboards across major cities of India.

a) Company should be thinking of mobile apps where the customer can access the various features of a card(Paying credit card bills,blocking of credit card in case it is lost,Contacting customer service and many other things)and can even make a payment using the app through the NFC technology. Enabling UPI services in mobile apps so that people can link their credit card to UPI and make payment through it.

d) We can see that the Bills,Groceries and electronics are the top three categories where the people spend most of the money ,so we can introduce attractive reward programs such as cashback,reward points when paying for bills,groceries,electronics which can be used later.

e) People working as IT employees are found to have highest income utilisation and they also spend a lot so tying up with the IT companies in India and providing incentives to the company so that they insist their employees in opening their salary account with the Mitron Bank which would increase their chances of getting a Credit Card.

f) Opening more bank branches in the city of Mumbai,Delhi so that people can have easier access to the bank where they can open credit cards.