



Mitro Bank Credit Card Analysis



Home



Diversification & Spend
Analysis



Credit Card Analysis

All Values are in Millions and Dollars

Clear all slicers



Diversification & Spend Analysis

Total Customers

4K

Total Income

1240M

Total Spend

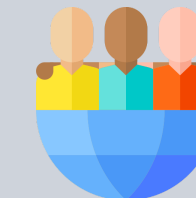
531M

Avg Inc Utilization %

42.82%



Home



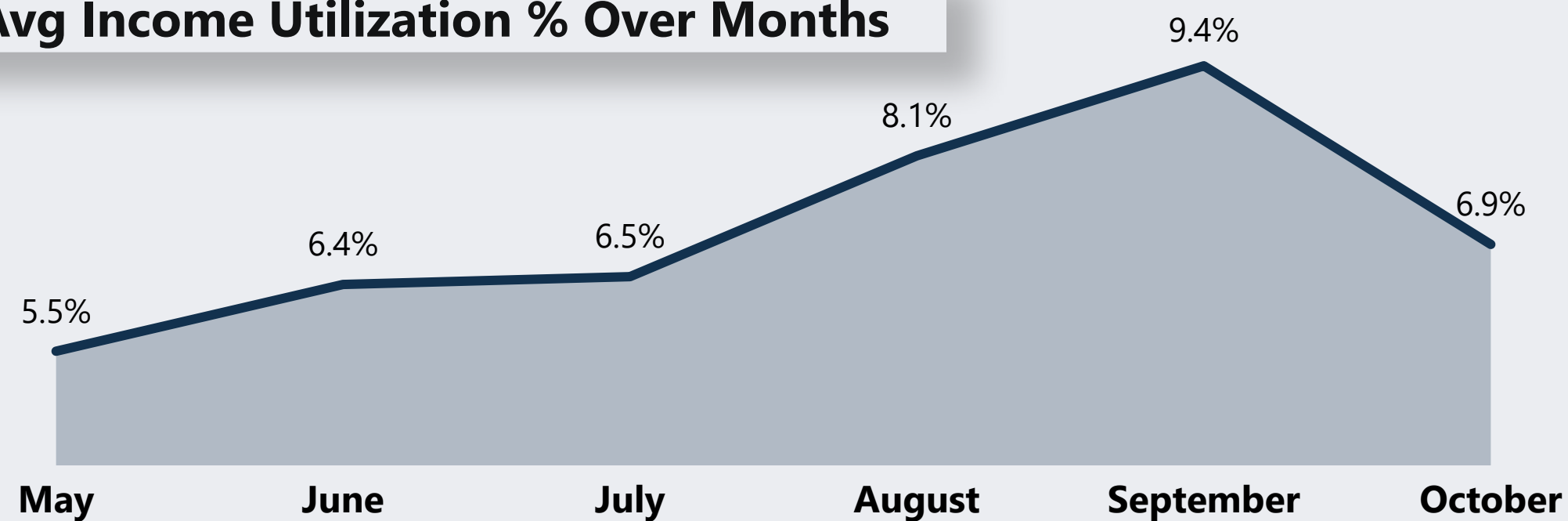
Diversification & Spend Analysis



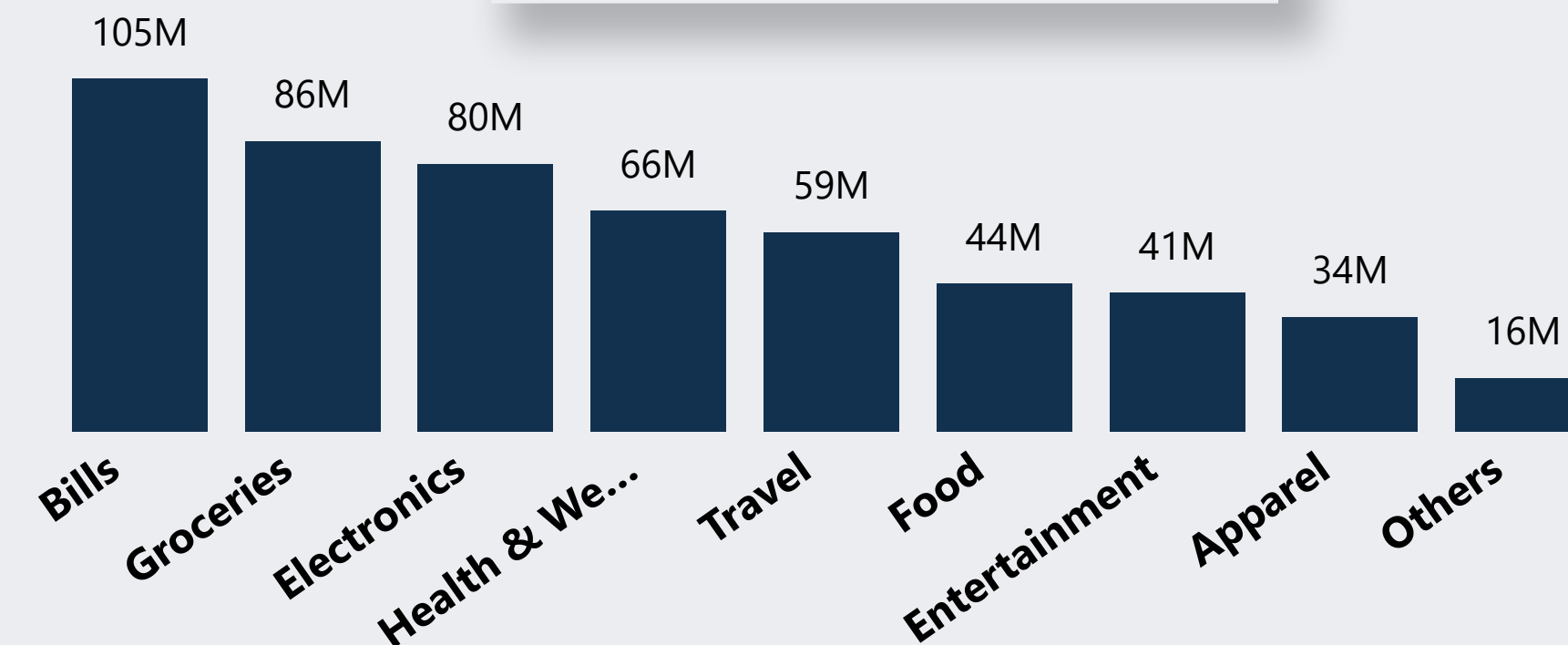
Credit Card Analysis



Avg Income Utilization % Over Months



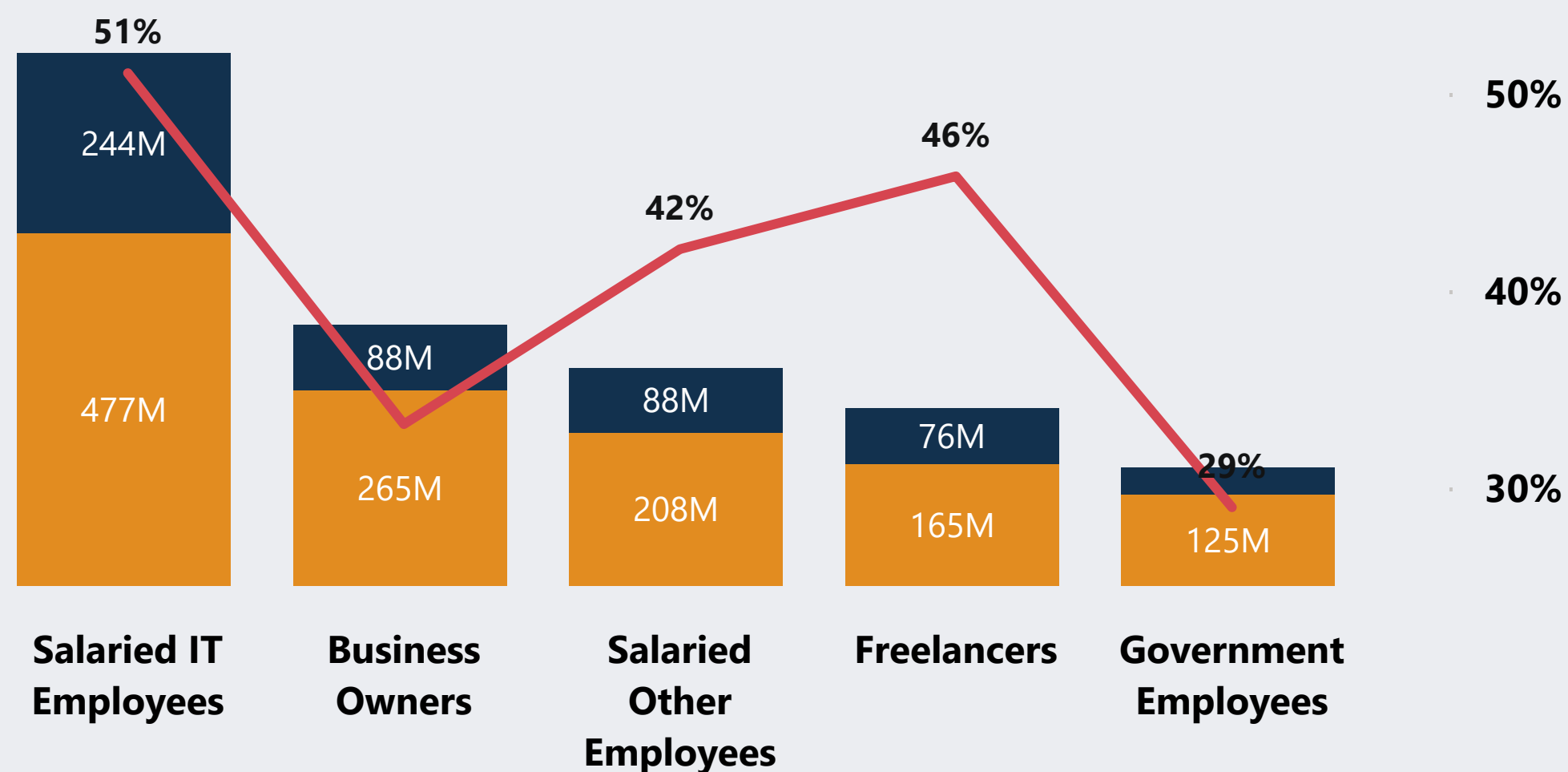
Category Vs Total Spend



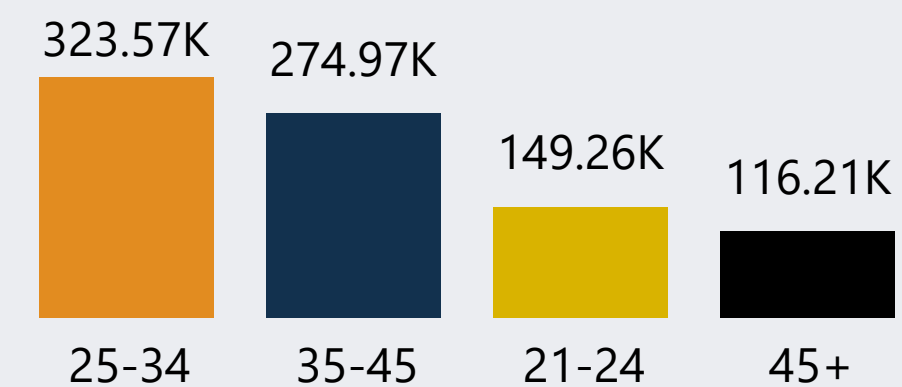
Show Age-Group

Total Income, Total Spend and Avg Inc Utilization % by occupation

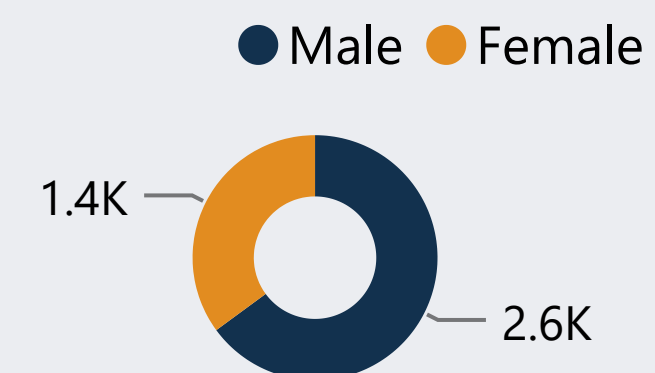
● Total Income ● Total Spend ● Avg Inc Utilization %



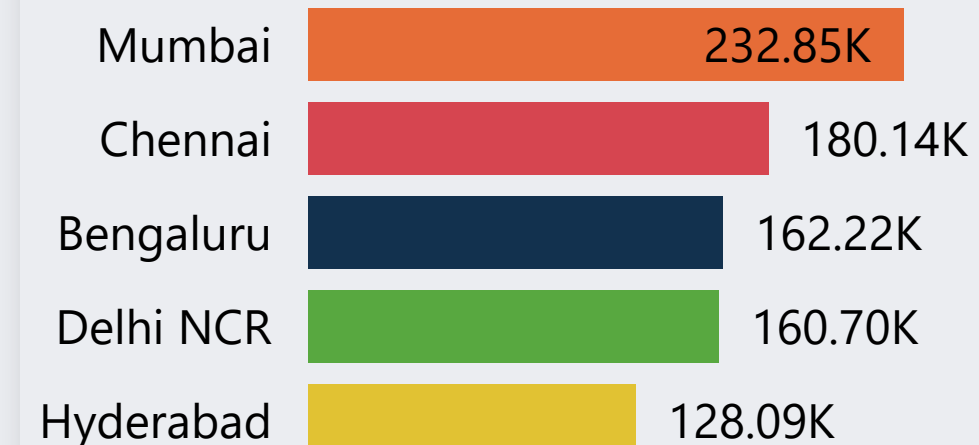
Customers by age-group



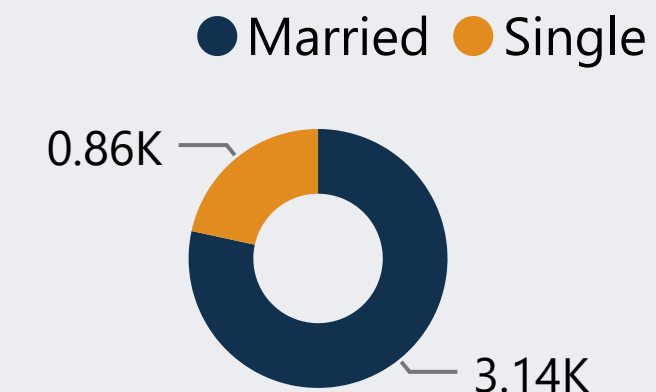
Customers by Gender



Customers by City



Customers by Marital Status



Clear all slicers

gender

All

marital status

All

month

All

city

All

occupation

All

category

All

age_group

All

payment_type

All

BANK

Credit Card Analysis

1240M

Total Income

531M

Total Spend

42.82%

Avg Inc Utilization %

40.74%

CreditCardUsage %

Credit Card Usage % by City & Age-Group

Bengaluru

Chennai

Delhi NCR

Hyderabad

Mumbai

5.4%

4.0%

3.3%

2.9%

2.2%

4.3%

2.9%

2.4%

2.4%

2.0%

1.6%

1.2%

1.8%

25-34

35-45

45+

21-24

Credit Card Usage % by Occupation & Category

occupation	Apparel	Bills	Electronics	Entertainment	Food	Groceries	Health & Wellness	Others	Travel	Total
Salaried IT Employees	1.36%	3.91%	3.03%	1.51%	1.40%	2.31%	2.61%	0.61%	2.35%	19.10%
Salaried Other Employees	0.46%	1.48%	1.13%	0.54%	0.50%	0.87%	0.92%	0.22%	0.86%	6.99%
Business Owners	0.35%	1.58%	1.15%	0.55%	0.46%	0.92%	0.74%	0.21%	0.83%	6.78%
Freelancers	0.27%	1.13%	0.83%	0.38%	0.33%	0.63%	0.58%	0.15%	0.59%	4.90%
Government Employees	0.18%	0.63%	0.49%	0.24%	0.21%	0.38%	0.36%	0.09%	0.38%	2.96%
Total	2.63%	8.73%	6.63%	3.22%	2.91%	5.12%	5.21%	1.29%	5.01%	40.74%

Credit Card Usage %

By Gender

Male

Female

27%

14%

By Marital Status

Married

Single

33%

8%