Mitro Bank

AtliQ technologies

Project Insights to Product Strategy Team of Mitro Bank

Nakul Barot

About Company

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.

Strategy director

Mr.Bashnir Rover asked **AtilQ** Data Services to do a pilot project with the sample data before handing them the full project.
They provided a sample dataset of 4000 customers across five cities on their
online spending and other details.

Vision And Mission

Mitro Bank: Banking for All, Nation's Pride. Mitro Bank's mission is to be the bank of choice for every individual, contributing to the nation's pride by fostering inclusive economic growth. With a commitment to transparency, customer-centricity, and innovation, Mitro Bank aims to transform lives, providing comprehensive financial services that cater to the diverse needs of individuals, businesses, and the nation.

Project Objective

Product diversification

Introduce a new line of Credit Card to old as well as new customers with some rewards to increase Mitro Bank's product range or portfolio.
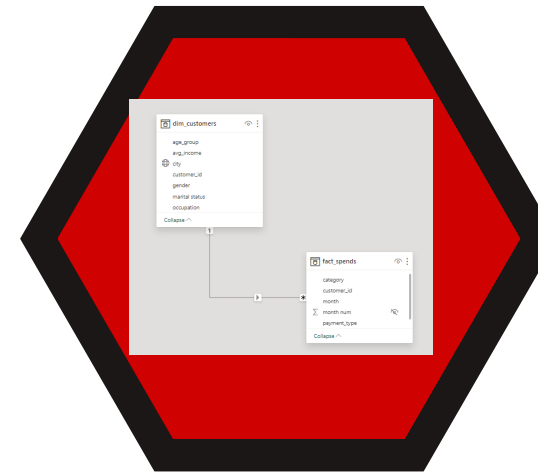
About dataset

Mitro Bank provided 4000 customer data across five cities which have 864k records in terms of spending, income utilization, and payment method.

Goals

Analyze data with any analyzing tools, bring some meaningful insights to Mitro Bank to attract new and old customers to increase their Credit Card usage, and recommend some rewards that Mitro Bank can offer to their customer base to compete with other financial institutions. Analytics are expected to guide them in tailoring the credit cards to customer needs and market trends.

About dataset

4000 customers records

Customer dimension table

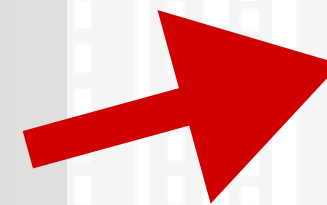| dim_customers |
| --- |
| age_group |
| avg_income |
| 🌐 city |
| customer_id |
| gender |
| marital status |
| occupation |
| Collapse ⌃ |
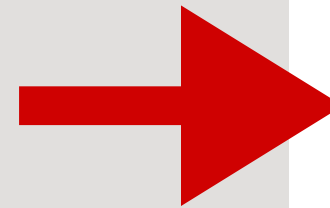
Dataset gave information about customer geography such as city, age group, gender, occupation, marital status such as static data, and income.
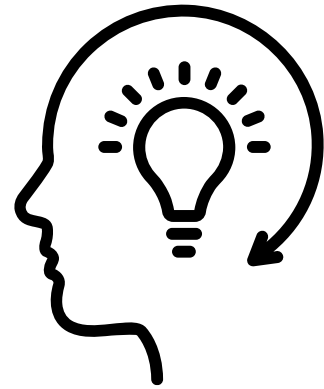
864k records

The dataset gives information about the category, month, payment type, spending details

Spend fact table

fact_spends
category
customer_id
month
Σ month num
payment_type
Collapse ⌃

Project request about insights

Demographic classification

Classify the customers based on the available
Demography such as age group, gender, occupation, etc., and provide insights
based on them.

Avg income utilization %:

Find the average income utilization % of customers
(avg_spends/avg_income). This will be your key metric. The higher the average
income utilization %, the more their likelihood to use credit cards.

Spending Insights

Where do people spend money the most? Does it have any
impact due to occupation, gender, city, age etc.? This can help you to add
relevant credit card features for specific target groups.

Key Customer Segments

Provide recommendations on what
key features should be included in the credit card which will improve the
likelihood of credit card usage. This should be backed by the insights from the
data.

Additional Recommendations

Analyse data properly and give some additional
recommendations if any you have found.

Demographic classification & insights

Total number of **unique customer** is 4000.
Male- 2597(64.92%) **&**
Female-1403(35.08%)

Age group: "25-34" dominates in the age group having 1498(37.45%) customers capturing Males-966 & and Females-532, followed by "35-45" having 1275 (31.83%) customer base capturing 834 males % 439 females.
Followed by the "21-24" age group demonstrates 691 (17.28%) customers and the last "45+" which captures 538 customers only.

City wise: Mumbai grabs the lion's share in the city which is a 1078(26.95%) customer base.
List followed by:
Chennai>Bengaluru>Delhi>Hyderabad

Occupation-wise: Salaried IT Employees lead the whole scenario, customer count is 1294(32.35%), having 721 males, and 573 females.
Followed by **Salaried Other Employees(893)> Freelancers(784)>Business owners(630)>Government Employees(399).**

Martial status:
Married- 3136 (78.4%)
Single- 864 (21.6%)

Spending insights

Total Income = 1240 M for 4000 unique customers.
Total Spending = 530.9 M
Average Income Utilization(IU%) = 42.82%

Age group: "25-34" dominates in the age group spending 203.36 M(38.30%), out of which Males spent 136.3 M & and Females spent 67.07 M, followed by "35-45" spending 190.64 M (35.91%).

Average IU%
"25-34" spent the highest but in terms of IU%, it is at second place which is 43.66%.
"35-45" has 46.72% IU%.
Both groups capture around 75% of spending. (These are targeted or key segment customers)

City wise: Mumbai eats the biggest slice of the cake in the city spending which is 172.04 M(32.41%), resulting
AIU% (51.43%)is the highest for the city. List followed by:

Delhi>Bengaluru>Chennai>Hyderabad (spending).

Occupation-wise: Salaried IT Employees lead the whole scenario, with spending 45.91%(243.72M),
Income-243.7M, and has highest IU% is 51.04%
Followed by **Business owners(88M)> Salaried Other Employees> Freelancers>Government Employees.**

Payment-wise spending: Credit Card dominates with **216.31M** spent with **17.45% IU%** followed by **UPI (140.82).**
Both CC & UPI grab around **67.27%** of total spend.

Gender-wise: Males contributed **357.1M** spending and females spent **173.8M**.
Males IU%(44.39%) > Female IU%(39.92%).

Category-wise spending:
Top 3 category-wise spending are:
1. **Bills (104.9M)**
2. **Groceries (86.3M)**
3. **Electronics (79.6M)**

Marital Status spending:
Married contributes **429M (80.81%)** and singles spend **102M, but IU% is higher in singles 43.1% > Married(42.8%).** Because of lower spending in single, we shouldn't bother about IU% here.
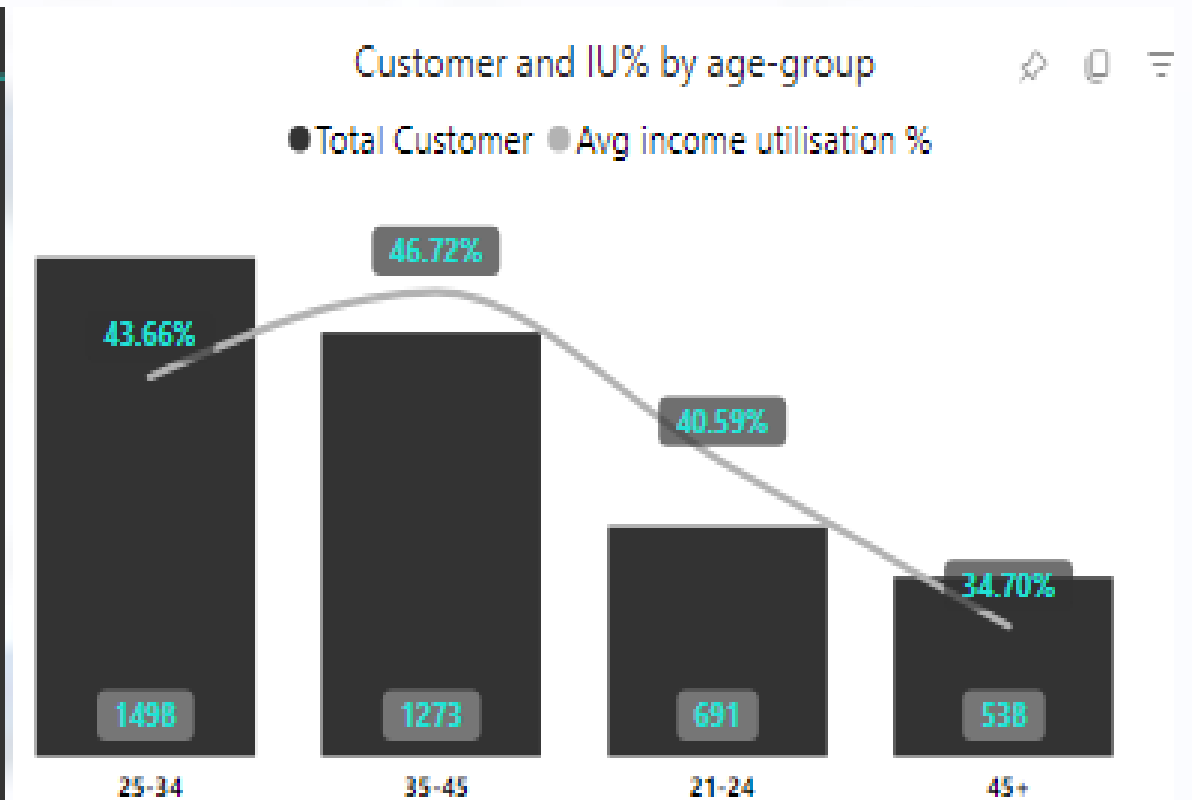
Profiling key customer segments

Demographic segment

Age-group Analysis:

- '25-34' and '35-45' have noticeably more customers, so we have to focus primarily on this range.
- Customer wise Around 70 %, Income wise around 70% and spending wise 75% lie in this age group which is a huge number.

Occupation Analysis:

Salaried IT Employees, Salaried other employees, and Freelancers have noticeable IU% which indicates that they are top-value customers to be focused on.

Spend by age-group

Age group	Total Spend	% of Spend	Avg income utilisation %
25-34	₹ 203.36M	38.30%	43.66%
35-45	₹ 190.64M	35.91%	46.72%
21-24	₹ 68.52M	12.91%	40.59%
45+	₹ 68.38M	12.88%	34.70%
Total	₹ 530.90M	100.00%	42.82%

Customer and IU% by age-group

● Total Customer   ● Avg income utilisation %

	25-34	35-45	21-24	45+
Avg income utilisation %	43.66%	46.72%	40.59%	34.70%
Total Customer	1498	1273	691	538

Spend by Occupation

occupation	Total Spend	% of Spend	Avg income utilisation %
Salaried IT Employees	₹ 243.72M	45.91%	51.04%
Business Owners	₹ 88.00M	16.58%	33.22%
Salaried Other Employees	₹ 87.51M	16.48%	42.10%
Freelancers	₹ 75.54M	14.23%	45.80%
Government Employees	₹ 36.12M	6.80%	29.00%
Total	₹ 530.90M	100.00%	42.82%

Occupation Analysis

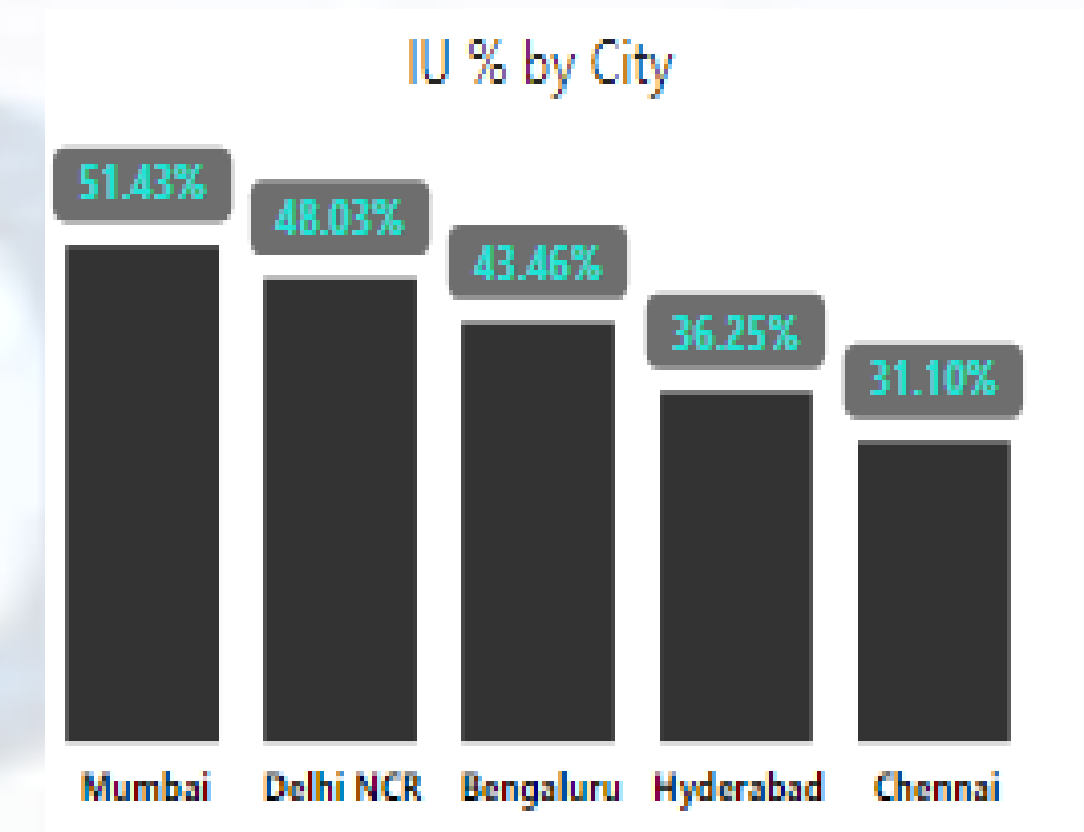| occupation	Total Customer	Avg income utilisation %	%Customer(Occupation)
Salaried IT Employees	1294	51.04%	32.35%
Freelancers	784	45.80%	19.60%
Salaried Other Employees	893	42.10%	22.33%
Business Owners	630	33.22%	15.75%
Government Employees	399	29.00%	9.98%
Total	4000	42.82%	100.00%

Profiling key customer segments
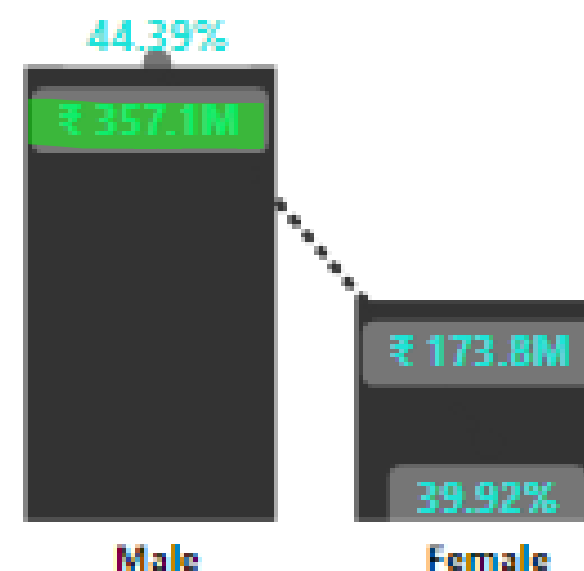
Demographic segment

City Analysis:
- ' Mumbai', 'Delhi', and 'Bengaluru' all together have noticeably,**72.24%** of **spending**, and **64.33% customer** base so we have to focus primarily on these cities. Chennai has more customers compared to both Delhi and Bengaluru but due to lower spending and IU%, we would ignore Chennai for a starting phase but want to add it to our city cart list for an expansion.

Gender Analysis:

Males are dominating with 357.1M spending, having IU% 44.39%.
Male customer count is 2597.
So as of now target new/old customers should be male.

Spend by city

city	Total Spend	% of Spend	Avg income utilisation %	% of Customer
Mumbai	₹ 172.04M	32.41%	51.43%	26.95%
Delhi NCR	₹ 111.45M	20.99%	48.03%	18.60%
Bengaluru	₹ 100.02M	18.84%	43.46%	18.78%
Chennai	₹ 79.87M	15.04%	31.10%	20.85%
Hyderabad	₹ 67.52M	12.72%	36.25%	14.83%
Total	₹ 530.90M	100.00%	42.82%	100.00%

IU % by City

- Mumbai: 51.43%
- Delhi NCR: 48.03%
- Bengaluru: 43.46%
- Hyderabad: 36.25%
- Chennai: 31.10%

Spend by gender

● Total Spend ● Avg income utilisation %

- Male: ₹ 357.1M — 44.39%
- Female: ₹ 173.8M — 39.92%

Customer and IU % by gender

● Total Customer ● Avg income utilisation %

- Male: 2597 — 44.39%
- Female: 1403 — 39.92%

Credit Card insights

City Analysis:
- 'Mumbai', remains the top choice for spending via **Credit card**. Followed by '**Delhi**', and '**Bengaluru**'. All three of them together have noticeably,**72%** of **Credit Card spending.**

City CC%	
city	CC%
Mumbai	32.16%
Delhi NCR	21.19%
Bengaluru	18.59%
Chennai	15.32%
Hyderabad	12.74%
Total	**100.00%**

Around 78% of Credit Card spending comes from this age group.

CC% by Age group	
age_group	CC%
25-34	43.82%
35-45	34.18%
45+	11.29%
21-24	10.70%
Total	**100.00%**

Age-group Analysis:

The "**25-34**" and "**35-45**" age group contributes more to Credit Card spending and cities where Mumbai, Delhi, and Bengaluru should be focused as we can see through a chart.
So we should be centric towards "25-34" and "35-45" in Mumbai. Delhi, and Bengaluru cities for expansion.
- **For Age-group 21-24**
        UPI leads followed by CC>DC>NB

CC% by age_group and city

city ● Bengaluru ● Chennai ● Delhi NCR ● Hyderabad ● Mumbai

	25-34	35-45	45+	21-24
Mumbai	13.26%	10.57%	3.81%	4.52%
Delhi NCR	9.87%	7.12%		
Bengaluru	7.98%	5.87%		
Chennai	7.22%	5.81%		
Hyderabad	5.50%	4.80%		
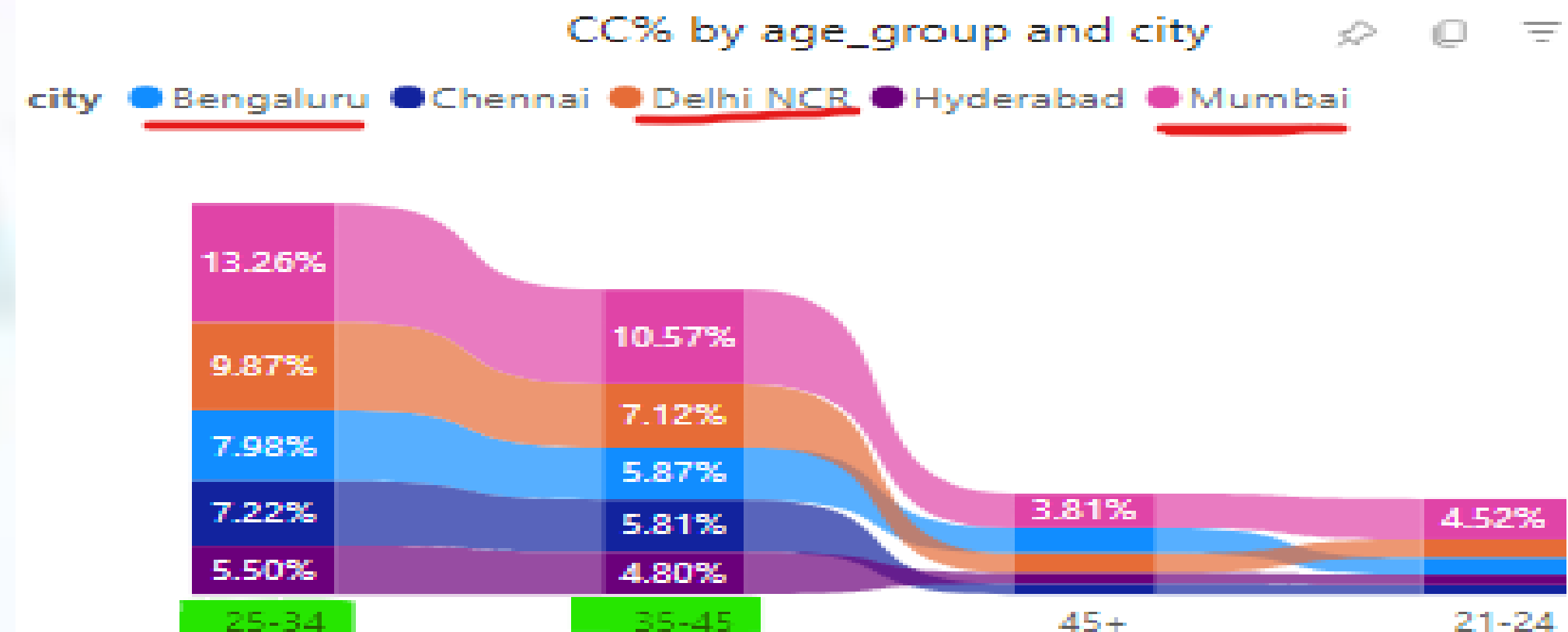
Credit Card insights

Gender Analysis:
- Males' Credit card spending is 144.20M which is 66.66% of all Credit card spending.

CC Spend by gender
- Male ● Female

₹ 72.11M (33.34%)

₹ 144.20M (66.66%)
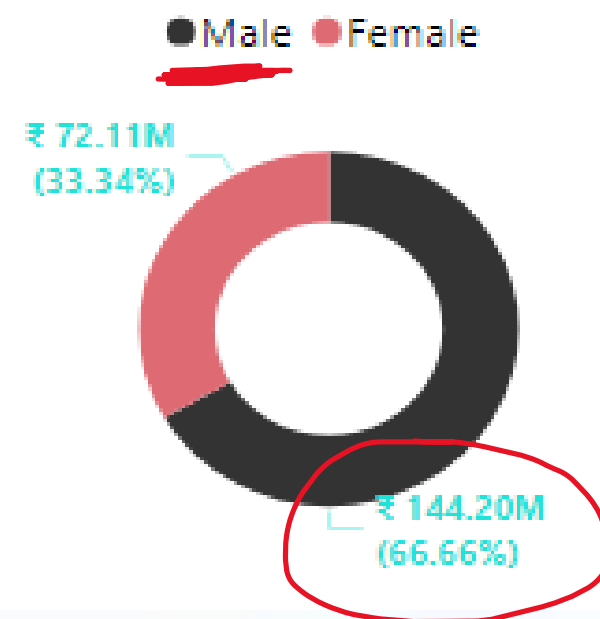
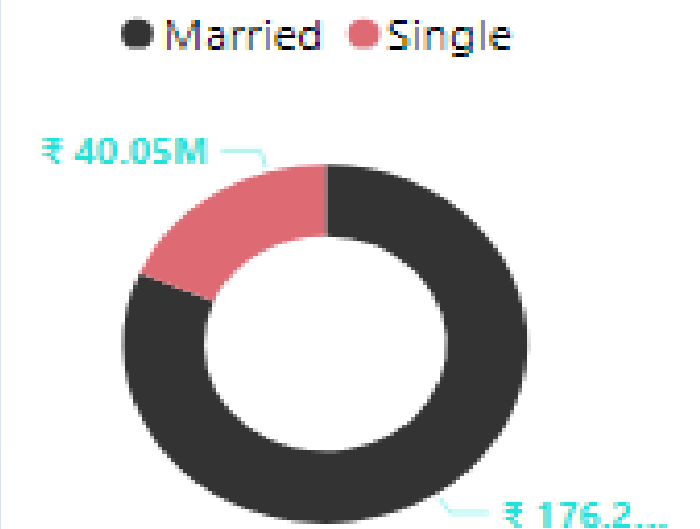**Marital CC Analysis:**
- Married overlaps single in terms of Credit card spending. Married CC spent 176.2M which contributed 81% of all Credit card transactions.

CC Spend by marital status
- Married ● Single

₹ 40.05M

₹ 176.2…

Occupation and Category CC Analysis:

Since the overall target for the category **is Bills > Groceries > Electronics**, we can see that for Salaried IT Employees and Salaried Other Employees new targeted Categories will added such, as **Health & Wellness and Travel**, People spent more on this new category **via Credit Card**.

For Salaried IT employees occupation **Health & Wellness** beats even the **groceries** category via **Credit card** spending.
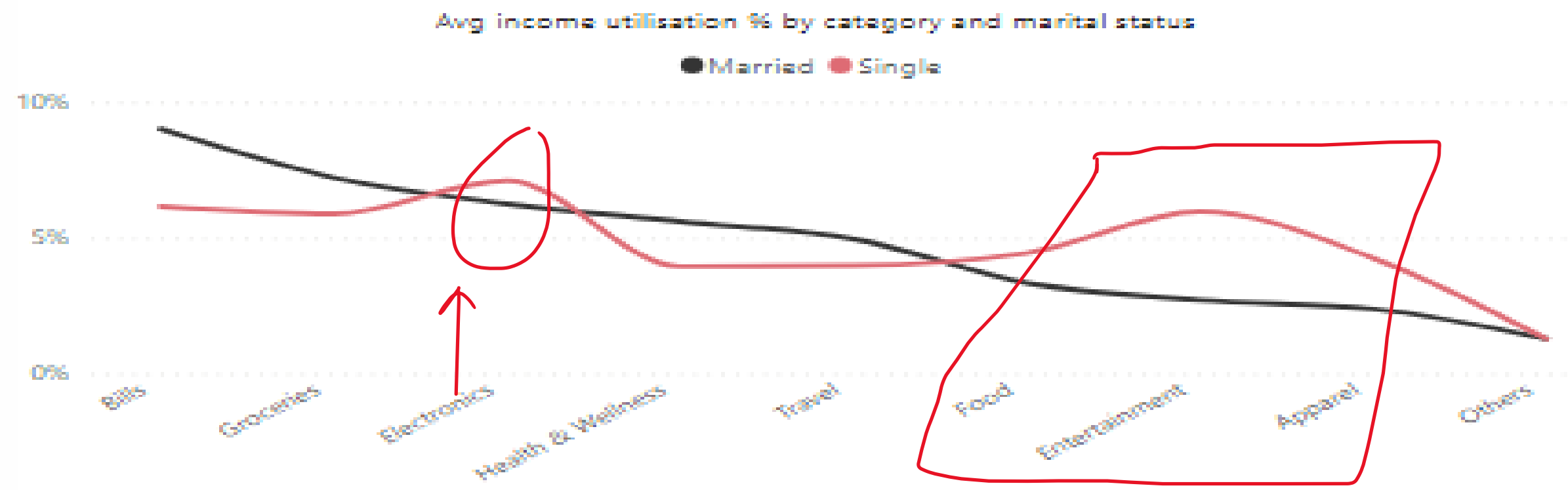
CC % by Occupation and Category

occupation	Apparel	Bills	Electronics	Entertainment	Food	Groceries	Health & Wellness	Others	Travel	Total
Salaried IT Employees	3.34%	9.59%	7.43%	3.71%	3.44%	5.67%	6.42%	1.50%	5.77%	46.88%
Salaried Other Employees	1.13%	3.64%	2.76%	1.33%	1.23%	2.14%	2.26%	0.55%	2.11%	17.17%
Business Owners	0.87%	3.87%	2.83%	1.35%	1.13%	2.26%	1.81%	0.51%	2.04%	16.65%
Freelancers	0.67%	2.78%	2.05%	0.94%	0.81%	1.54%	1.43%	0.37%	1.45%	12.03%
Total	6.46%	21.42%	16.27%	7.91%	7.13%	12.56%	12.79%	3.16%	12.30%	100.00%

Additional Insights

Overall gender-wise Males dominate but female customers' Average Income utilization is higher in **Health & Wellness, Apparel categories than Males.**

Singles are more dominant in **Electronics, Food, Entertainment, and Apparel.**
Since IU% is higher for single in these categories we can attract them for Credit card offerings.

Avg income utilisation % by category and gender

● Female ● Male

Avg income utilisation % by category and marital status

● Married ● Single

Recommendation

Gender:

- Male spends(357M) > female (173.8M)
- Males mostly spend on

  Bills > Groceries> Electronics

Females spent on

  Health & Wellness > Bills > Travel

Male CC usage is around 144M, Female spent 72M via CC.

- **Recommendations:**
- *Rewards:* Females spend more on Health & Wellness, so Mitro Bank can tie up with Health & Wellness startups like **Practo, Tata 1mg, and Apollo 247**, and **Mamaearth**, they can collaborate with some offline medical giants like Zydus, etc for Cashback using Credit Card.
- For males we can tie up with some online e-commerce shopping portals and offline startups like Vijay-sales if they purchase via Credit card.
- We can tie up with Travel startups like **MakeMyTrip**, and **EaseMyTrip** for Credit card-swapping rewards, for bills and collaborate with **Phonepe, GooglePay, and Paytm**.

We can offer Reward points, cashback, and "Zero extra charges" from Credit-card purchases.

- **City:**
- *Mumbai stands out with higher IU%, CC usage, customer base, and spending across multiple age groups and categories.*
- *Primarily Mitro Bank should focus on*
  Mumbai>Delhi>Bengaluru

- **Recommendations:**
- *Rewards:*
- *Offer cashback rewards/points if payment is done via Credit Card in categories- Bills, Groceries, Health & Wellness, Electronics, Entertainment, and Travel(Entertainment and travel are specially for Youth 21-24).*

Male

category	May	June	July	August	September	October	Total
Bills	₹10.3M	₹12.1M	₹12.2M	₹15.3M	₹17.6M	₹13.1M	₹80.6M
Groceries	₹8.5M	₹9.9M	₹10.1M	₹12.6M	₹14.4M	₹10.7M	₹66.2M
Electronics	₹7.8M	₹9.1M	₹9.3M	₹11.6M	₹13.3M	₹9.8M	₹60.9M

Female

category	May	June	July	August	September	October	Total
Health & Wellness	₹4.6M	₹5.4M	₹5.5M	₹6.9M	₹7.9M	₹5.9M	₹36.2M
Bills	₹3.2M	₹3.6M	₹3.7M	₹4.6M	₹5.3M	₹4.0M	₹24.3M
Travel	₹2.9M	₹3.4M	₹3.4M	₹4.3M	₹4.9M	₹3.7M	₹22.6M

Recommendation

- **Occupation:**
- **Salaried IT Employees** stand out with higher IU%, CC usage, customer base, and spending across multiple age groups and categories.
- Primarily Mitro Bank should focus on

  The overall Target should be Salaried IT employees of Age groups "25-34" and "35-45" in Mumbai > Delhi > Bengaluru.

  After that Salaried other Employees > Freelancers>Business owner > Government Employees should be on target.

- **IT employees are TECH-SAVVY so we can offer multiple Credit Card with different features and more rewards.**

- Recommendations:
- *Rewards:*
- *Offer cashback rewards/points if payment is done via* **Credit Card** *in categories-* **Bills, Groceries, Health & Wellness, Electronics, Entertainment, and Travel(Entertainment and travel are specially for Youth 21-24).**
- *Certainly! Credit card rewards can vary, and the best choice depends on individual spending patterns and preferences. For IT employees who may have specific spending categories or lifestyle preferences, here are some credit card rewards that could be attractive:*

  Given your preferences for rewards in bills, electronics, food, travel, groceries, and entertainment, here are some credit card options that offer attractive rewards in these categories:

- 1. **Custom Cash Card:**
- **Rewards:**
  - **5% cash back on purchases in your top eligible spend category (including bills, electronics, groceries, and restaurants) each billing cycle, up to the first 50000 spent.**
  - **1% cash back on all other purchases.**
- **Ideal for Those who want a card with customizable rewards to match their specific spending patterns.**

2. **Chase Travel Card:**
  - **Rewards:**
  - **2X points on dining and travel, flight tickets, homestay, and car rental.**
  - **1X point per Rupees on all other purchases.**
  - **Ideal for** Individuals who frequently dine out, travel, and want the flexibility to redeem points for various rewards.

3. **Entertainment Card:**
  - **Rewards:**
  - **3X points on movie tickets, rideshares, transit, flights, hotels, homestays, car rentals, and popular streaming services(purchasing via Netflix, Amazon Prime, etc).**
  - **1X point on other purchases.**
  - **Ideal for** Individuals with diverse spending habits, including dining, travel, and entertainment.

Remember to review the terms and conditions of each card, including any annual fees, to ensure they align with your preferences and usage patterns.
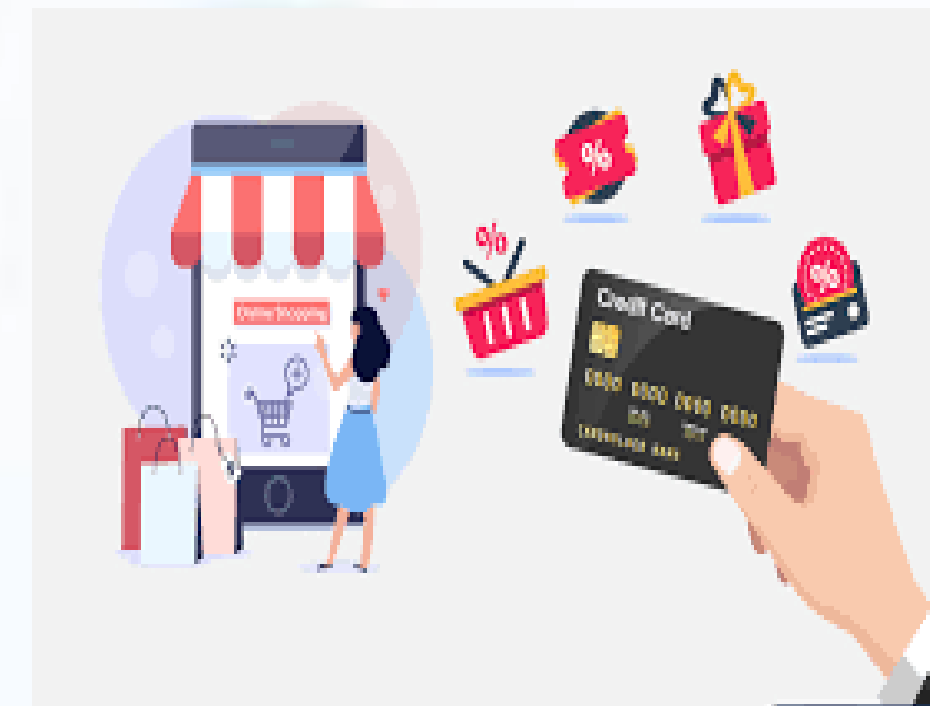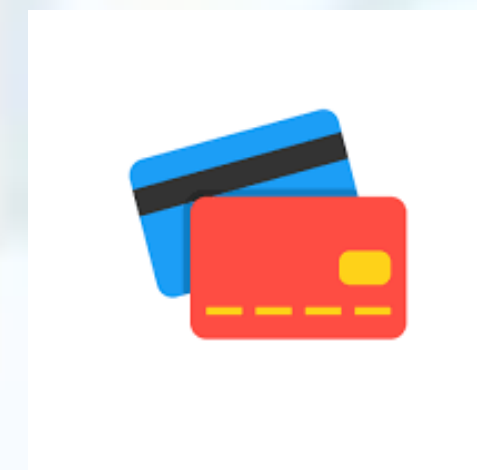
UPI opportunity and integration with Credit card

UPI transactions are growing day by day because of the simple mode of transactions Mitro Bank should focus on RuPay-Credit Card with UPI Integration.
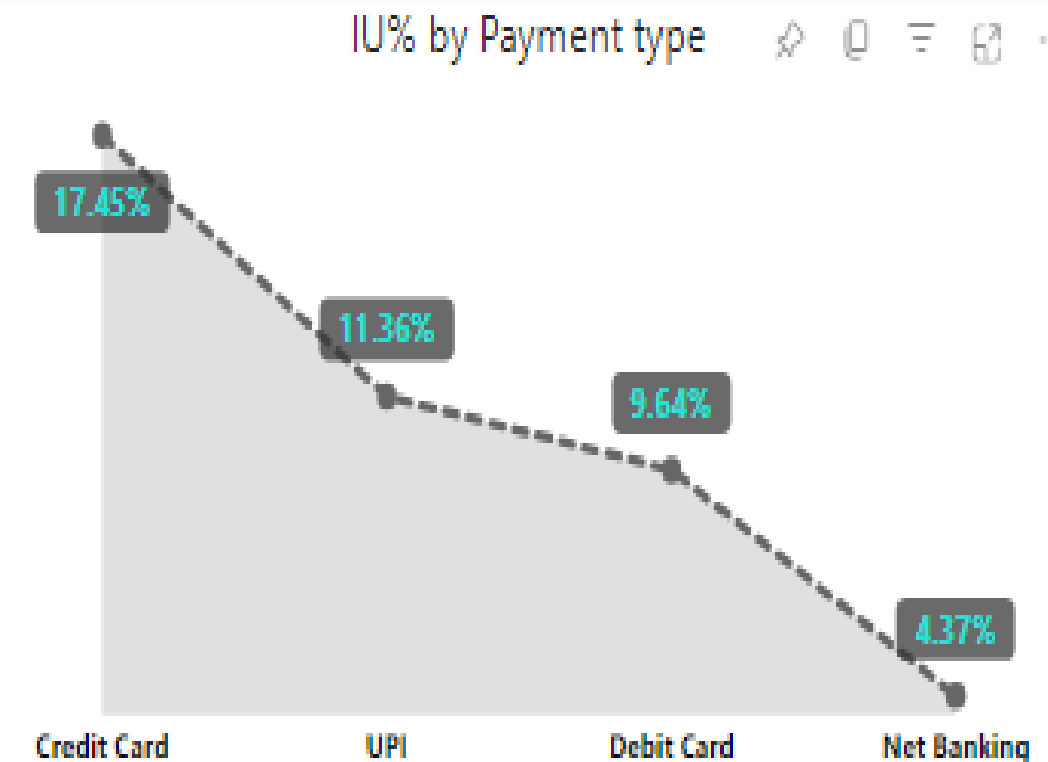
The benefits of linking your credit card(s) with the UPI include:

Enhanced convenience: Integrating a credit card with UPI enhances the convenience of utilizing credit cards for smaller transactions. Presently, credit cards are restricted to transactions at establishments accepting them. Through UPI, credit cards gain versatility, becoming applicable for any transaction accepting UPI, encompassing online payments and peer-to-peer transfers.

Rewards: Linking a credit card with UPI enables users to accrue rewards on all transactions, irrespective of their value—a significant advantage compared to debit cards, which typically lack rewards programs.

Tendency to overspend: Associating a credit card with UPI may facilitate an increased risk of overspending. This is due to the nature of credit cards, allowing users to expend funds they do not currently possess, potentially incurring interest charges on their purchases. Several factors contribute to the ease of overspending when a credit card is linked to UPI.

Spend by payment type

payment type	Total Spend	% of Spend	Avg income utilisation %
Credit Card	₹ 216.31M	40.74%	17.45%
UPI	₹ 140.82M	26.53%	11.36%
Debit Card	₹ 119.56M	22.52%	9.64%
Net Banking	₹ 54.21M	10.21%	4.37%
Total	₹ 530.90M	100.00%	42.82%

IU% by Payment type

Credit Card 17.45%
UPI 11.36%
Debit Card 9.64%
Net Banking 4.37%

It's a game-changing partnership.
RuPay Credit Card now on UPI.

NPCI — Who we are · What we do · Statistics · NPCI In News · Work with Us · Get in touch

Home / What We Do / RuPay / RuPay Credit Card on UPI

RuPay Credit Card on UPI

RuPay Credit Card on UPI

Product Overview:

RuPay Credit Cards on UPI will provide a seamless, digitally enabled credit card lifecycle experience for the customers. Customers will benefit from the ease and the increased opportunity to use their credit cards. Merchants will benefit from the increase in consumption by being part of the credit ecosystem with acceptance of credit cards using asset

Meet Our Best Team/client

Tony Sharma
Head Manager

.He is a Datapreneur at AtliQ services having 12+ experience in his field, helping many organizations to bring meaningful insights to them to make data-driven decisions.

Peter Pandey
Data Analyst

Aspiring Data enthusiast working at AtliQ services.

Mr. Bashnir Rover
Strategy director

He is Strategy Director at Mitro Bank.

About us

AtliQ was established in 2017 as an IT services company to help businesses integrate their processes with automated tools. Over the past 5 years, AtliQ has successfully provided many businesses with custom solutions that help them scale, or streamline their processes, reduce overhead costs, and increase overall efficiency.

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📍 Ocean Complex, near Genda Circle, Vadiwadi, Vadodara

Thank You

Dhaval Patel

Founder:CodeBasics.IO
Datapreneur
Helping People Become Data
Professionals 👉 codebasics.io |
Youtuber - 900K+ Subscribers | Ex.
Bloomberg, NVIDIA

Hemanand Vadivel

Co-Founder:CodeBasics.IO
Datapreneur
Co-Founder - CodeBasics
Ex- Data Analytics Manager, 8+ Years in
Europe, Microsoft
Certified, Certified Supply Chain
Professional
Company: Edgewell Personal Care