



CREDIT CARD ANALYSIS AND CUSTOMER INSIGHTS

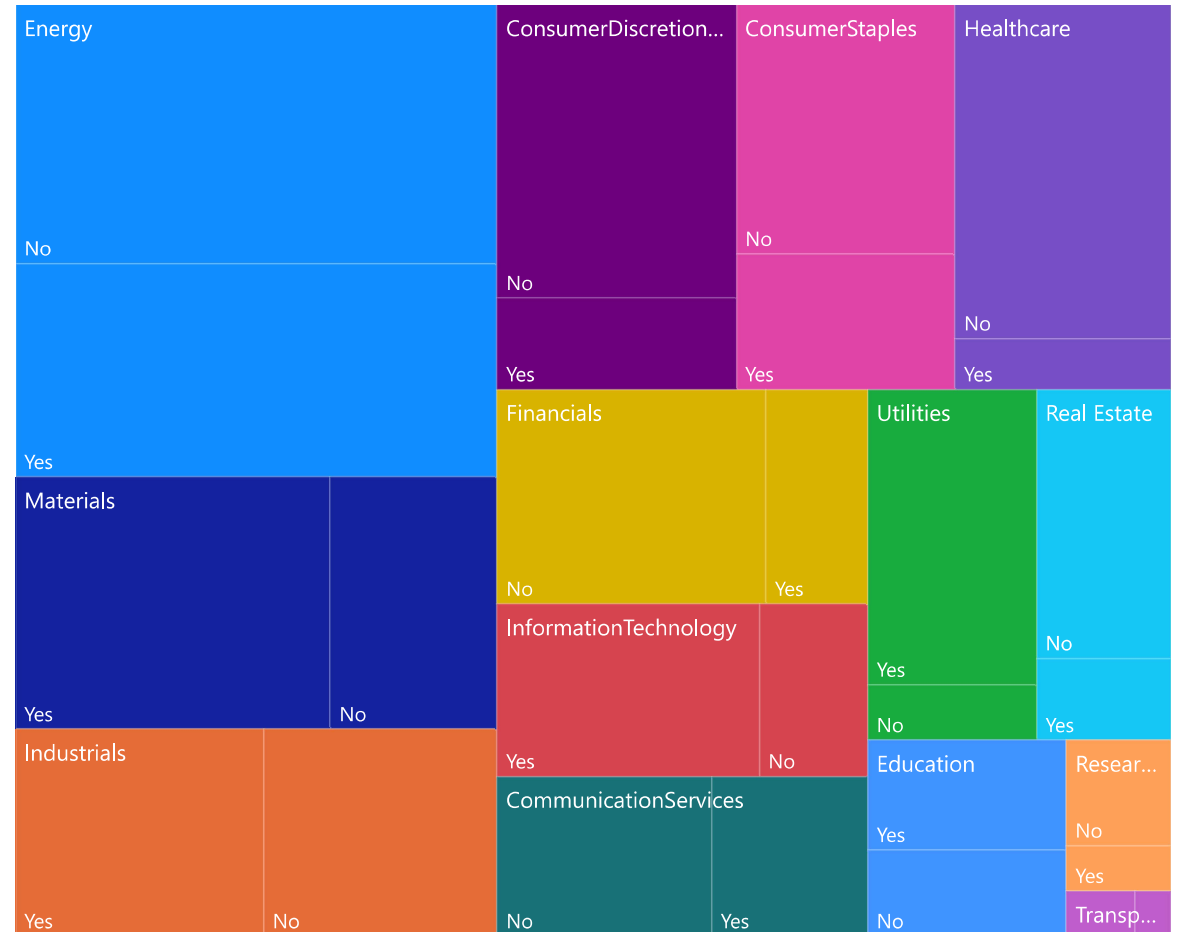
TOTAL CUSTOMERS

690

NUMBER OF CUSTOMERS WITH CREDIT
CARD APPROVAL

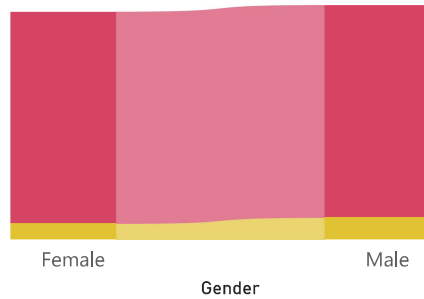
307

Status of Card Approval of customers working in various Industries



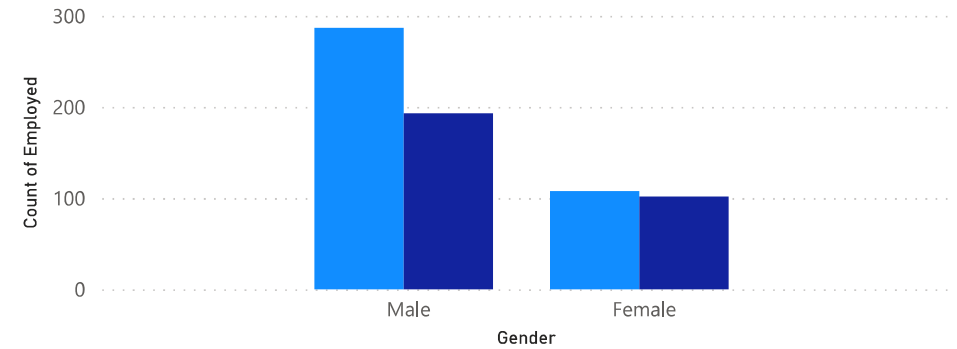
Average Income and Credit card status of each gender

Card_Approved ● No ● Yes



Employment status of each Gender

Employed ● No ● Yes



Influence of Credit score, employment status and income on credit card approval

Key influencers Top segments



What influences Card_Approved to be ?

When...

...the likelihood of Card_Approved being Yes increases by

CreditScore goes up 4.86

3.19x

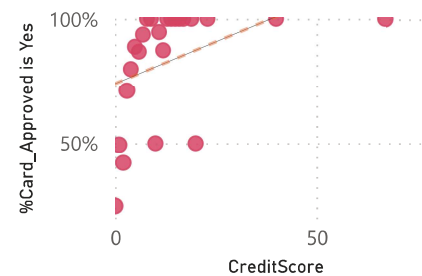
Employed is Yes

2.86x

Income is more than 5552

2.35x

← On average when CreditScore increases, the likelihood of Card_Approved being Yes increases.



Bank employee's credit card status

