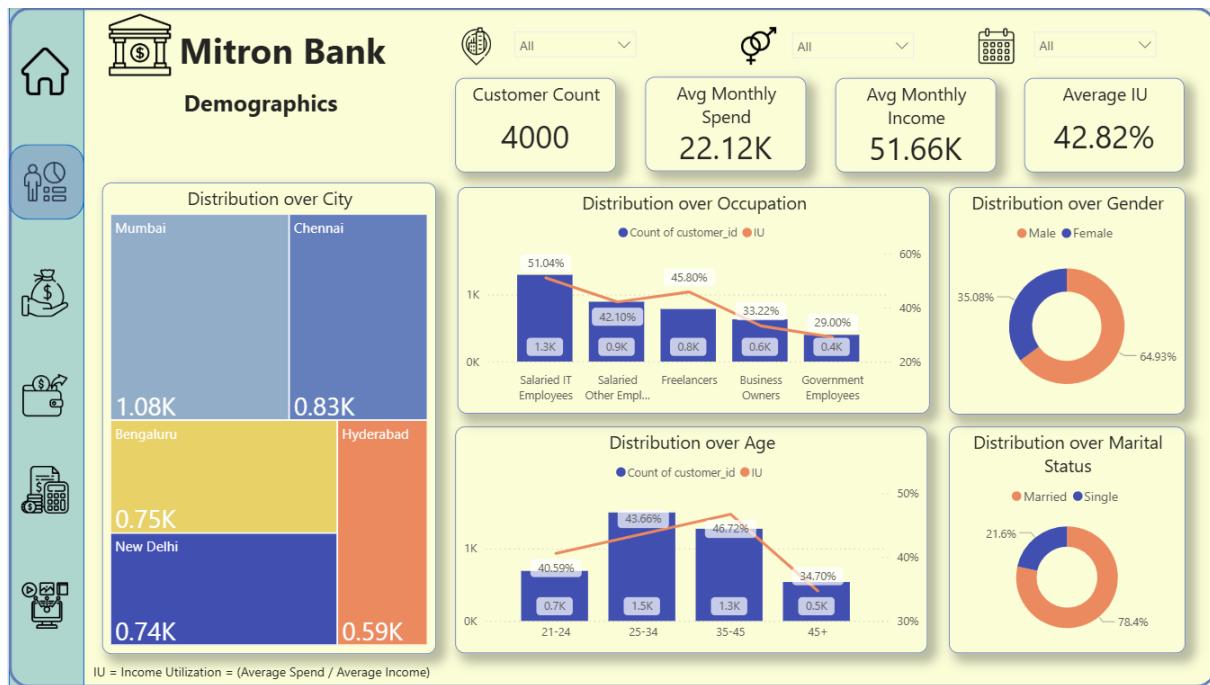


## PROBLEM STATEMENT

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. They need to ensure they target the right audience with realistic sales target. The goal of this analysis is to:

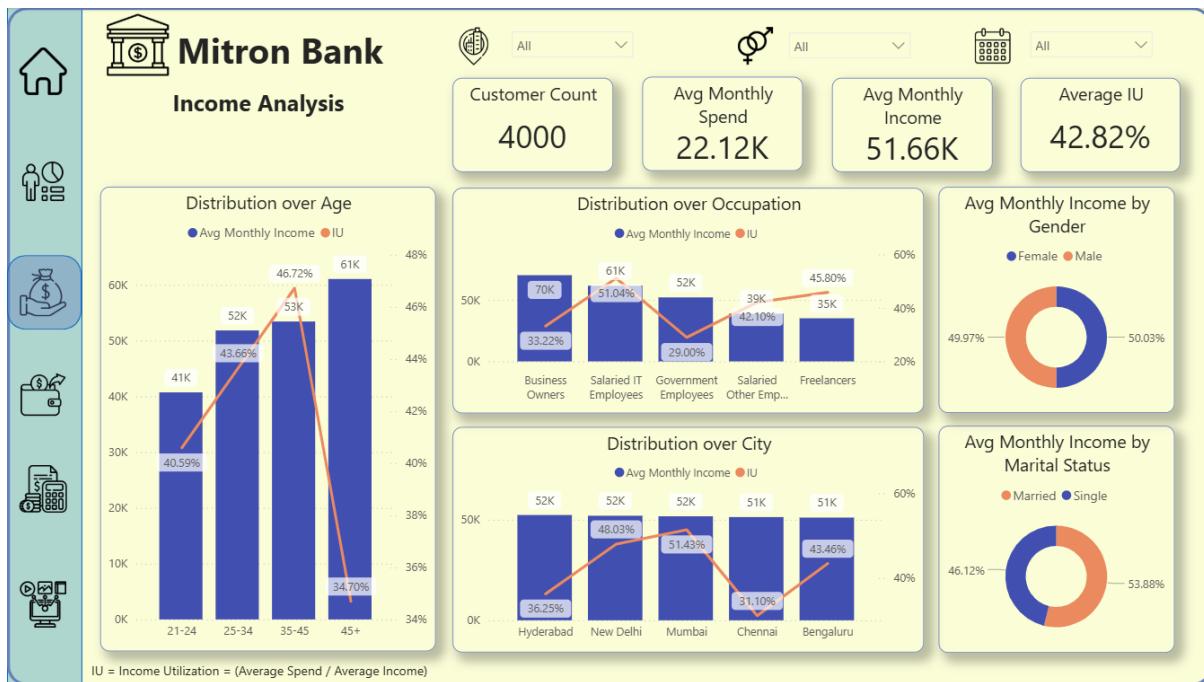
- Classify the customers based on available demography such as age group, gender, occupation etc. and provide insights based on them.
- Find the average income utilisation % of customers ( $\text{avg\_spends}/\text{avg\_income}$ ). The higher the average income utilisation %, the more is their likelihood to use credit cards.
- 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.
- Identify and profile key customer segments that are likely to be the highest-value users of the new credit cards.
- Provide recommendations on what key features should be included in the credit card which will improve the likelihood of credit card usage.

## DEMOGRAPHIC CLASSIFICATION



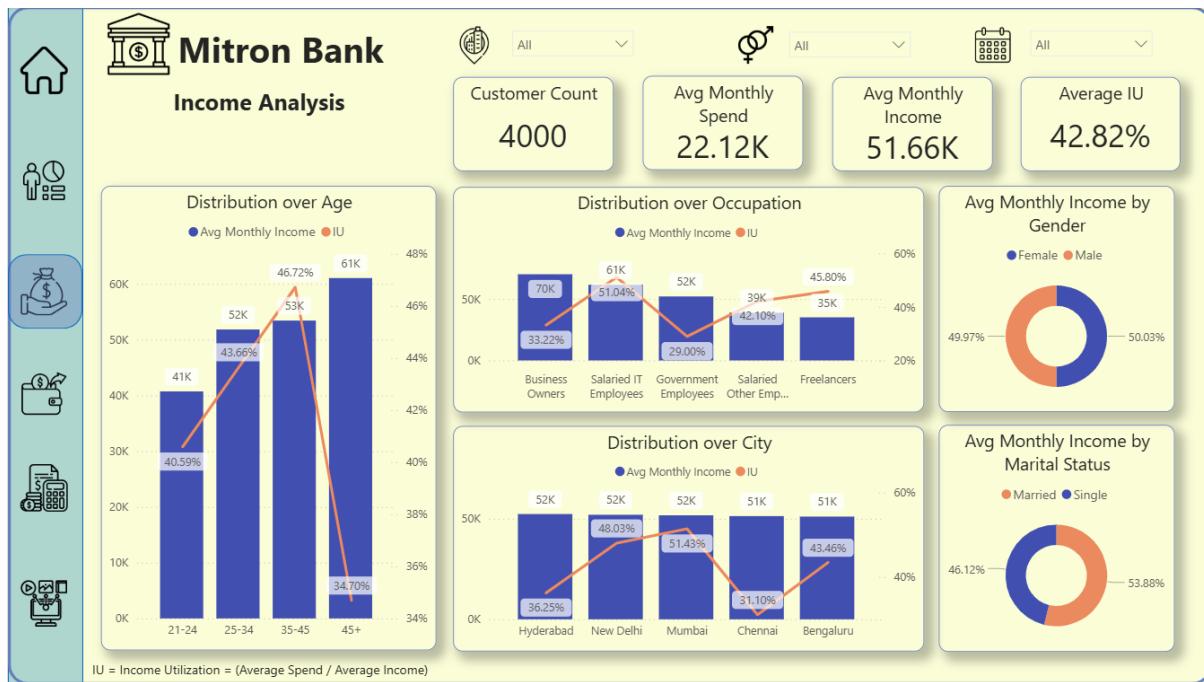
- There are in total 4000 customers spread across 5 cities- Mumbai, Chennai, Bengaluru, New Delhi and Hyderabad.
- Male to Female ratio 65 : 35
- Single to Married ratio 21.6 : 78.4
- Most of the customers are in the age range of 25 to 45 years
- A majority of customers are either Salaried IT Emp. Or Salaried Other Emp.

## INCOME INSIGHT



- People in the age group 45+ are earning the most, pay increase with experience
- Business Owners are earning the most followed by Salaried IT emp. And Government emp.
- Interestingly the income distribution across cities is the same, all cities have equal pay
- Gender pay is good, males and females are earning the same
- Married people have higher salaries.

## SPENDING INSIGHT



- People in the age group of 35-45 spend the most, mid-career.
- The Salaried IT emp. Have the highest spending followed by Business Owners
- People from Mumbai are spending the highest followed by New Delhi and Bengaluru, probably because cost of living is higher in these cities.
- Males are spending more than female, it may be in most of the households males are the head of the family
- Married people are spending more because of more dependencies

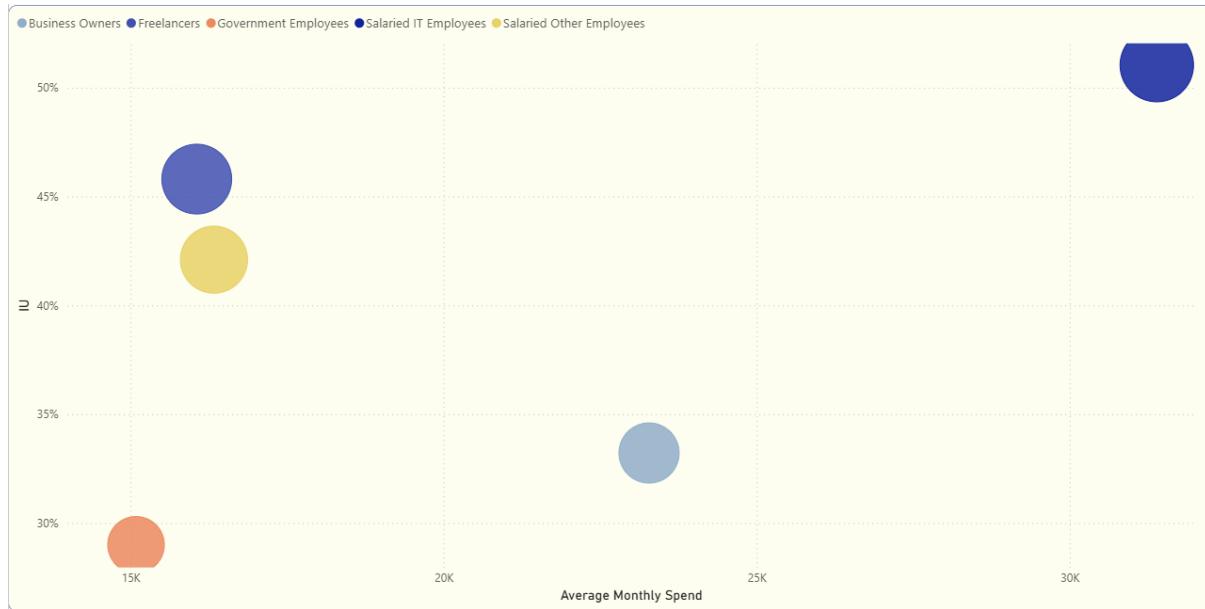
## INCOME UTILIZATION INSIGHT

gender	21-24	25-34	35-45	45+
□ Female	<b>38.64%</b>	<b>40.54%</b>	<b>43.26%</b>	<b>32.11%</b>
□ Married	<b>37.13%</b>	<b>40.09%</b>	<b>43.26%</b>	<b>32.11%</b>
Business Owners	27.83%	30.33%	31.25%	24.87%
Freelancers	▲ 37.28%	▲ 41.94%	▲ 42.23%	34.13%
Government Employees	22.85%	26.77%	26.60%	23.07%
Salaried IT Employees	▲ 42.95%	● 47.38%	● 49.55%	▲ 38.22%
Salaried Other Employees	34.43%	▲ 38.91%	▲ 40.27%	31.46%
□ Single	<b>39.31%</b>	<b>42.83%</b>		
Business Owners	27.92%	30.82%		
Freelancers	▲ 38.28%	▲ 41.81%		
Government Employees	24.46%	28.25%		
Salaried IT Employees	▲ 44.18%	● 49.23%		
Salaried Other Employees	▲ 35.46%	▲ 40.57%		
□ Male	<b>41.77%</b>	<b>45.37%</b>	<b>48.58%</b>	<b>35.93%</b>
□ Married	<b>41.11%</b>	<b>45.34%</b>	<b>48.65%</b>	<b>35.82%</b>
Business Owners	31.84%	▲ 35.88%	▲ 37.41%	29.52%
Freelancers	▲ 44.40%	● 48.80%	● 49.63%	▲ 40.43%
Government Employees	28.59%	32.25%	32.20%	26.33%
Salaried IT Employees	● 49.79%	● 56.45%	● 58.42%	▲ 45.29%
Salaried Other Employees	▲ 40.92%	▲ 46.18%	● 47.33%	▲ 37.97%
□ Single	<b>42.03%</b>	<b>45.51%</b>	<b>47.84%</b>	<b>39.29%</b>
Business Owners	32.27%	▲ 36.57%	▲ 36.59%	33.94%
Freelancers	▲ 43.92%	● 48.25%	● 49.61%	▲ 44.08%
Government Employees	28.07%	32.33%	33.97%	
Salaried IT Employees	● 50.48%	● 55.44%	● 58.59%	● 47.08%
Salaried Other Employees	▲ 41.33%	▲ 46.74%	▲ 45.65%	▲ 36.39%
Total	<b>40.59%</b>	<b>43.66%</b>	<b>46.72%</b>	<b>34.70%</b>

● High ▲ Moderate

- Average Monthly Income of customer is Rs. 51.66 k, Average Monthly Spend of customer is Rs. 22.12 k, Average Income Utilization of customer is 42.82%
- IU of people increases till the age of 45, after then people focus more on savings and investments before retiring
- Salaried IT emp. Have highest IU followed by Freelancers and Other Salaried emp.

## KEY CUSTOMER SEGMENTATION



- We can see three key customer segments based on monthly spending and IU:
  - Salaried IT emp - high spending, high IU
  - Business Owners - high spending, moderate IU
  - Freelancers and Salaried Other emp - low spending, high IU
- Target people in the age bucket of 25-45

## CREDIT CARD FEATURE RECOMMENDATION

category	Credit Card	Debit Card	Net Banking	UPI
Apparel	1.13%	0.67%	0.28%	0.66%
Bills	3.74% 	2.04% 	0.87% 	1.81% 
Electronics	2.84% 	1.27% 	0.60% 	1.71% 
Entertainment	1.38% 	0.67% 	0.33% 	0.96% 
Food	1.24% 	0.74% 	0.36% 	1.21% 
Groceries	2.19% 	1.73% 	0.74% 	2.31% 
Health & Wellness	2.23% 	1.33% 	0.58% 	1.15% 
Others	0.55% 	0.27% 	0.13% 	0.34% 
Travel	2.15% 	0.94% 	0.48% 	1.22% 
Total	<b>17.45%</b>	<b>9.64%</b>	<b>4.37%</b>	<b>11.36%</b>

 High    Moderate

- Credit cards are most likely used in paying bills, electronic and health & wellness
- Offer some cash backs/additional discount on above category spending
- Offer milestone rewards to utilize the maximum spending
- Smart EMI and Buy now benefits on electronic items
- Partner with marketplaces and payment providers in the above cities.