

Dashboard Design



CREDIT CARD FEASIBILITY DASHBOARD



Demographics

Statistical data of a population's characteristics, such as age, gender, and ethnicity



Group Analysis

Analysis by dividing the people into groups based on their income, spending behaviour and income utilisation %



Type & Category Analysis

In-depth Analysis on payment types and category



Transaction Analysis

Analysis on nature of transactions and its overall contribution



DEMOGRAPHICS

No.of customers
4K

Total spending
531M

Average spending
22K

Average income
52K

Income Utilisation %
42.8%

payment_type

All

category

All

City

All

Gender

All

Marital Status

All

age_group

All

Occupation

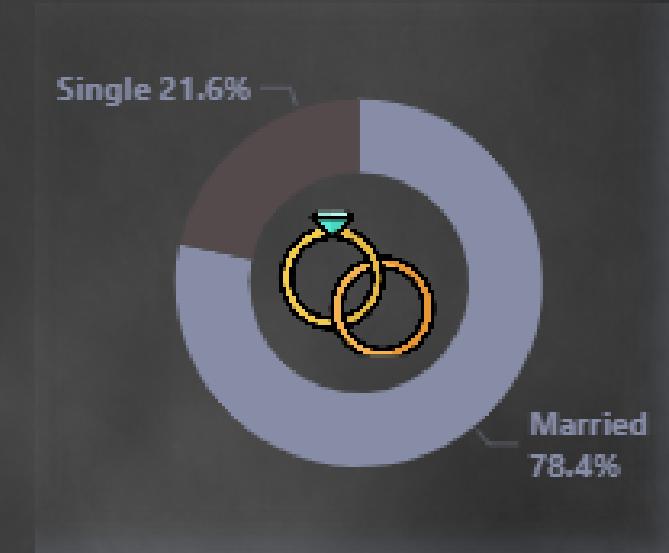
All

Clear all slicers

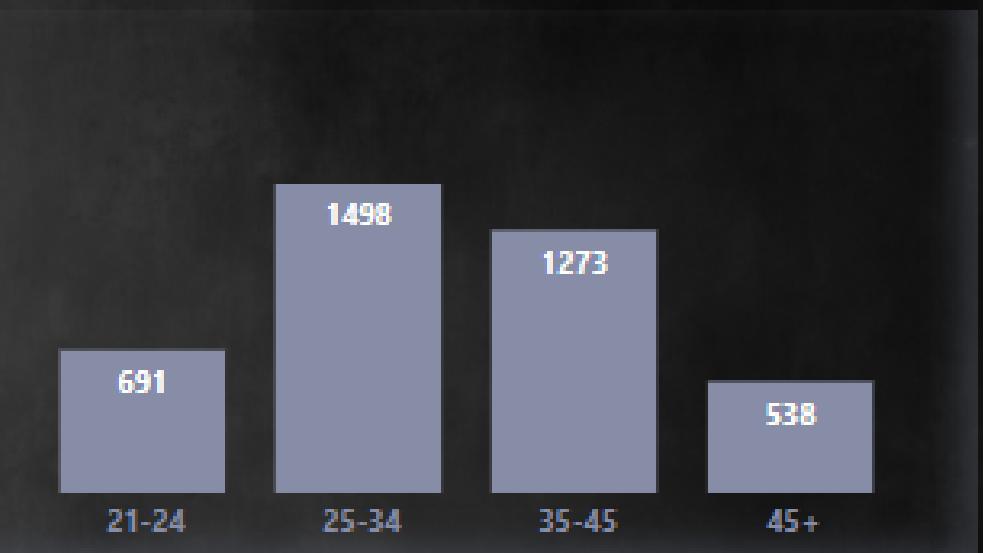
Gender



Marital Status



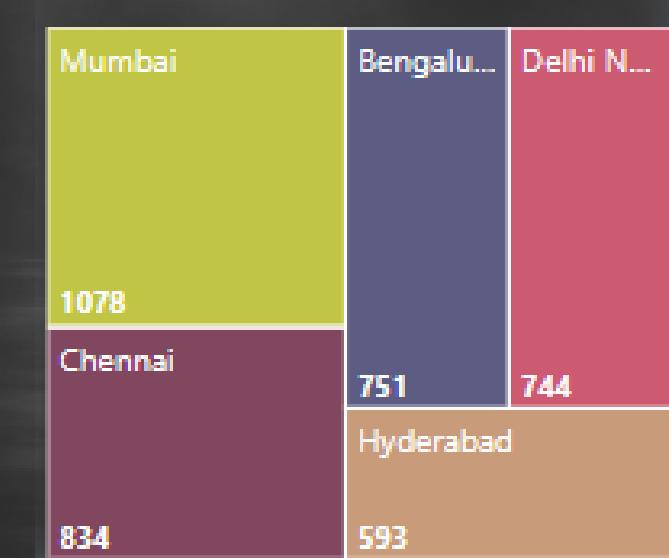
Age Group



Occupation

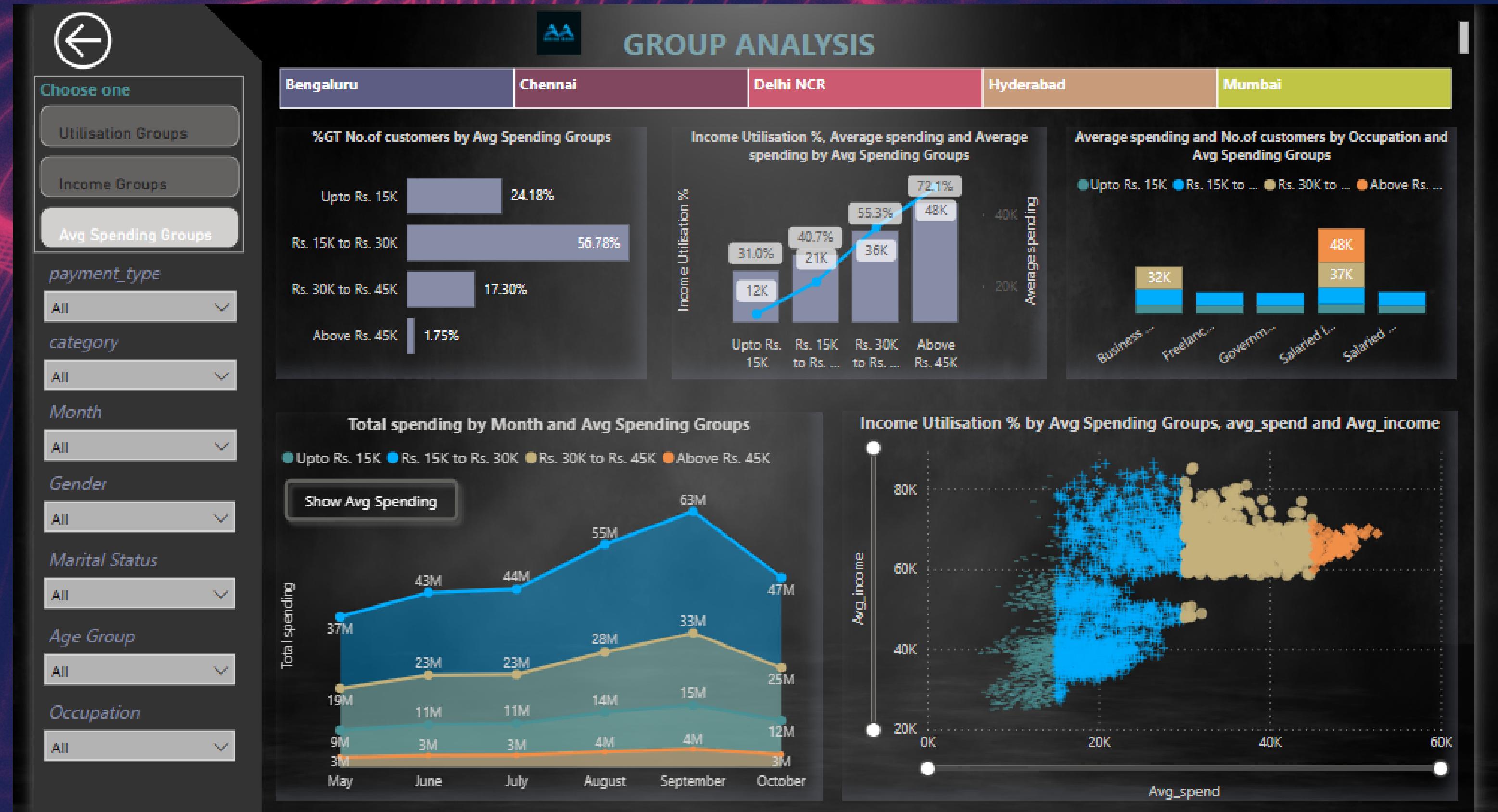


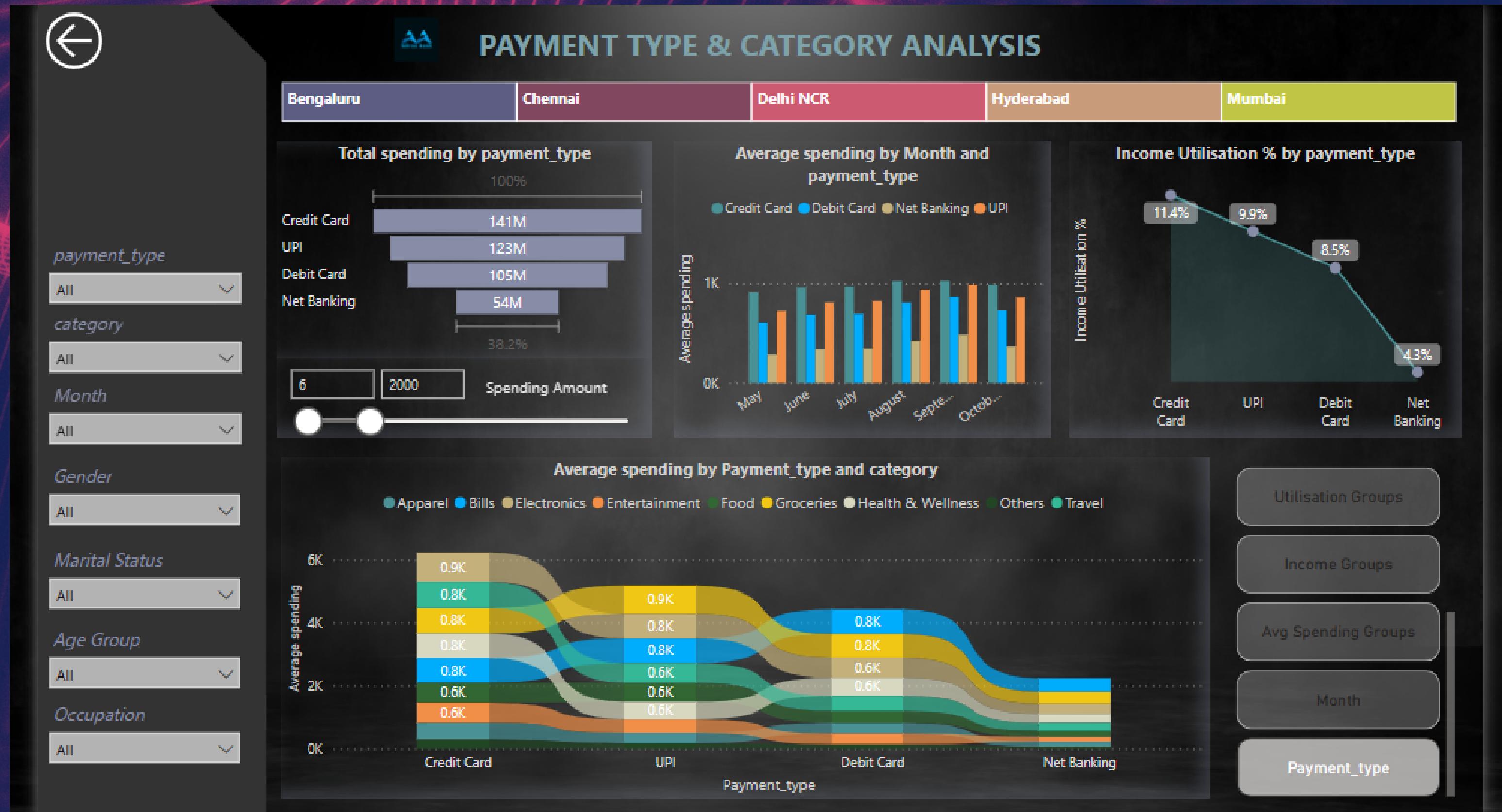
Cities

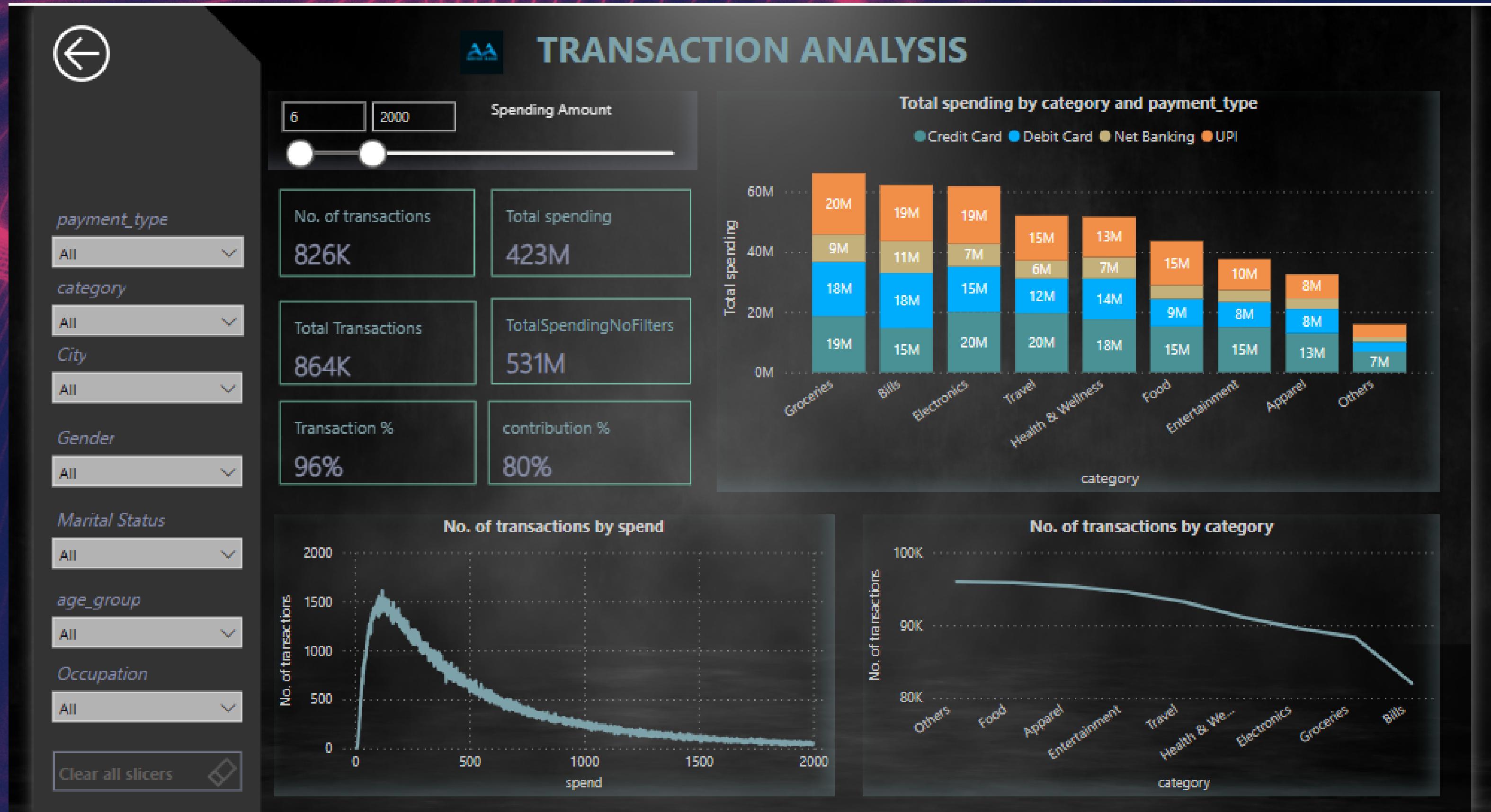


Average Income

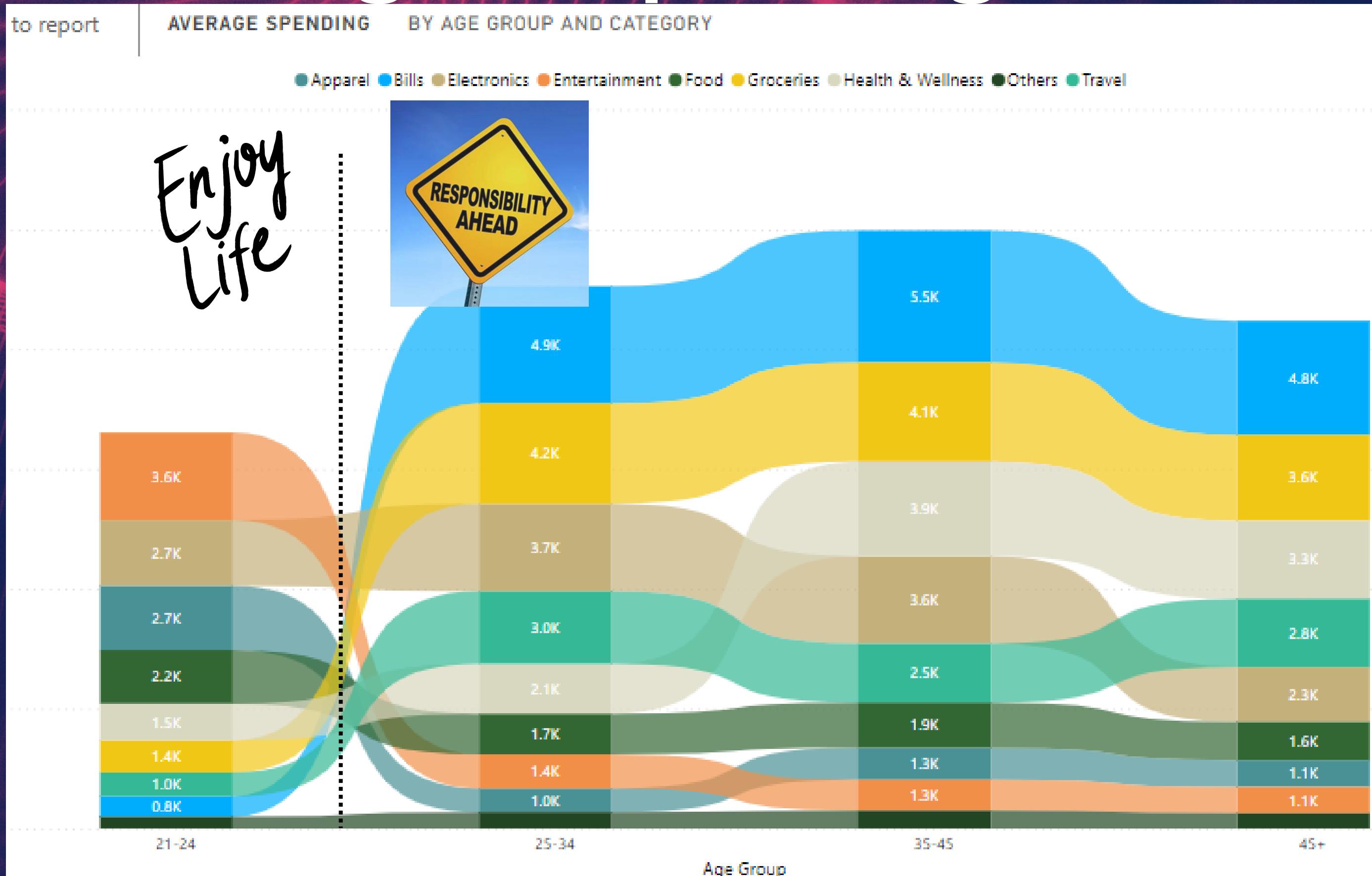




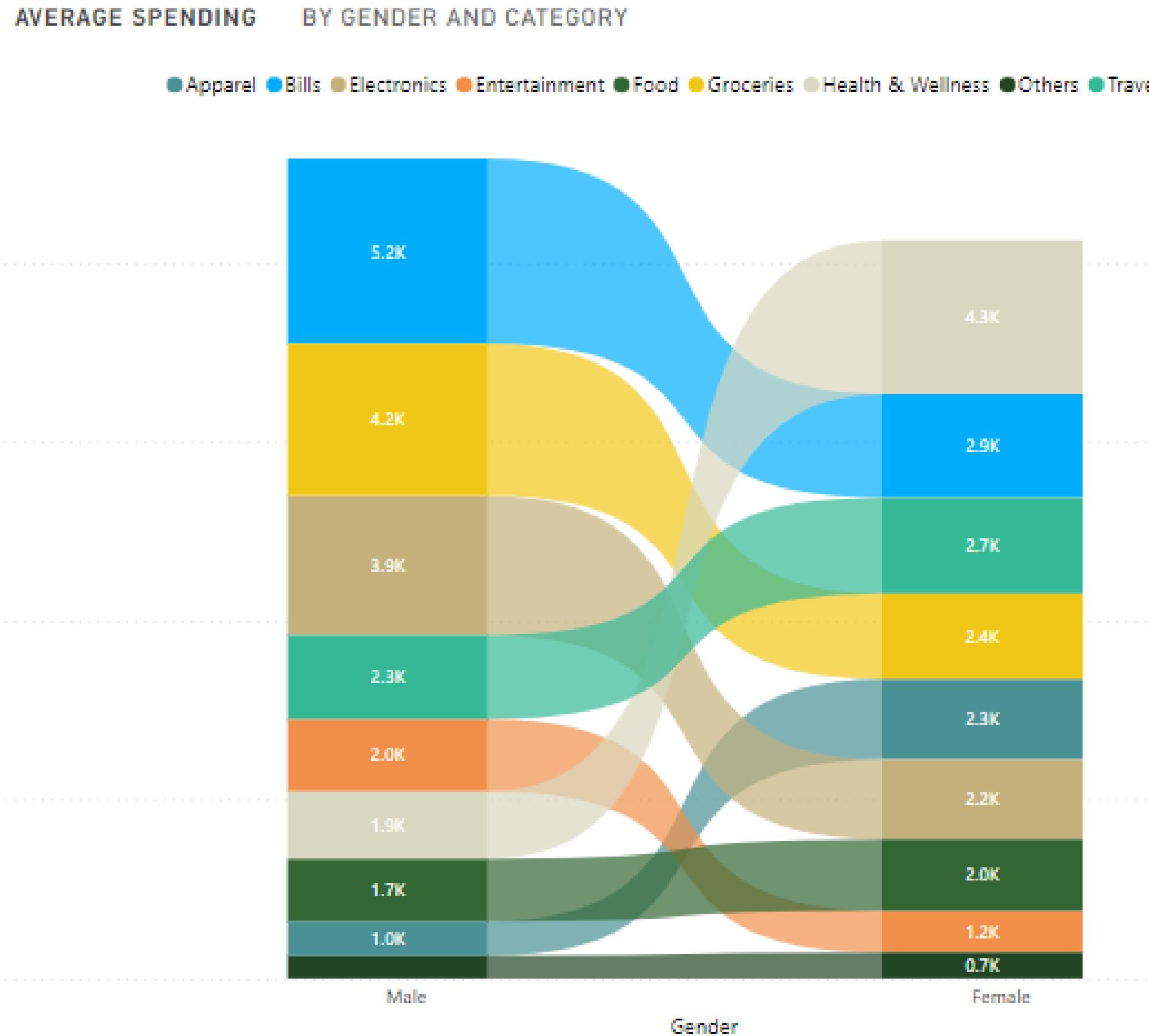




Decoding the spending behaviour



Decoding the spending behaviour



Decoding the spending behaviour

City	Income Utilisation %
Mumbai	51.4%
Delhi NCR	48.0%
Bengaluru	43.5%
Hyderabad	36.3%
Chennai	31.1%
Total	42.8%

- 
- Recognizing diverse needs and priorities.
 - Offering a variety of credit cards for personalized experiences.
 - Providing options aligned with individual preferences.
 - Tailored rewards, lifestyle perks, and spending categories.
 - Enabling users to choose cards matching their financial goals.
 - Ensuring a satisfying and unique credit card experience for each individual.

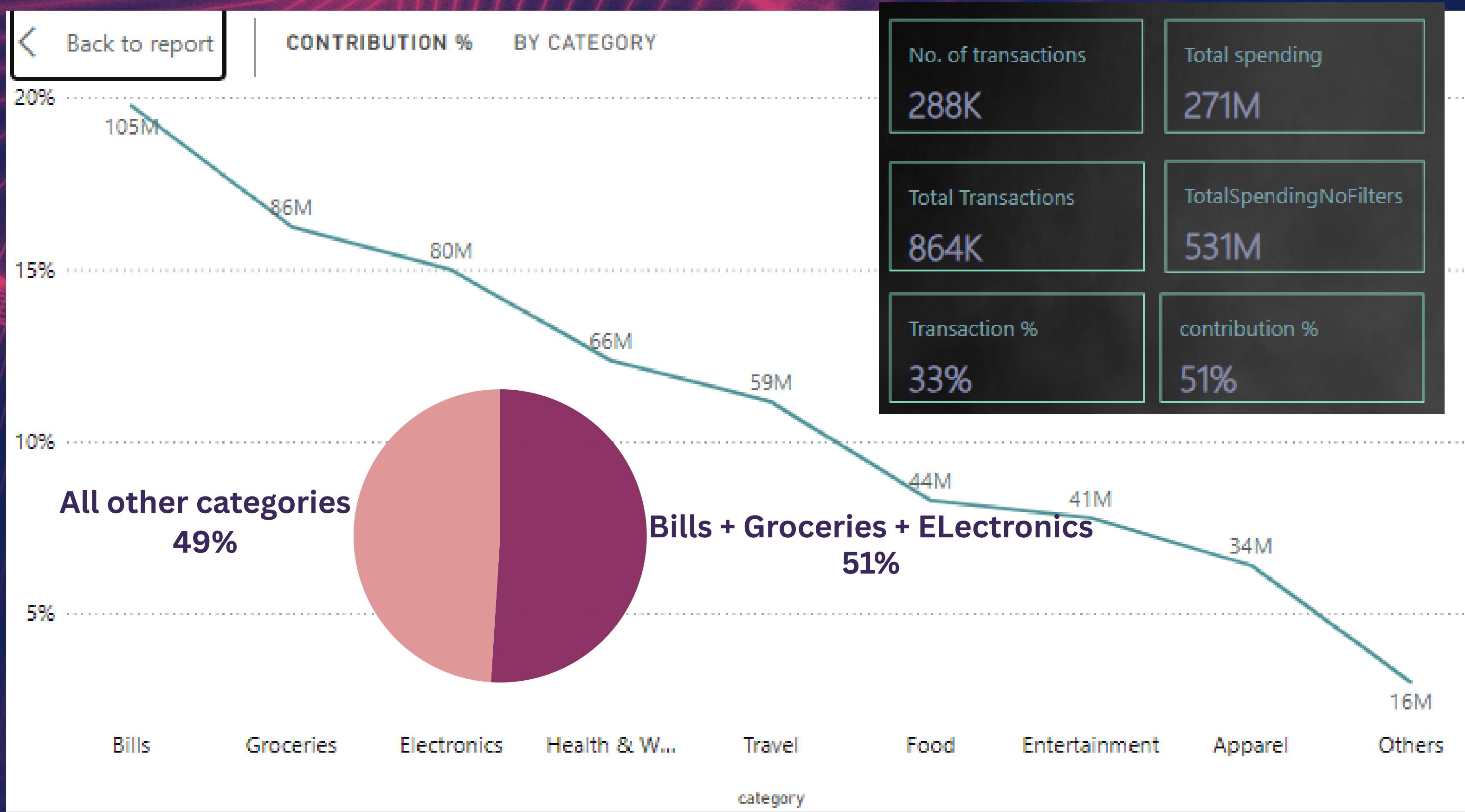
What customers look for..?

- Rewards and cashback programs.
- Annual fees and interest rates.
- Spending categories and customization options.
- Sign-up bonuses and introductory offers.
- Additional perks like travel benefits or insurance.



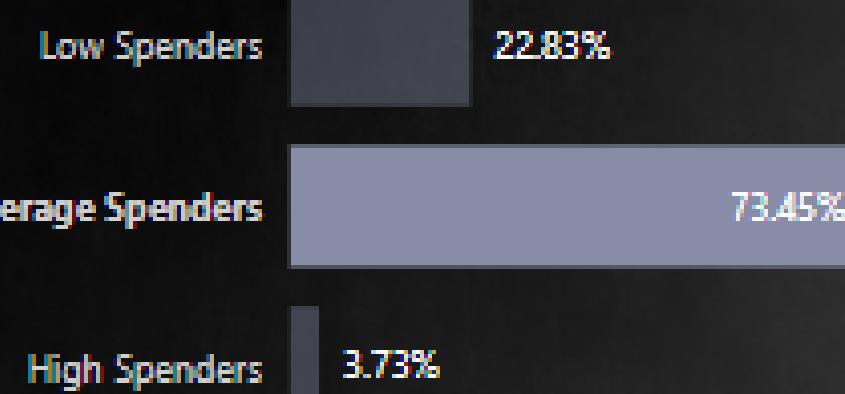
SIGN UP
BONUS

A graphic featuring the words "SIGN UP" above the word "BONUS". The letter "B" is stylized with a red, green, blue, and yellow coin-like texture.

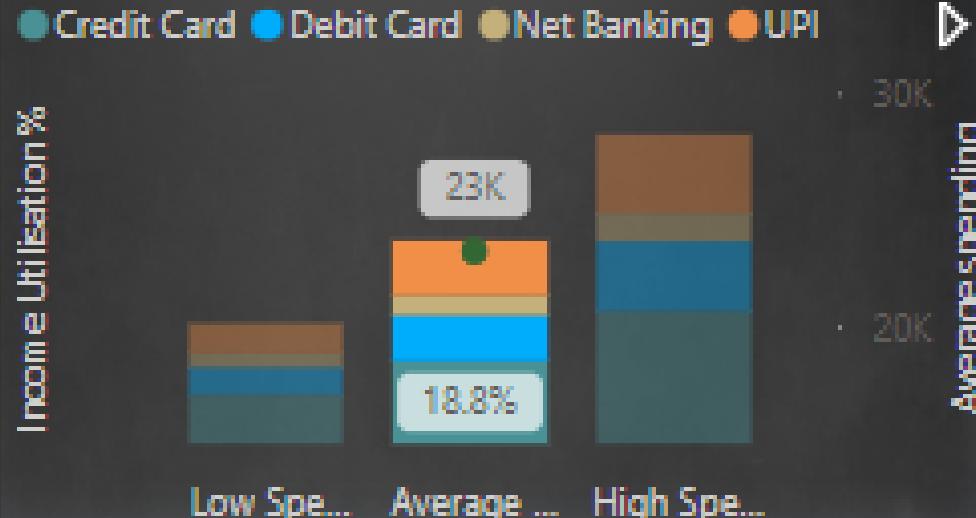


Average Spenders

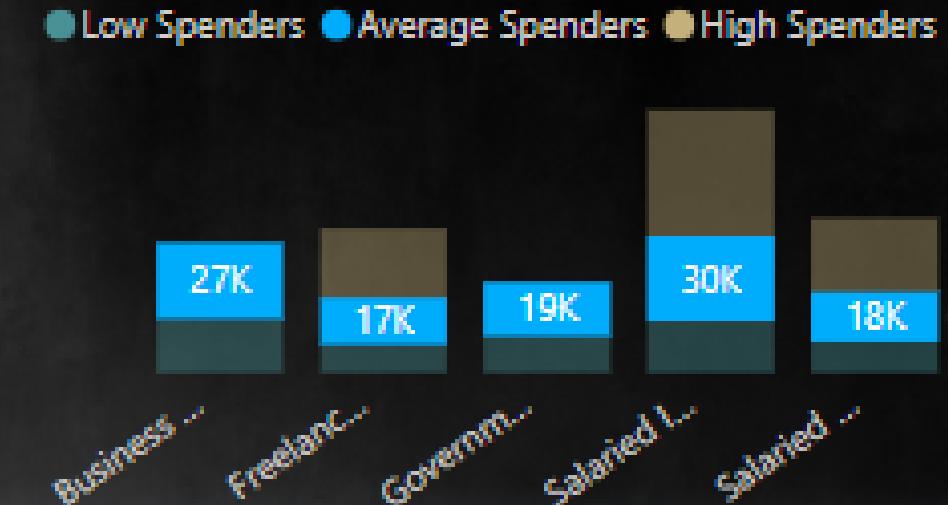
%GT No. of customers by Utilisation Groups



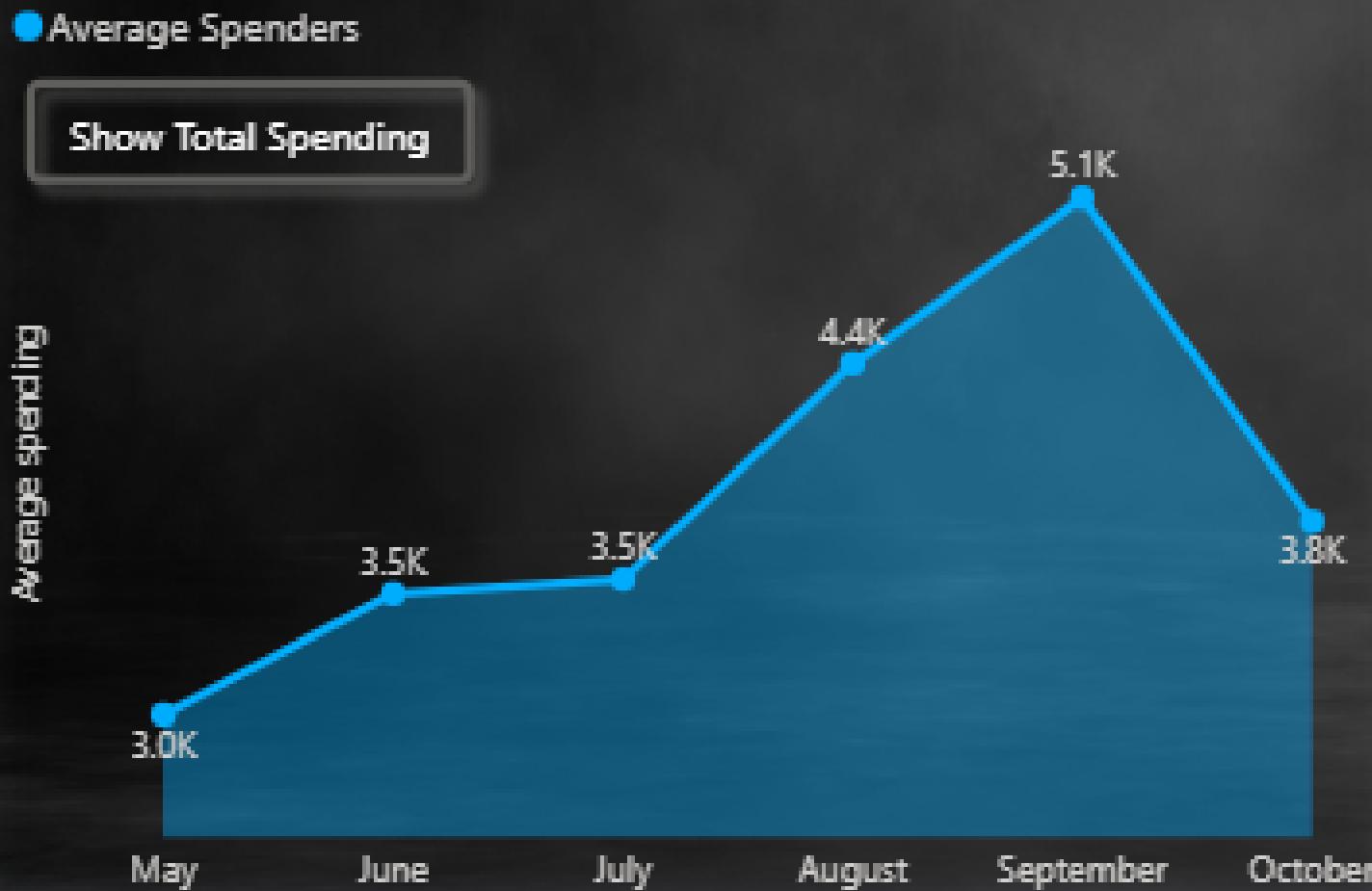
Income Utilisation % and Average spending by Utilisation Groups and payment_type



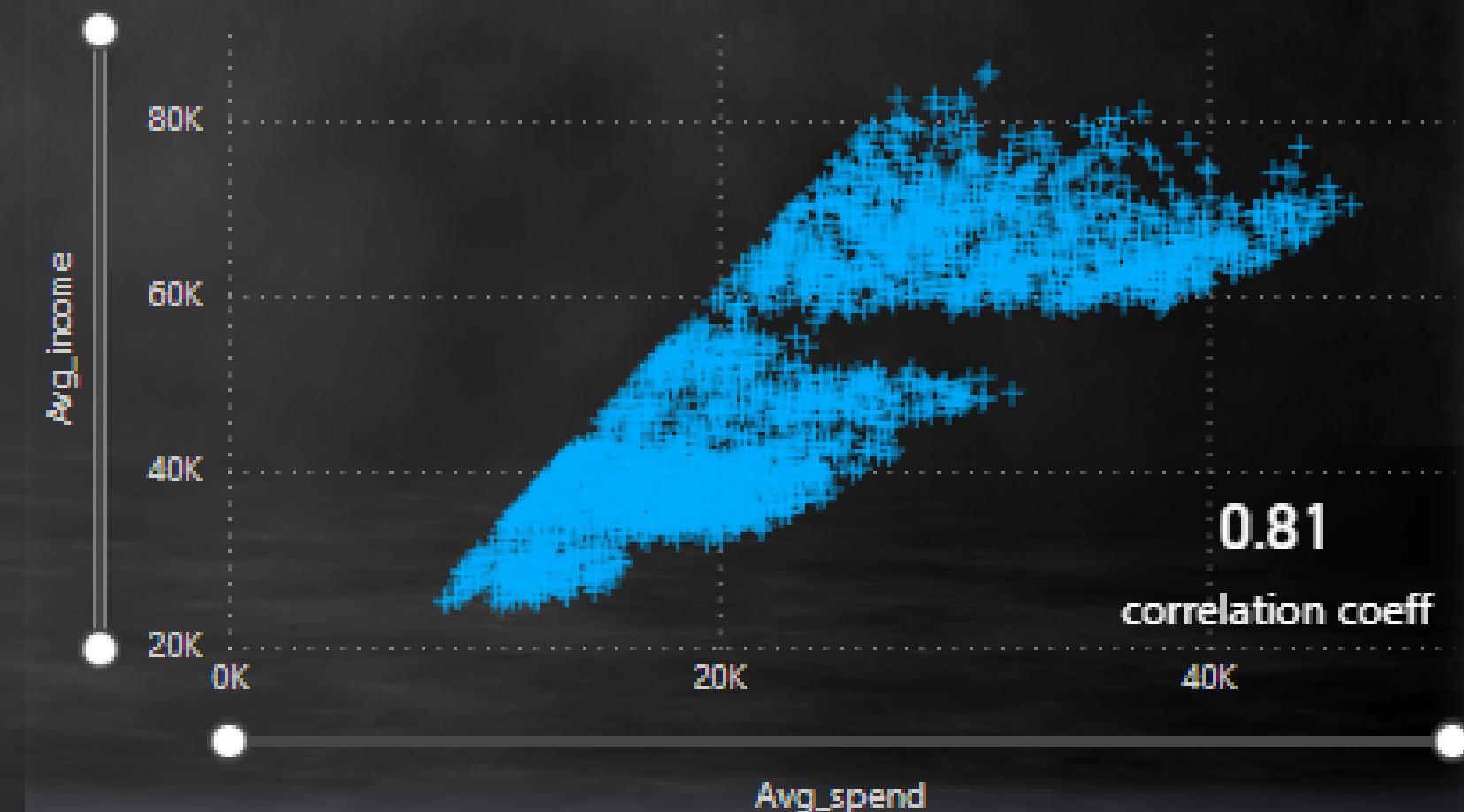
Average spending, No.of customers and Income Utilisation % by Occupation and Utilisation Groups



Average spending by Month and Utilisation Groups



Income Utilisation % and First age_group by Utilisation Groups, avg_spend and Avg_income



FAMILY HARMONY CARD



Target Audience:
Young couples and growing families
prioritizing practicality and value.



Key Features:

- **5% Cashback on Groceries and Essential Utilities:** Savings on everyday expenses.
- **Free School Supplies or Educational Vouchers:** Supporting children's learning.
- **Discounts on Family Entertainment:** Enjoy special promotions at family entertainment parks.
- **Comprehensive Health Insurance Coverage:** Ensuring peace of mind with family coverage.
- **Fuel Surcharge Waivers and Roadside Assistance:** Ensuring smooth commutes.

CITY EXPLORER CARD



Target Audience:

Urban dwellers and socialites looking for convenience and entertainment.

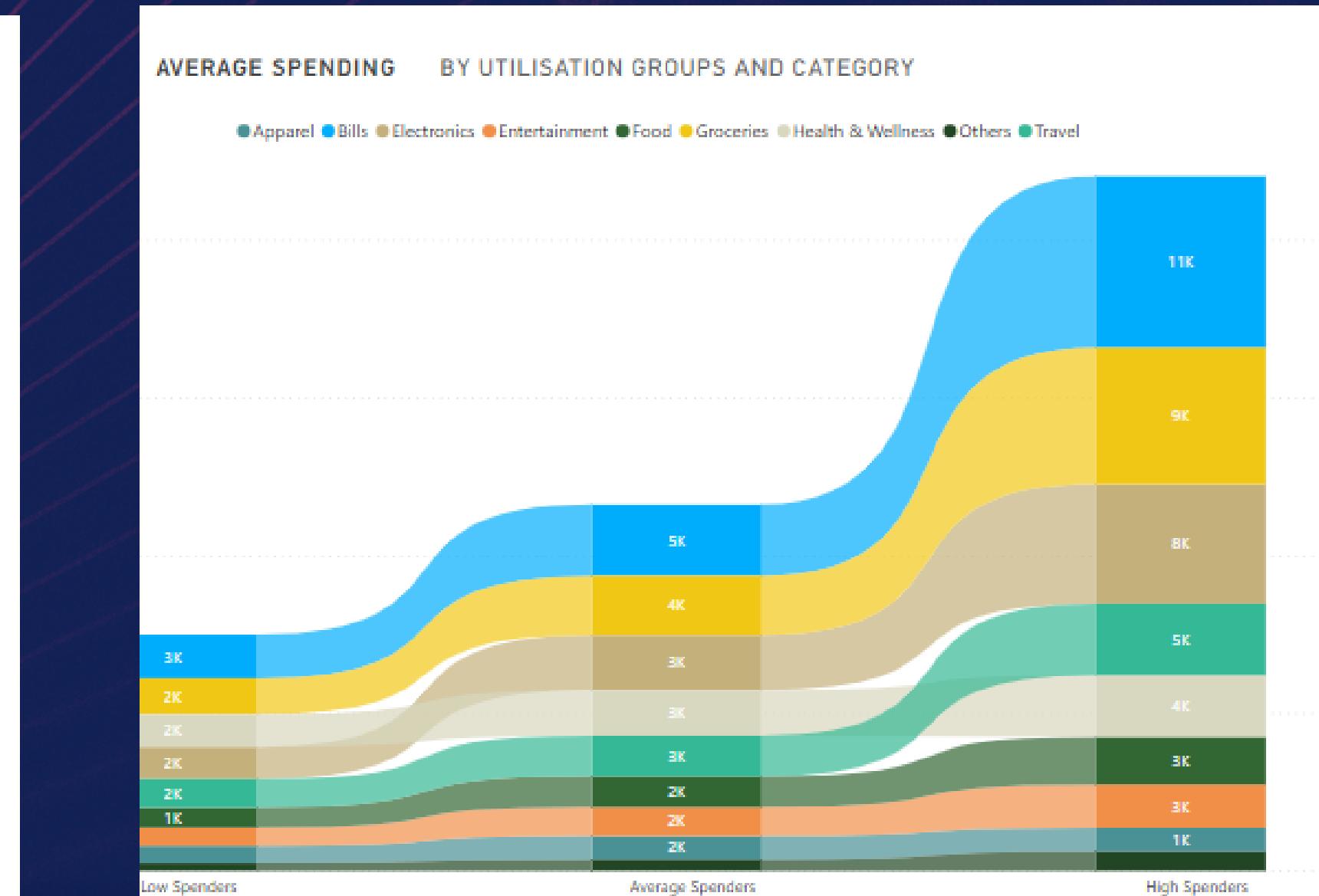
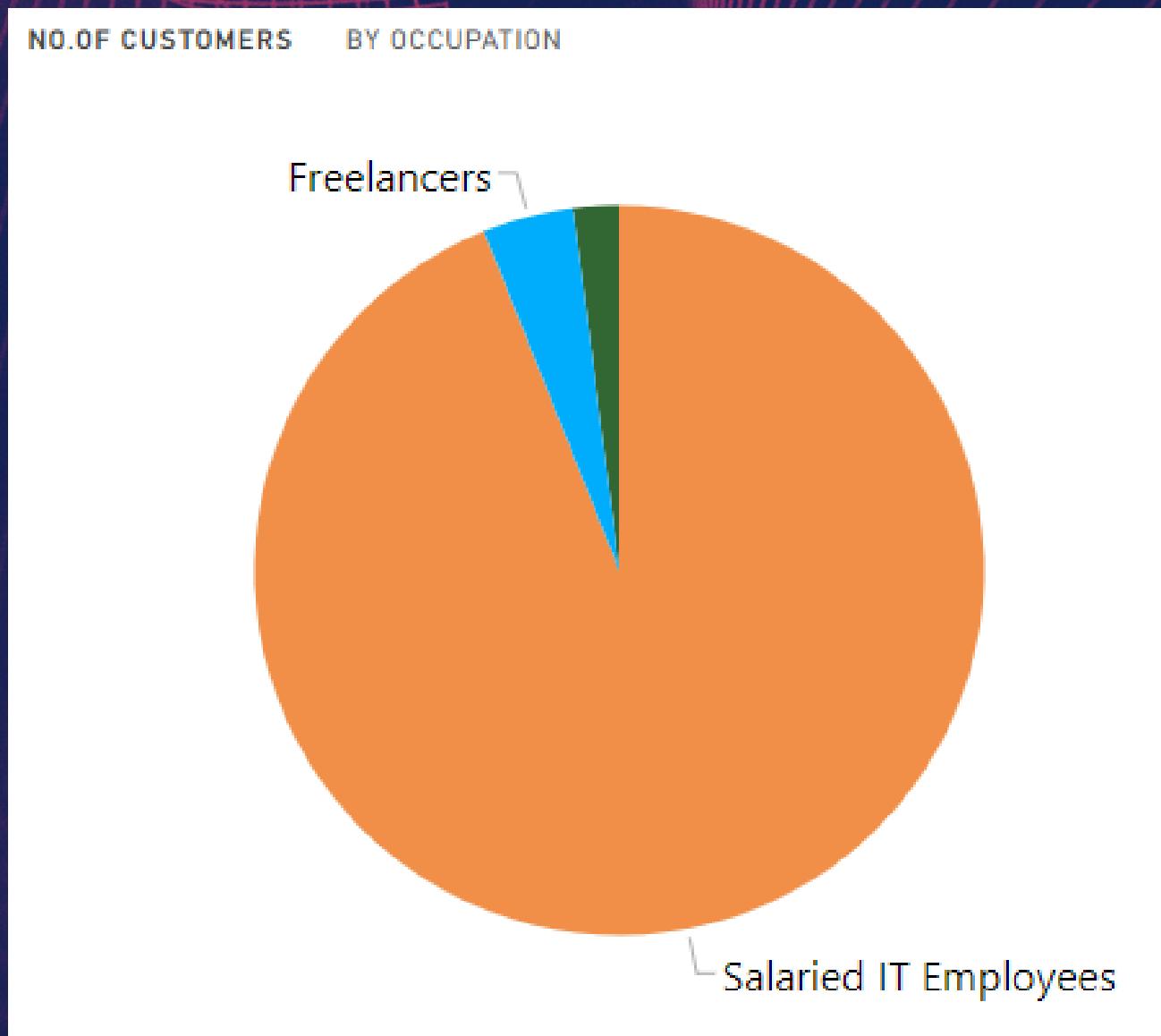


Key Features:

- **Free Gym Membership or Fitness App Subscription:** Promoting a healthy lifestyle in a busy city.
- **5% Cashback on Dining, Movies, and Streaming Services:** Covering weekend outings and leisure expenses.
- **Exclusive Access to City Events:** Priority booking and discounts at concerts and events.
- **Travel Insurance and Airport Lounge Access:** Ideal for occasional weekend getaways.

High Spenders

- Salaried Employees and Freelancers
- Sedentary lifestyle
- Prefer travelling more than others



LIFESTYLE ELITE CARD



Target Audience:
Individuals seeking a luxurious lifestyle
with diverse spending preferences.



Key Features:

- **Customizable Spending Categories:** Choose between health and fitness, groceries, entertainment, and apparel for specialized rewards.
- **Comprehensive Rewards Program:** Accumulate points across categories, redeemable for discounts, vouchers, and exclusive experiences.
- **Travel Rewards:** Earn points or miles for flights, hotels, and travel-related expenses.
- **Cashback on Health and Entertainment Spending:** Earn higher cashback for gym memberships, entertainment, and health-related expenses.

SMART SPENDER CARD



Target Audience:
Cost-conscious individuals focused on responsible spending and essentials



Key Features:

- **No Annual Fee:** Save from the start with no annual charges.
- **Double Dip Cashback:** Earn 2% cashback on all purchases, automatically boosting your savings.
- **Round-Up Rewards:** Every swipe rounds your transaction up to the nearest rupee, adding bonus cashback to your account.
- **Essential Boost:** Choose one essential category (groceries, utilities, fuel) to earn an additional 5% cashback, maximizing everyday savings.
- **Free Financial Tools:** Access budgeting templates, spending trackers, and personalized financial tips to manage your money effectively.

FAMILY HARMONY CARD



CITY EXPLORER CARD



SMART SPENDER CARD



LIFESTYLE ELITE CARD

