MITRON BANK CREDIT CARD ANALYSIS PROJECT

CONTENTS

- Problem Statement

- Dashboard

- Insights

- Recommendations

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.

- AtliQ Data Services came to know about this through an internal link and approached Mitron Bank with a proposal to implement this project. However, strategy director of Mitron Bank, Mr.Bashnir Rover is skeptical and asked them 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 spend and other details.

Mitron Bank Credit Card Expansion Dashboard

Total Customers	Total Spends	Total Income	Avg. Income Utilization %	Credit Card Usage
4000	₹531M	₹207M	42.8%	40.7%

Credit Card View

Customer Demographics Analysis

Filters:
- city — All
- month — All
- payment_type — All
- Gender — All
- occupation — All
- marital status — All

Customer by Age Group

- 37%
- 32%
- 17...
- 13%

age_group
- 25-34
- 35-45
- 21-24
- 45+
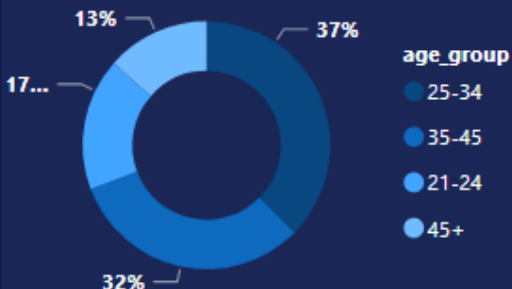
Customer By Gender And Marital Status

● Married ● Single

	Female	Male
Married	1136	2000
Single	267	597

gender
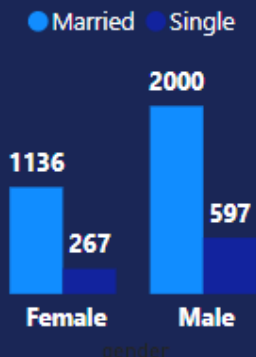
Customers by Occupation

- 16%
- 20%
- 10%
- 32%
- 22%

occupation
- ● Business Owners
- ● Freelancers
- ● Government Employ...
- ● Salaried IT Employees
- ● Salaried Other Empl...
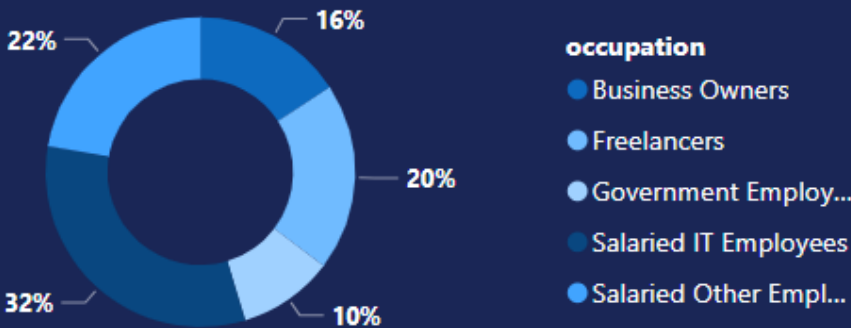
City Analysis

city	% of Customers	Average Income	Total Spend	Income Utilization
Mumbai	27%	₹51,720.31	₹17,20,38,483	51.4%
Delhi NCR	19%	₹51,982.66	₹11,14,49,559	48.0%
Bengaluru	19%	₹51,073.26	₹10,00,18,029	43.5%
Hyderabad	15%	₹52,344.81	₹6,75,20,175	36.3%
Chennai	21%	₹51,321.39	₹7,98,71,509	31.1%
Total	100%	₹51,657.03	₹53,08,97,755	42.8%

Customers By Gender and Age

● Female ● Male

age_group	Female	Male
25-34	532	966
35-45	439	834
21-24	257	434
45+	175	363

Mitron Bank Credit Card Expansion Dashboard

Total Customers	Total Spends	Total Income	Avg. Income Utilization %	Credit Card Usage
4000	₹531M	₹207M	42.8%	40.7%

Credit Card View

Customer Spending Analysis

Filters (left panel):
- city — All
- month — All
- payment_type — All
- Gender — All
- occupation — All
- marital status — All

Spend by Payment Type
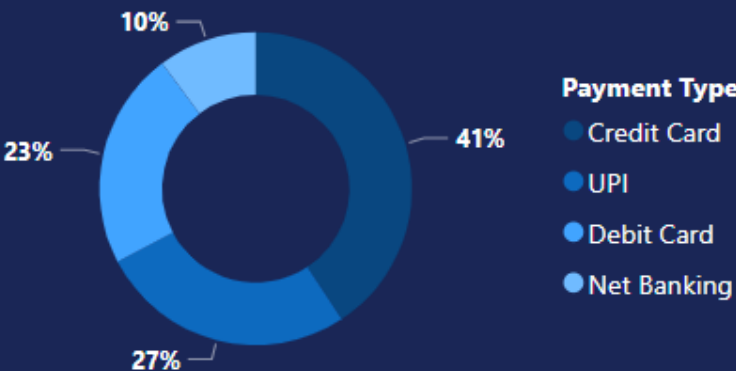
- 10%
- 23%
- 41%
- 27%

Payment Type
- Credit Card
- UPI
- Debit Card
- Net Banking

Spend by Categories

age_group: 21-24   25-34   35-45   45+

- 8%
- 8%
- 3%
- 6%
- 5%
- 7%
- 6%
- 6%
- 4%
- 5%
- 4%

Categories: Apparel, Bills, Electro..., Enterta..., Food, Groceries, Health ..., Others, Travel

Spend by Occupation

- 17%
- 16%
- 14%
- 7%
- 46%

occupation
- Business Owners
- Freelancers
- Government Employees
- Salaried IT Employees
- Salaried Other Employees

Sum of spend by month

- May ₹68M
- June ₹79M
- July ₹81M
- October ₹86M
- August ₹101M
- September ₹116M
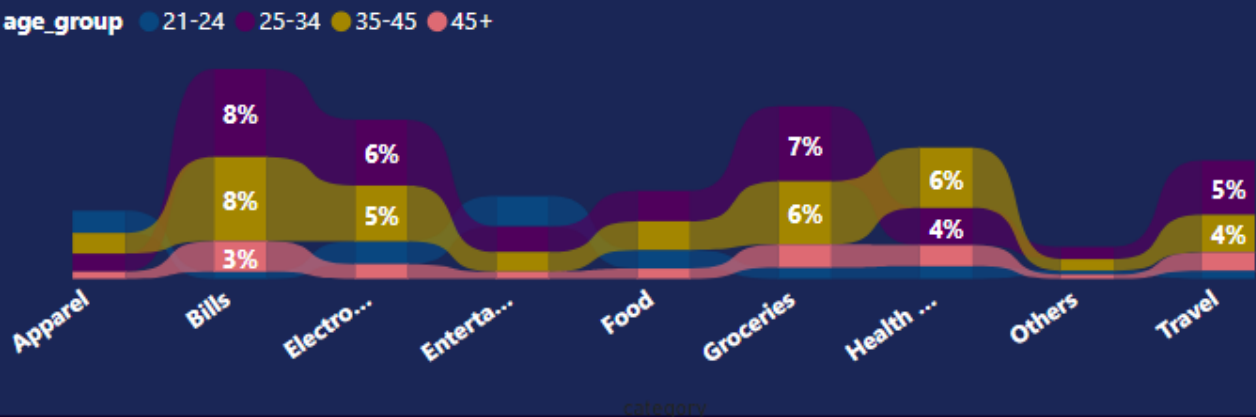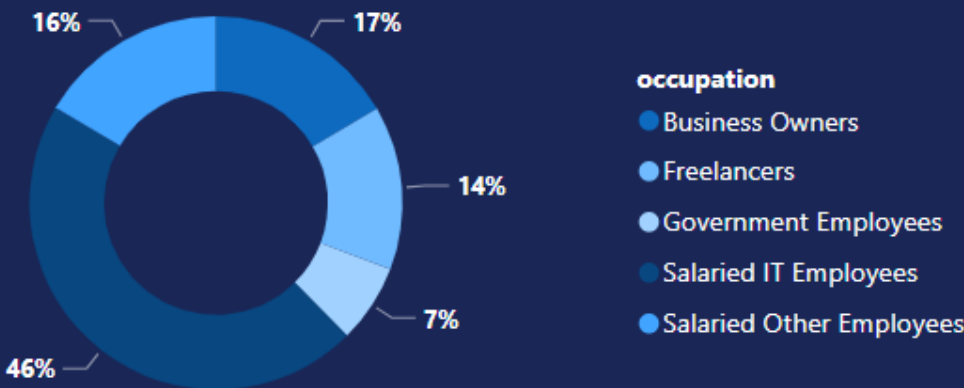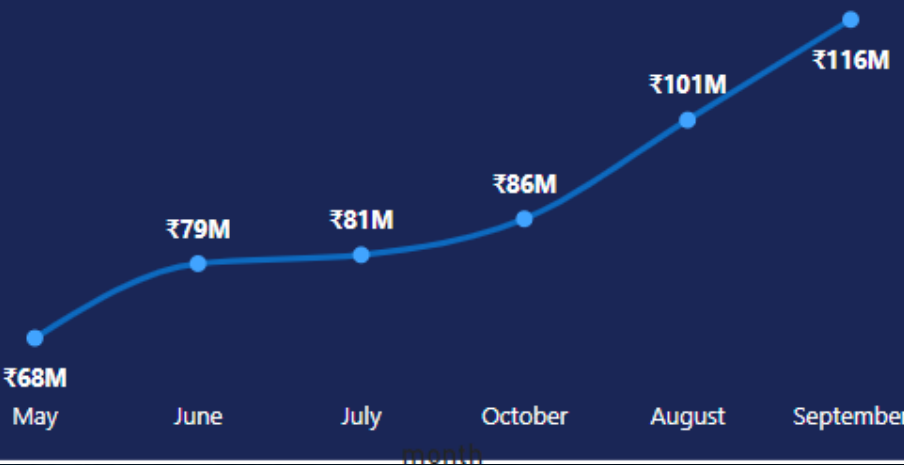
Mitron Bank Credit Card Expansion Dashboard

Consumer Insights | Spending Insights | Income Utilization
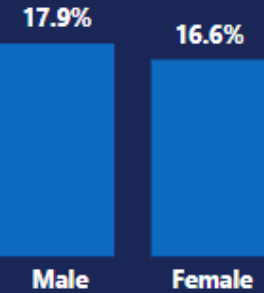
Total Customers	Total Spends	Total Income	Avg. Income Utilization %	Credit Card Usage
4000	₹216M	₹207M	17.4%	100.0%

Credit Card View

Income Utilisation Analysis

city
All

month
All

payment_type
Credit Card

Gender
All

occupation
All

marital status
All

Income Utilisation by gender

- Male: 17.9%
- Female: 16.6%

Income Utilisation by city

- Mumbai: 20.8%
- Delhi NCR: 19.8%
- Bengaluru: 17.5%
- Hyderabad: 14.8%
- Chennai: 12.9%

Income Utilisation by occupation

- Salaried IT Employees: 21.2%
- Salaried Other Em...: 17.9%
- Freelancers: 15.8%
- Business Owners: 13.6%
- Governm... Employees: 12.6%
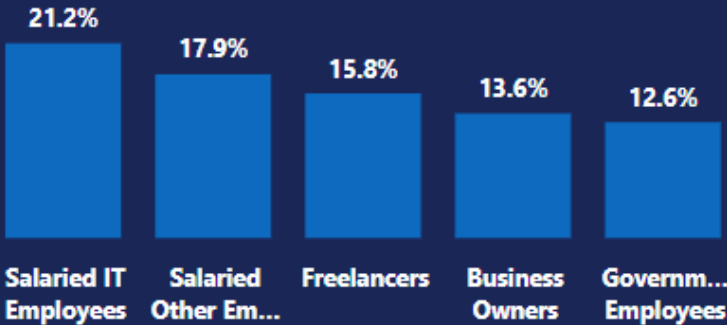
Income Utilisation by age_group

- 25-34: 20.4%
- 35-45: 18.1%
- 21-24: 13.7%
- 45+: 12.4%
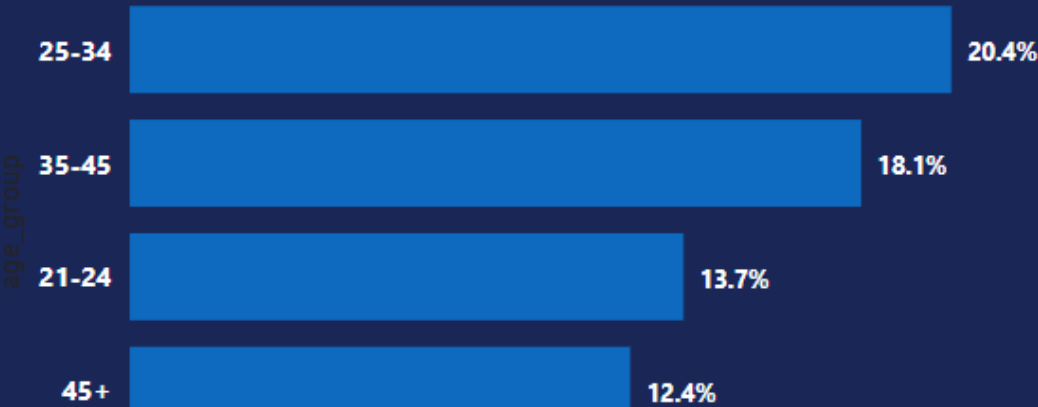
Income Utilisation by category

- Bills: 4%
- Electronics: 3%
- Health & Wellne...: 2%
- Groceries: 2%
- Travel: 2%
- Entertainment: 1%
- Food: 1%
- Apparel: 1%
- Others: 1%
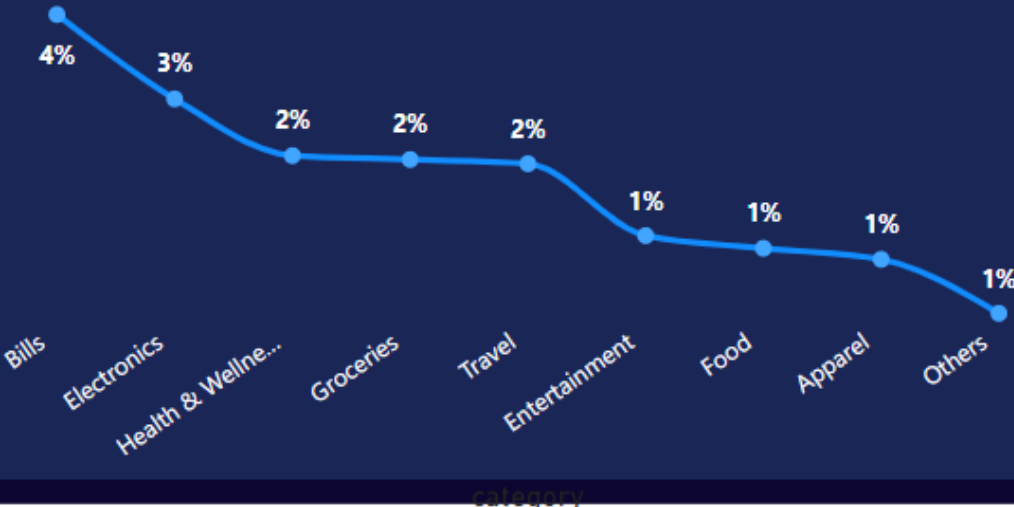
INSIGHTS

Demographics

- 64% Customers are Male.

- 37% customers between 25-34 years and 32% customers between 35-45

- 32% Customers are salaried IT Employees, 22% are Salaried other Emloyees

- 27% Customers are from Mumbai, 21% are from Chennai

Spending

- 41% Customers use Credit card for their Spending, 27 % use UPI

- 46% Spending is done by Salaried IT Employees

- Bills, Electronics, and groceries are the categories in which customers are spending more.

- Age group 35-45 spend more on bills, healthcare and age group 21-35 spend more on Apparels and entertainment.

Income Utilisation

- Average income utilization of 25-35 age group (20%) is much higher than other age group.

- Salaried IT Employes(20%) and Salaried other employees(19%) has more income utilization rate.

- Income Utilisation of male customer(17%) is higher than female customers(16%).

RECOMMENDATIONS

- **Tailored Benefits:** Customize the new credit card's perks to match spending patterns. Offer increased cashback or rewards for categories like bills, electronics, and groceries, aligning with customer preferences.

- **Age-Centric Incentives:** Create age-specific benefits. For the 35-45 age group, emphasize healthcare and bill payment rewards. For the 21-35 group, focus on incentives for apparel and entertainment purchases, aligning with their spending trends.

- **Income Utilization Rewards:** Implement a rewards system that encourages higher income utilization rates. Offer bonuses or tiered rewards based on how much of their income customers are utilizing through the credit card.

- **Targeted Demographic Offers:** Leverage the higher income utilization rates among salaried IT and other employees. Offer exclusive perks, customized rewards, or higher credit limits tailored to these segments.

- **Regional Targeting:** Focus on customers from Mumbai and Chennai by partnering with local businesses or offering region-specific discounts and deals to attract and retain these segments.

- **Payment Method Promotion:** Encourage the use of both credit cards and UPI. Introduce features that integrate both methods or offer added benefits for customers who use both interchangeably.

- **Gender-Specific Strategies:** Cater to the higher income utilization rate among male customers by tailoring benefits or rewards for specific spending categories favored by this segment, possibly through partnerships or exclusive offers.

THANK YOU TO THE CODEBASICS TEAM