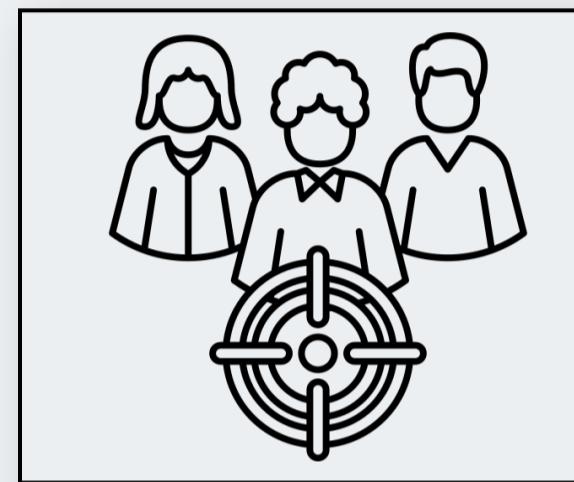
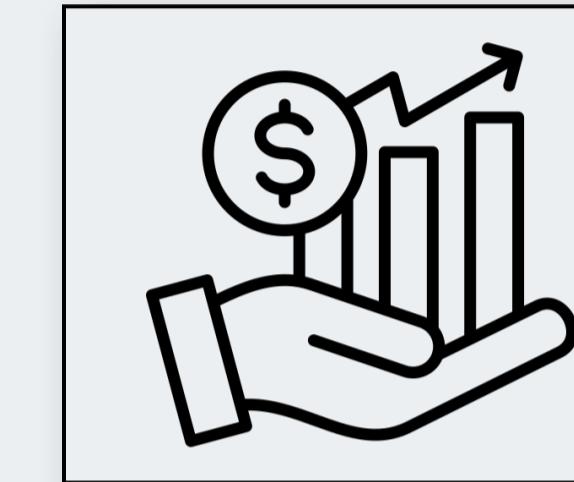


MITRON Bank - Customer Spending Patterns & Credit Card Adoption Potential



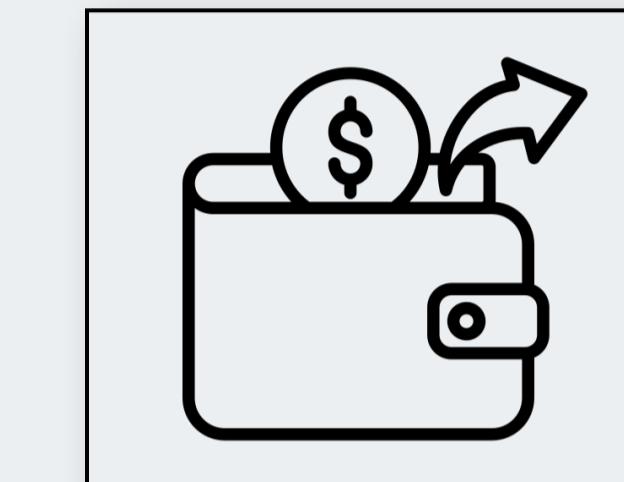
Demographics View

Gain insights into the **distribution of total customers** across various dimensions such as **city, occupation, age group, and marital status**, segmented by **gender**.



Income Analysis View

Explore customers **income patterns** based on their **occupation, age group, gender, and city**.



Spending Analysis View

This view provides valuable insights into **customer purchasing behavior, seasonal trends, and preferred payment methods**, helping identify opportunities for financial product recommendations or offers.



Income Utilization View

Analyze how customers **utilize their income** by comparing **total income versus total spending** across **occupation, age group, city, gender, and marital status**.



Occupation

Business Owners	Salaried IT Employees
Freelancers	Salaried Other Employees
Government Employees	

City

Bengaluru	Hyderabad
Chennai	Mumbai
Delhi NCR	

Age Group

21-24	35-45
25-34	45+

Month

August	July
>	

Payment Type

Credit Card	Net Banking
Debit Card	UPI

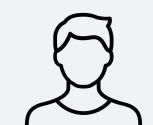
Total Customers

4000



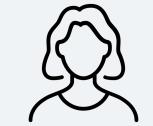
Male Customers

2597

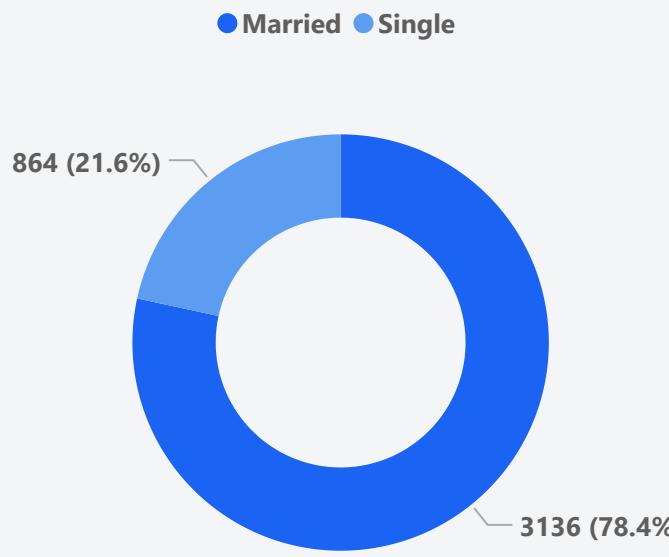


Female Customers

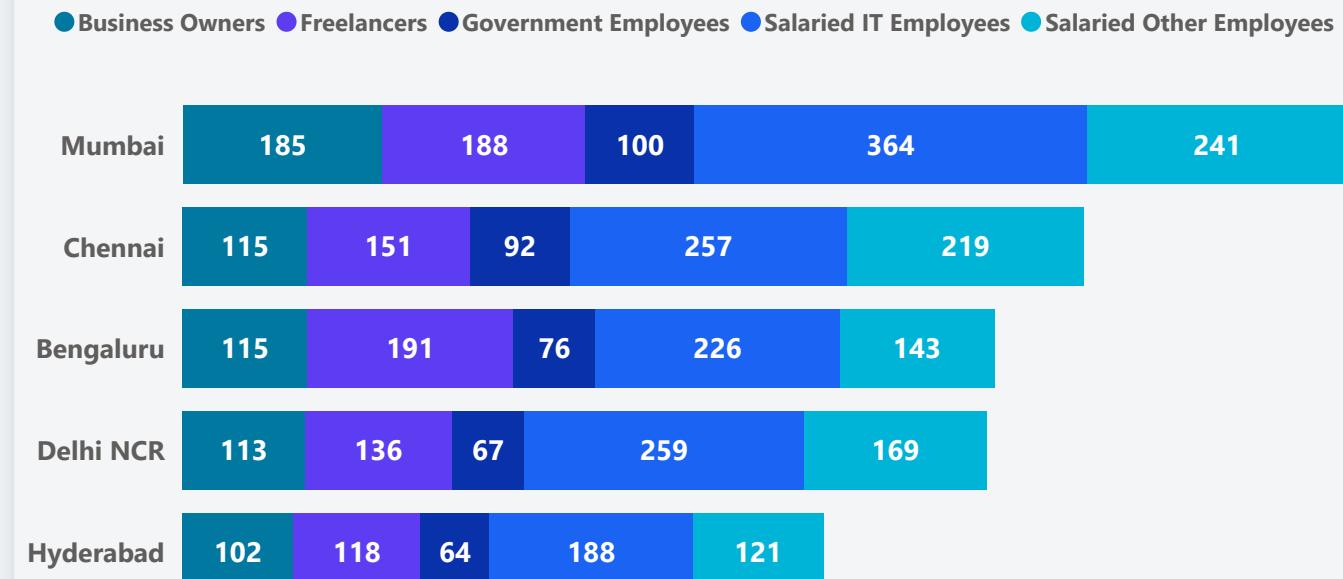
1403



Total Customers by Marital Status

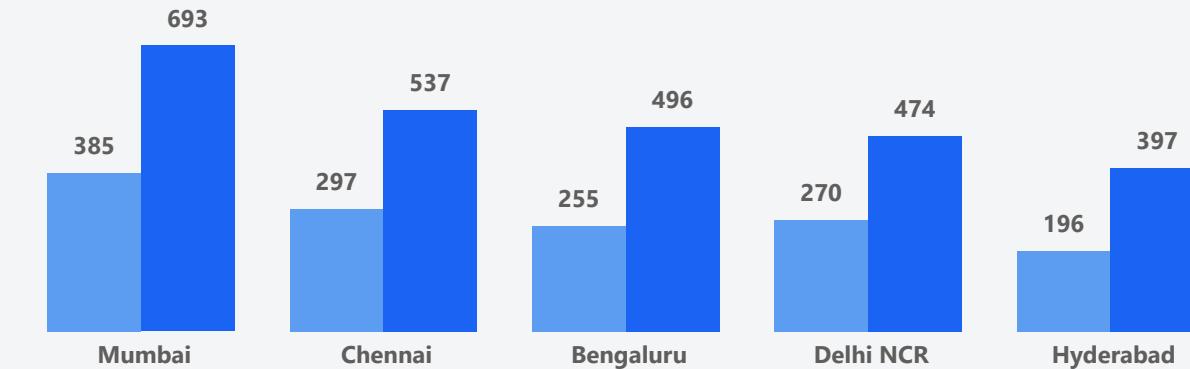


Total Customers by City and Occupation



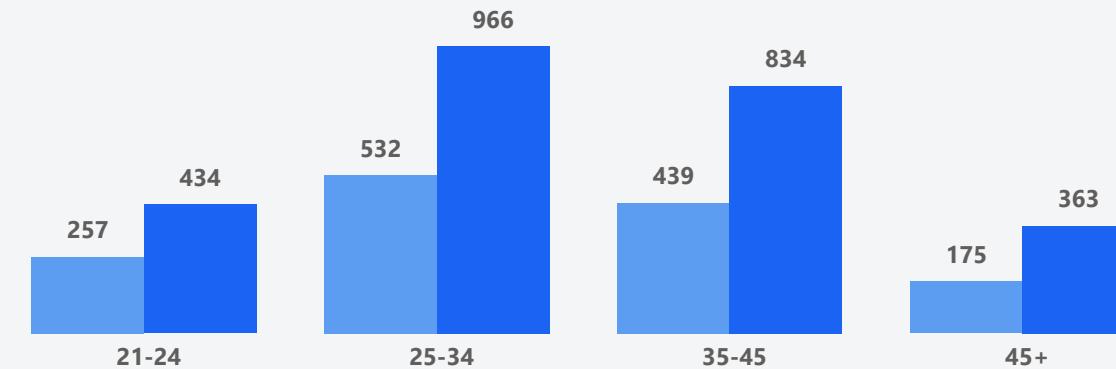
Customers by City and Gender

Female Male



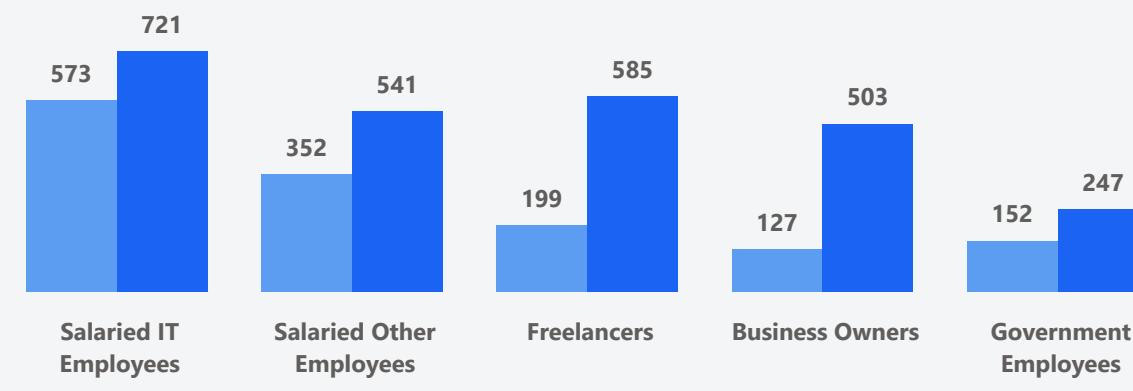
Customers by Age Group and Gender

Female Male



Customers by Occupation and Gender

Female Male



Income View



Spending View



Income Utilization View



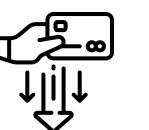
Occupation

Business Owners	Salaried IT Employees
Freelancers	Salaried Other Employees
Government Employees	



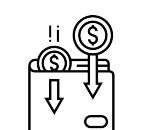
Total Income

1240M



Total Spend

531M



Average Income

51.66K

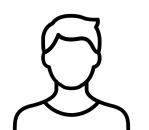


Average Spend

796.35K

City

Bengaluru	Hyderabad
Chennai	Mumbai
Delhi NCR	



Male Income Utilization

44.39%

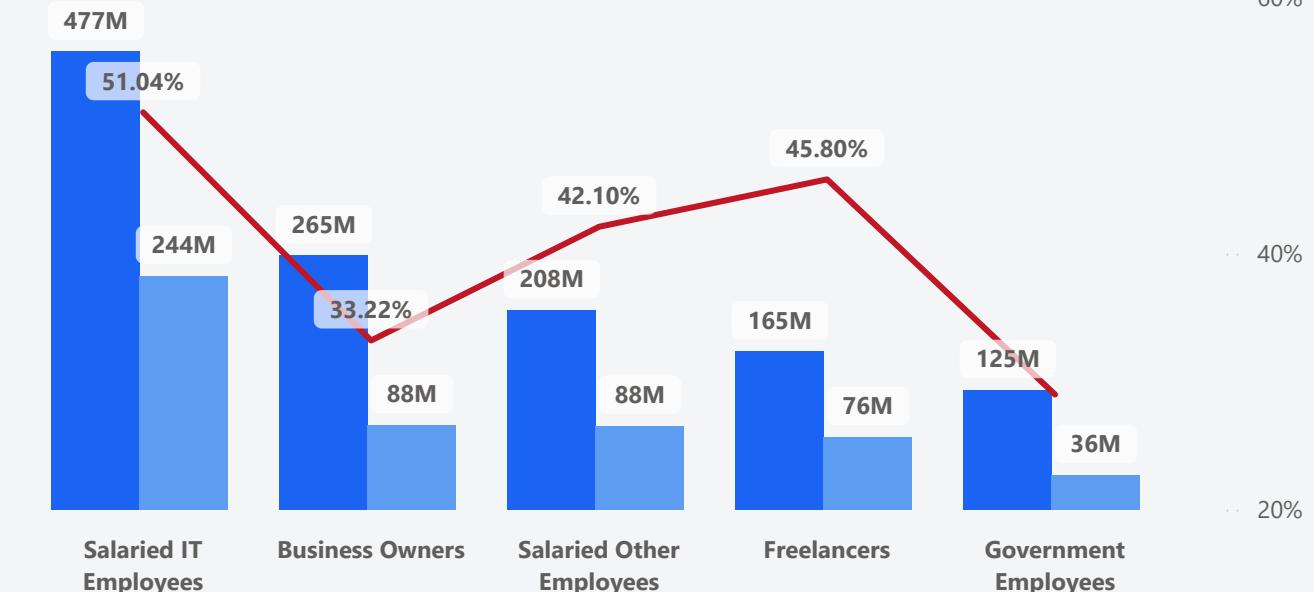


Female Income Utilization

39.92%

Total Income / Total Spend / Income Utilization by Occupation

● Total Months Income ● Total Spend ● income utilisation

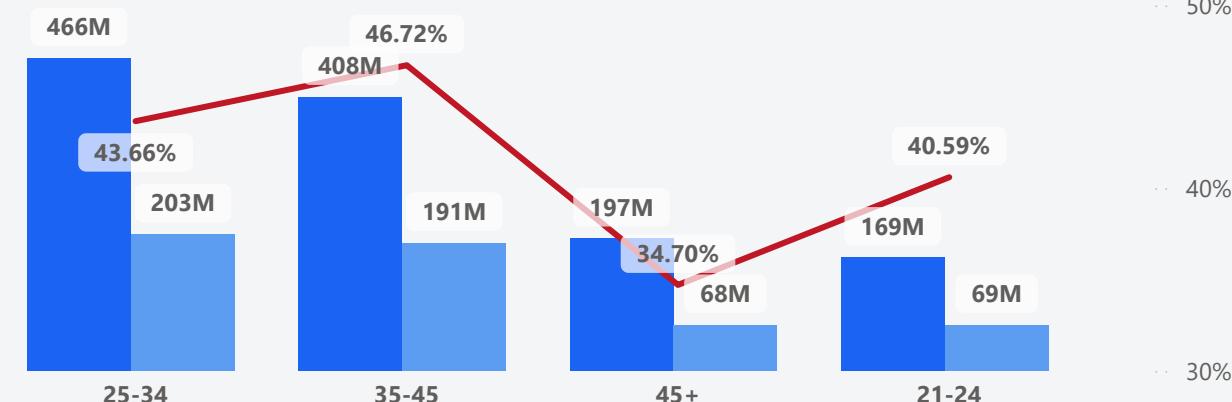


Age Group

21-24	35-45
25-34	45+

Total Income / Total Spend / Income Utilization by Age Group

● Total Months Income ● Total Spend ● income utilisation

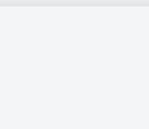


Month

August	July
>	

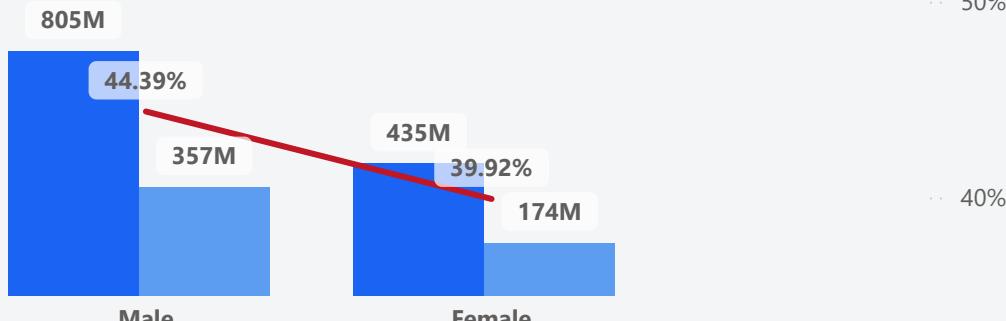
Payment Type

Credit Card	Net Banking
Debit Card	UPI



Total Income / Total Spend / Income Utilization by Gender

● Total Months Income ● Total Spend ● income utilisation



Total Income / Total Spend / Income Utilization by Marital Status

● Total Months Income ● Total Spend ● income utilisation

