

Credit Card Customer Insights

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Course: Internship in Data Analytics

Objective

The objective of this project is to analyze the credit card dataset to understand patterns and trends among users. Specifically, the project aims to explore user demographics, credit limits, and credit types, and classify users into different segments based on these features. This analysis will help identify key factors that influence credit behavior and provide insights for better financial decision-making

Dataset Description

- Number of rows: 100
- Number of columns: 8
- Columns: Age, Limit, Credit_Type , Segment, Company, Sno, City and Customer
- Data types: mix of numeric (int/float) and categorical (object/string)

Data Cleaning / Preprocessing

I have replaced the outliers which are in age columns with its average value and also separate the limit column to only amount not for a mixed datatype column (i.e INR 450000) to float. I have also done group analysis by grouping the given dataset's features .

Analysis / Findings

Most of the customers are using credit type in this order 1. Gold 2. Platinum 3. Silver

From the data of customers most are from GOVT sector

Most of the customers are from Age group near 50





