Mitron Bank

Demographic Analysis

Spending Analysis

Income Utilization Analysis

CUSTOMER DEMOGRAPHIC ANALYSIS

MITRON BANK

GENDER

(Blank)	(Blank)	Total Female Count	Total Male Count
		4000	4000

FILTERS

AGE

All ▼

CITY

All ▼

MARITAL ...

All ▼

OCCUPATI...

All ▼

GENDER

All ▼

Customer By Age Group

Age Group	Count
25-34	1.5K
35-45	1.3K
21-24	0.7K
45+	0.5K

Customer By Occupation

Occupation	Count
Salaried IT Employees	1.3K
Salaried Other Employees	0.9K
Freelancers	0.8K
Business Owners	0.6K
Government Employees	0.4K

Customers By City

City	Count
Mumbai	1.1K
Chennai	0.8K
Bengaluru city	0.8K
Delhi NCR	0.7K
Hyderabad	0.6K
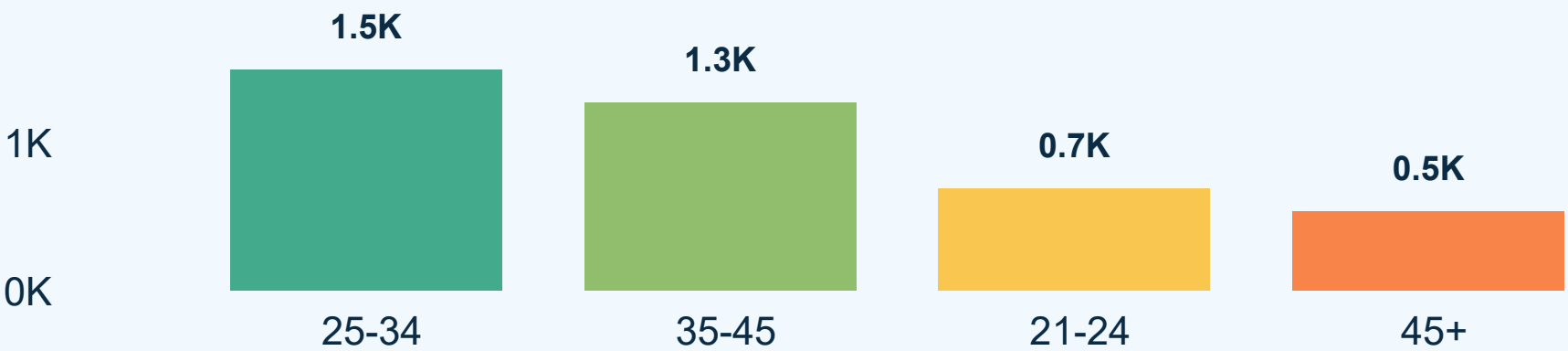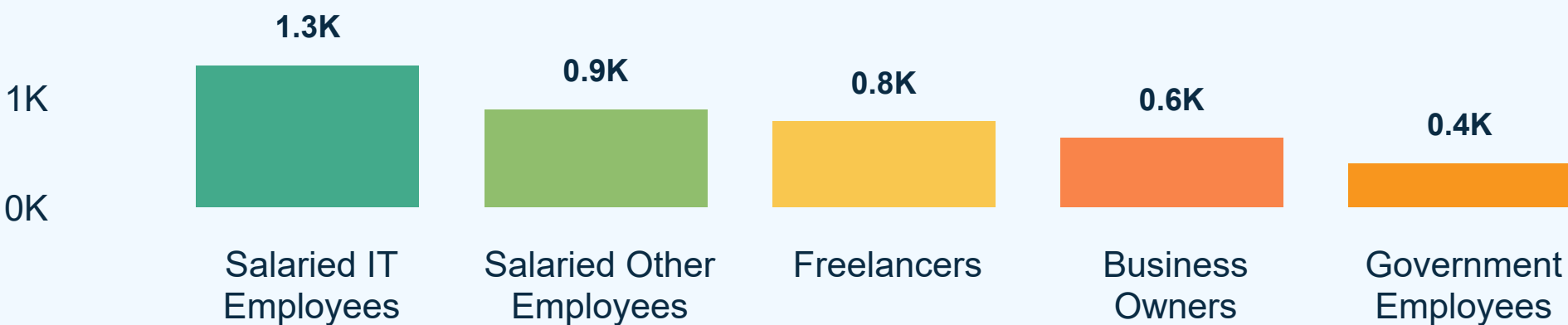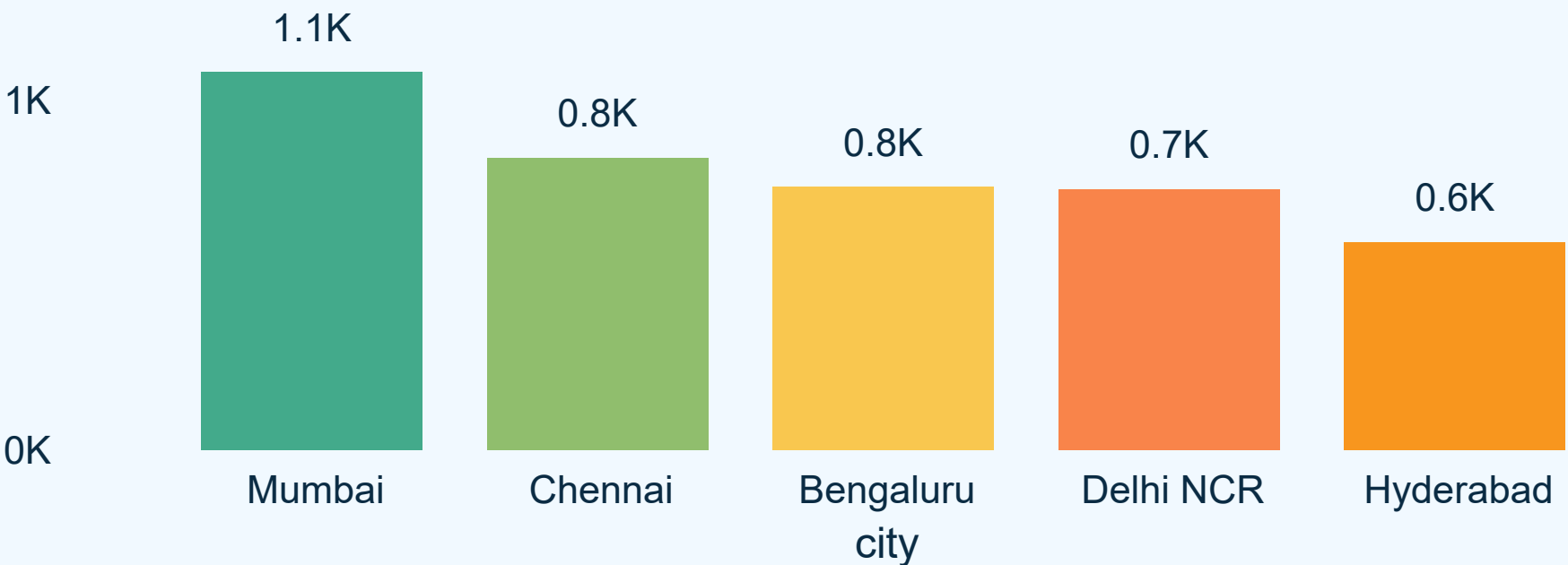
Customers By Marital Status

Single 0.86K
Married 3.14K

SPENDING ANALYSIS

FILTERS

| | (Blank) | (Blank) | Avg Spend ₹ 88.48M | Avg Income ₹ 51.66K | Total Spend % 100.00% |

Filters
Select all | August | July | June ›
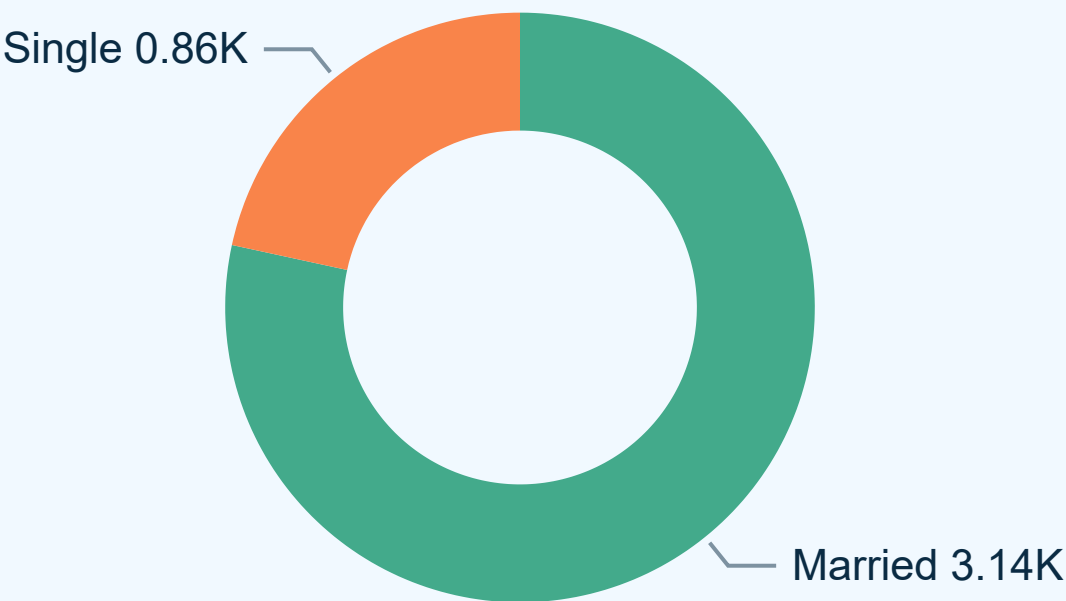
AGE
All ∨

GENDER
All ∨

MARITAL ...
All ∨

OCCUPATI...
All ∨

CITY
All ∨

Totalspend By Category, Gender
● Female ● Male

Category	Female	Male
Bills	₹ 24M	₹ 81M
Groceries	₹ 20M	₹ 66M
Electronics	₹ 19M	₹ 61M

₹ 0M ₹ 20M ₹ 40M ₹ 60M ₹ 80M

Total Spend By Payment Type
- Net Banking ₹ 54M
- Debit Card ₹ 120M
- Credit Card ₹ 216M
- UPI ₹ 141M
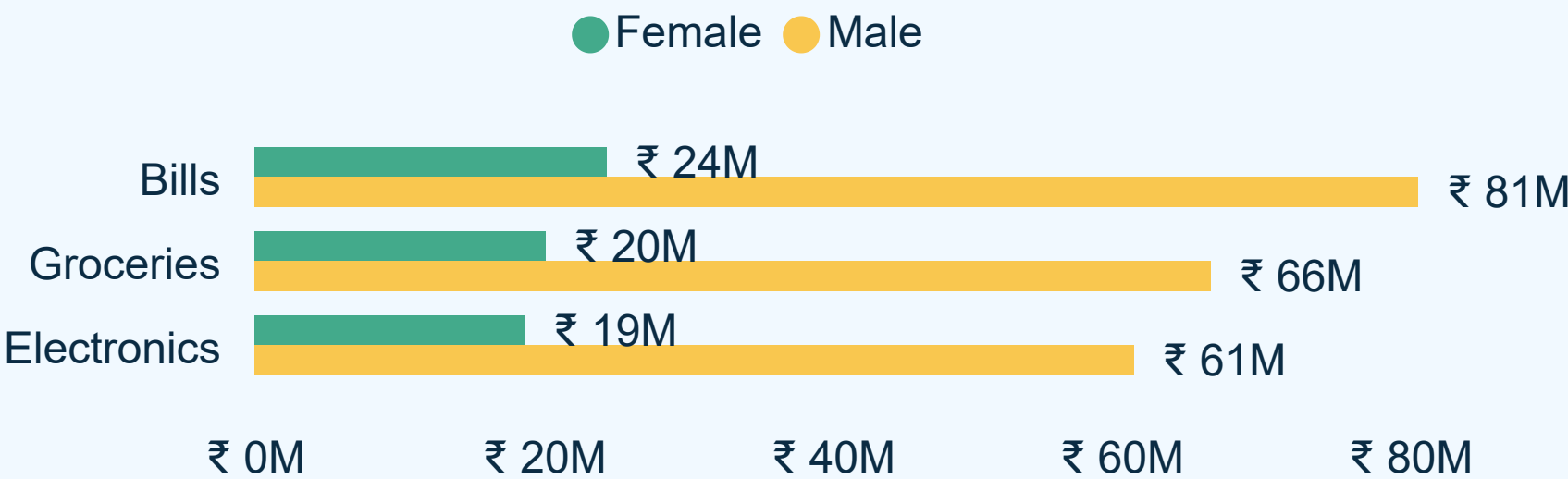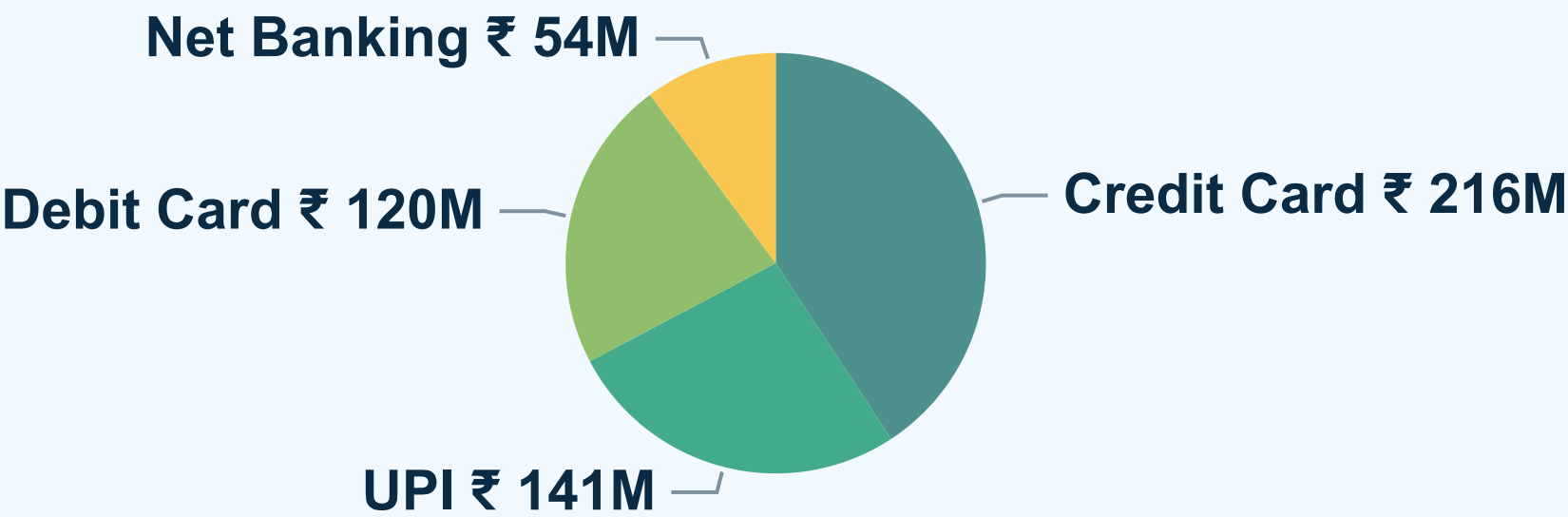
Total Spend By Category, Month

category	August	July	June	May	October	September
Apparel	₹ 6M	₹ 5M	₹ 5M	₹ 4M	₹ 6M	₹ 7
Bills	₹ 20M	₹ 16M	₹ 16M	₹ 13M	₹ 17M	₹ 23
Electronics	₹ 15M	₹ 12M	₹ 12M	₹ 10M	₹ 13M	₹ 17
Entertainment	₹ 8M	₹ 6M	₹ 6M	₹ 5M	₹ 7M	₹ 9
Total	**₹ 101M**	**₹ 81M**	**₹ 79M**	**₹ 68M**	**₹ 86M**	**₹ 116**

Total spend By Payment Type , City

Credit Card — Mumbai — Delhi NCR — Bengal... — Chen... — Hyderabad
UPI — Delhi NCR — Mumbai — Bengaluru — Ch... — Hy...
Debit Card — Delhi NCR — Mumbai — Bengaluru — Che... — Hy...
Net B... — Mumbai — D... — Chennai — Hydera...

INCOME UTILIZATION ANALYSIS

MITRON BANK

₹ 111M	₹ 39M	(Blank)	(Blank)	18.72%	20.99%
Total Spend	Total Income			Total Income %	Total Spend %

month

Select all	August	July	›

FILTERS

AGE

All ▾

CITY

Delhi… ▾

MARITAL …

All ▾

OCCUPATI…

All ▾

GENDER

All ▾

Average Income Utilization % by age_group, Total Spend, Total Income

- ● Total Income
- ● Average Income Utilization %

₹ 0.00000M
₹ 0.00000M
₹ 0.00000M

₹ 15.245427M	₹ 12.675592M	₹ 5.763630M	₹ 4.990450M
25-34	35-45	45+	21-24

0.00005M%
0.00004M%
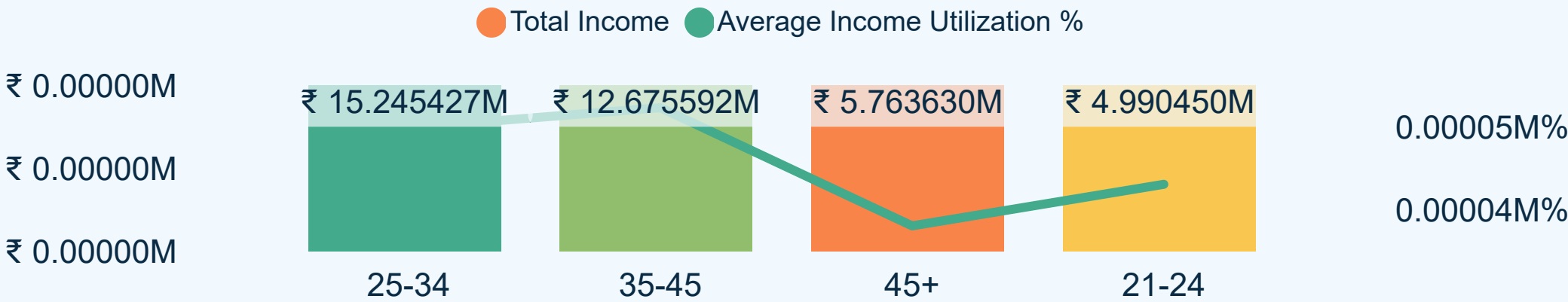
Total Income, Average Income Utilization % and Total Spend % by occupation

- ● Total Income
- ● Average Income Utilization %

₹ 20M
₹ 10M
₹ 0M

60%
40%
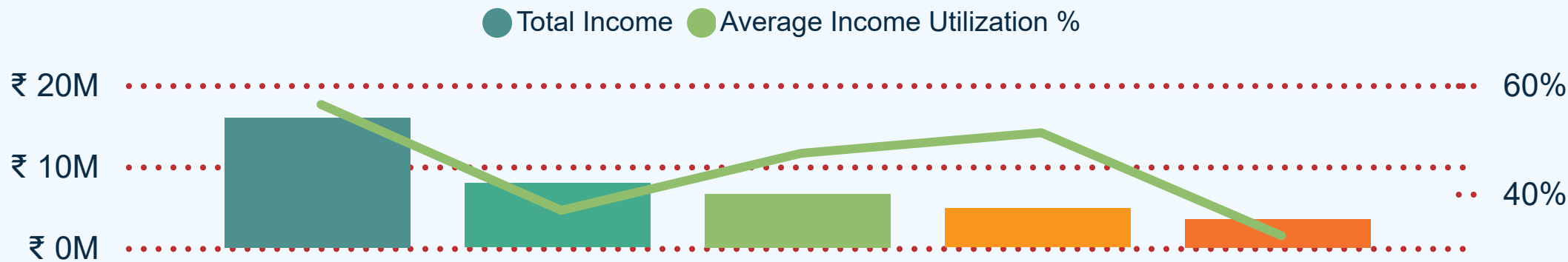
Income Utilization % by Category

category	21-24	25-34	35-45	45+
Bills	2.20%	10.64%	11.58%	8.57%
Groceries	3.49%	9.09%	8.73%	6.37%
Electronics	7.11%	7.97%	7.65%	4.11%
Total	**43.05%**	**49.88%**	**52.30%**	**38.04%**

Income Utilization % By Payment Type, Occupation

payment_type	Business Owners	Freelancers	Government Employees	Salaried IT Employees	Salaried Other Employees
Credit Card	15.07%	17.68%	13.83%	23.78%	20.25%
Debit Card	8.28%	11.97%	8.13%	12.27%	10.36%
Total	**36.84%**	**51.14%**	**32.17%**	**56.33%**	**47.35%**