# ■ Executive Summary

## Overview

Mitron Bank, a well-established financial institution headquartered in Hyderabad, embarked on a strategic initiative to introduce a new line of credit card products. To ensure market alignment and effective customer targeting, a pilot analysis was conducted using a dataset of 4,000 customers across five major Indian cities. The objective was to provide actionable insights derived from customer demographics, income, spending behavior, and payment preferences to support informed decision-making for product development.

## Project Objectives

The pilot aimed to answer key strategic questions: Who are the high-value customer segments based on demographics and transaction patterns? What are the key trends in income and spend behavior? Which payment channels are preferred across customer profiles? How can the product be customized to match customer lifestyle and preferences?

## Key Insights from the Data

Based on comprehensive analysis using SQL and Power BI, several strategic insights were uncovered: **Customer Composition:** 64.93% of customers are male; 35.08% female. Age group 25–35 dominates the sample. **Spending Behavior:** Over $531M spent in 6 months; IT employees contributed $244M alone. **City Dynamics:** Mumbai leads with $172M in total spend, followed by Delhi NCR and Bangalore. **Payment Preferences:** Credit Cards and UPI are the most used methods across occupations and age groups. **Spending Categories:** Top categories include Bills ($105M), Grocery ($86M), and Electronics ($80M). **Marital Status Impact:** Married customers (78.41%) account for over $429M in spend.

## Strategic Recommendations

To capitalize on these insights, the following features are recommended for the proposed credit card: **Targeted Reward Programs:** Cashback on top categories and segment-specific offers for IT employees and urban professionals. **Customizable Repayment:** EMI conversion and flexible payment cycles for freelancers and variable-income customers. **Integrated Budgeting Tools:** Real-time expense tracking, financial tips, and credit score management dashboards. **Secure and Seamless Usage:** Contactless transactions, mobile wallet support, and multi-layer security authentication. **Introductory Benefits:** Low annual fees, signup bonuses, and loyalty rewards to boost acquisition and retention.

## Conclusion

This data-driven pilot has surfaced critical insights into customer behavior and preferences, offering Mitron Bank a strong foundation for a successful credit card product launch. With strategic targeting and product personalization, the bank is positioned to enhance customer satisfaction, increase adoption rates, and gain a competitive advantage in the retail banking market.