

# CREDIT CARD LAUNCH ANALYSIS

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**MITRON BANK**

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# PROBLEM STATEMENT



## MITRON BANK

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.

# TASK



**MITRON BANK**

- Design a dashboard with your metrics and analysis.
- Data-driven recommendations to introduce a new line of credit cards
- Provide recommendations on what key features should be included in the credit card which will improve the likelihood of credit card usage.

# DATASET

Dataset consists entries of 4000 customers (Dim\_Customer) and their expenditure (Fact\_Spend).

Dim\_Customer:

- Customer ID
- Customer Demographics such as Gender, Marital Status, Age-Group, Occupation
- Customer distribution in with respect to city (5 different cities).
- Customer Monthly Income.

Fact\_Spend:

- Customer ID
- Different Categories
- Expenditure (over a period of 6 months)
- Method of Payment.

# DEMOGRAPHIC ANALYSIS

Dataset consists entries of 4000 customers (Dim\_Customer) and their expenditure (Fact\_Spend).

## GENDER:

- **Males** form the majority of our customer base (**64.93%**) and **females** constitute the remaining (**35.07%**).
- **Count of Males:** 2597
- **Count of Females:** 1403

## MARITAL STATUS:

- Majority of the customer base is married (**78.4%**) and (**21.6%**) are single.
- **Count of Married:** 3136
- **Count of Singles:** 864

# DEMOGRAPHIC ANALYSIS

## OCCUPATION:

- **Salaried IT employees** followed by **other salaried employees** and **freelancers** are **majority** of our customer base. Others include **Business Owners** and **Government Employees**
- **Count of Salaried IT Employees:** 1294 (721-Male,573-Female)
- **Count of Other Salaried Employees:** 893 (541-Male,352-Female)
- **Count of Other Freelancers:** 784 (585-Male,199-Female)
- **Count of Other Business Owners:** 630 (503-Male,127-Female)
- **Count of Other Government Employees:** 399 (247-Male,152-Female)

# DEMOGRAPHIC ANALYSIS

## CITY:

- **Top 3 cities** that our customers belong to are **Mumbai, Chennai** and **Bengaluru**. Others include **Delhi NCR** and **Hyderabad**.
- **Count of Customers in Mumbai:** 1078(693-Male.385-Female)
- **Count of Customers in Chennai:** 834(537-Male.297-Female)
- **Count of Customers in Bengaluru:** 751(496-Male.255-Female)
- **Count of Customers in Delhi NCR:** 744(474-Male.270-Female)
- **Count of Customers in Hyderabad:** 593(397-Male.196-Female)



# DEMOGRAPHIC ANALYSIS

## AGE-GROUP:

- People belonging to age **(25-34)** and **(35-45)** are **majority** of our customer base. People belonging to age **(21-24)** and **(45+)** have a **lower count** comparatively.
- **Count of Customers (25-34):** 1498 (966-Male, 532-Female)
- **Count of Customers (35-45):** 1273(834-Male, 439-Female)
- **Count of Customers (21-24):** 691(966-Male, 532-Female)
- **Count of Customers in (45+):** 538(363-Male, 175-Female)

# INCOME AND EXPENDITURE ANALYSIS

## KEY METRICS:

- **Total Income:** 1.24 bn
- **Avg Monthly Income:** 51.66k
- **Total Expenditure:** 531M
- **Income Utilization:** 42.82%
- **Income Utilization is the ratio of total customer expenditure by total customer income.**

## CUSTOMER EXPENDITURE BY MONTH:

- Customers have spent the **highest** in the month of **September** approx. **116M**.
- Customers have spent the **lowest** in the month of **May** approx. **68M**.
- The months May, June, July have lower expenditure compared to August, September, November.

# INCOME AND EXPENDITURE ANALYSIS

## CUSTOMER EXPENDITURE AND INCOME UTILIZATION BY PAYMENT METHOD:

- **Credit card** is the **most used payment method** having an **expenditure** of approx. **216M** and **income utilization %** of **17.4%**, followed by UPI, Debit Card and Net Banking.
- **Net Banking** is the **least used payment method** having **expenditure** of approx. **54M**.
- **Credit Card**: 216M (Income Utilization: 17.45%)
- **UPI**: 140M (Income Utilization: 11.36%)
- **Debit Card**: 119M (Income Utilization: 9.64%)
- **Netbanking**: 54M (Income Utilization: 4.37%)

# INCOME AND EXPENDITURE ANALYSIS

## CUSTOMER INCOME AND EXPENDITURE BY AGE GROUP:

- People belonging to age group **25-34** have the **highest income** and **expenditure**.
- **(25-34)**: Income:465M, Expenditure:203M, Income Utilization:43.66%
- **(35-45)**: Income:408M, Expenditure:191M, Income Utilization:46.72%
- **(21-24)**: Income:169M, Expenditure:69M, Income Utilization:40.59%
- **(45+)**: Income:197M, Expenditure:68M, Income Utilization:34.70%
- Although people belonging to **25-34** have the **highest expenditure**, when we **consider the incomes**, people in **35-45** have the **highest income utilization 46.72%**.

# INCOME AND EXPENDITURE ANALYSIS

## CUSTOMER INCOME AND EXPENDITURE AND INCOME UTILIZATION BY OCCUPATION:

- **Salaried IT employees** have the **highest income(477M)** and **expenditure(243M)** with an **income utilization of 51.04%**.
- **Freelancers:** Income:164M, Expenditure:75M, Income Utilization:45.80%
- **Salaried Other Employees:** Income:207M, Expenditure:87M, Income Utilization:42.10%
- **Business Owners:** Income:264M, Expenditure:8M, Income Utilization:33.22%
- **Government Employees** have the **lowest income(121M)** and **expenditure(36M)** with an **income utilization of 29.00%**.

# INCOME AND EXPENDITURE ANALYSIS

## EXPENDITURE DISTRIBUTION BY GENDER:

- **Males** have a **higher expenditure (357M)** with an **income utilization (44.39%)** while **females** have an **expenditure of (173M)** and **income utilization (39.92%)**.

## EXPENDITURE DISTRIBUTION BY MARITAL STATUS:

- **Married Couples** have a **higher expenditure (429M)** with an **income utilization (42.77%)** while **Singles** have an **expenditure of (101M)** and **income utilization (43.06%)**.

# INCOME AND EXPENDITURE ANALYSIS

## CUSTOMER EXPENDITURE AND INCOME UTILIZATION BY CATEGORY:

- Customers **spend the most** on their **Bills(104M)** which constitutes of **8.46%** of their **income utilization**, **Groceries(86M)** which constitutes of **6.96%** of their **income utilization** and **Electronics(79M)** constituting of **6.42%** of their **income utilization**.
- **HealthCare:** Expenditure:65M, income utilization:5.29%
- **Travel:** Expenditure:59M, income utilization:4.78%
- **Food:** Expenditure: 44M, income utilization:3.55%
- **Entertainment:** Expenditure:41M, income utilization:3.33%
- **Apparel:** Expenditure: 34M, income utilization:2.75%
- **Other:** Expenditure: 15M, income utilization:1.29%

# INCOME AND EXPENDITURE ANALYSIS

## CUSTOMER INCOME, EXPENDITURE AND INCOME UTILIZATION BY OCCUPATION:

- **Customers from Mumbai have the highest income[334M] and expenditure[172M] with 51.49% income utilization.**
- **Customers from Delhi NCR have income[232M] and expenditure[111M] with 48.03% income utilization.**
- **Customers from Bengaluru have income[230M] and expenditure[100M] with 43.46% income utilization.**
- **Customers from Hyderabad have income[186M] and expenditure[67M] with 36.25% income utilization.**
- **Customers from Chennai:have income[334M] and expenditure[172M] with 31.10% income utilization.**



# KEY SEGMENTS

## AGE GROUP:

- People belonging to **age groups 25-34** and **35-45** have the **highest income** and **expenditure**.
- **(25-34)** has Income Utilization:43.66%
- **(35-45)** has Income Utilization:46.72%
- These are customer groups we should target.

## GENDER:

- **Males** have a **higher expenditure (357M)** compared to **Females (173M)**
- **Males** have a **higher income utilization (44.39%)** compared to **Females (39.92%)**.
- Males are more likely to use the credit card.

# KEY SEGMENTS

## MARITAL STATUS:

- **Married Customers** have a **higher expenditure (429M)** compared to **Single Customers (102M)**
- **But, Singles** have a **higher income utilization (43.06%)** compared to **Married Couples (42.77%)**.
- Both the groups are likely to be our target customers.

## OCCUPATION:

- **Salaried IT employees** have the **highest income(477M)** and **expenditure(243M)** with an **income utilization of 51.04%**.
- Followed by **Freelancers** having **income:164M, Expenditure:75M, Income Utilization:45.80%**
- **Other salaried employees** have **income:207M, Expenditure:87M, Income Utilization:42.10%**
- People working in **IT** or as **Freelancers** or in other **Other Salaried Jobs** like to **spend a lot** and **would benefit** from **using a Credit Card**.

# KEY SEGMENTS

## CATEGORIES:

- **Bills, Groceries, Electronics** have the **highest expenditure** and **income utilization**.
- Introducing **credit card features** which **reward** the **end user purchases** in these **categories** would **attract** more **customers**.

## CITY:

- **People** living in **Mumbai, Delhi NCR and Bengaluru** have the **highest income utilization**.
- **Credit Card features** should be **tailored** with respect to **spending patterns** of the people living in these cities.

## MONTHS:

- People **spend a lot of money** in the months **August, September and November**.
- **Launching** the **credit card** in **June** or **July** would **benefit the customers**.

# CREDIT CARD FEATURE RECOMMENDATION

## FEATURES:

- People belonging to **age groups 25-34** and **35-45** have the **highest income** and **expenditure** so, rewarding them with points and cashbacks could motivate them to use the credit card more.
- A **higher credit limit** can help spenders accommodate their expenditure with ease.
- People spend the highest on bills, groceries and electronics. **Discounts and special offers** for these categories can motivate the customers to abuse the credit card more.
- IT salaried employees like to spend the most and have the highest income utilization. **So providing them rewards, discounts, and special offers for credit card purchases on softwares and application subscriptions and electronics** can make them use the credit card more.
- **UPI** is the **second most preferred payment method**, so **integrating and linking** credit card with UPI, will introduce **ease in transaction** at the same time benefit the company.
- With great features, **a robust security mechanism** should be implemented.