

CREDIT CARD USAGE TRENDS ACROSS DIFFERENT DEMOGRAPHICS

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Abstract:

Credit card transactions provide valuable insights into consumer spending behavior across different demographic groups. This study analyzes credit card usage trends based on factors such as income level, occupation, and geographical location. By leveraging data analytics techniques such as descriptive statistics, trend analysis, and correlation analysis, we examine variations in spending patterns, repayment behavior, and credit utilization rates.

For example, high-income professionals tend to use credit cards for travel and luxury purchases, whereas lower-income groups rely on credit for daily necessities, often carrying higher balances. Additionally, urban consumers show a preference for digital payments, while rural users may still rely more on traditional banking methods.

The findings from this study can help financial institutions, policymakers, and businesses better understand consumer financial behavior, enabling them to design more effective credit policies, financial literacy programs, and targeted marketing strategies. By identifying key trends and spending habits, this research contributes to a data-driven approach for improving financial decision-making at both individual and institutional levels.