



MITRON BANK CREDIT CARD ANALYSIS



Demographics 1



Demographics 2



Spend Analysis 1



Spend Analysis 2



Income Analysis 1



Income Analysis 2

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Mitron Bank Credit Card Analysis



Demographics



Spend Analysis 1



Spend Analysis 2



Income Analysis 1



2 Income Analysis

Filters

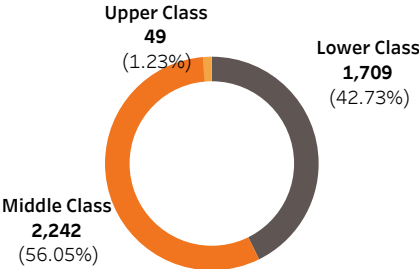
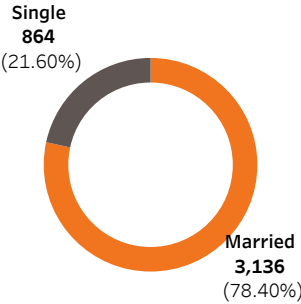
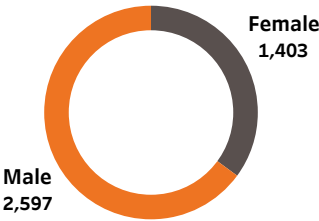
- Gender
All
- Marital Status
All
- Customer Segment
All
- Age Group
All
- Occupation
All
- City
All
- Category
All
- Month
All
- Payment Type
All

Total Portfolios
4,000

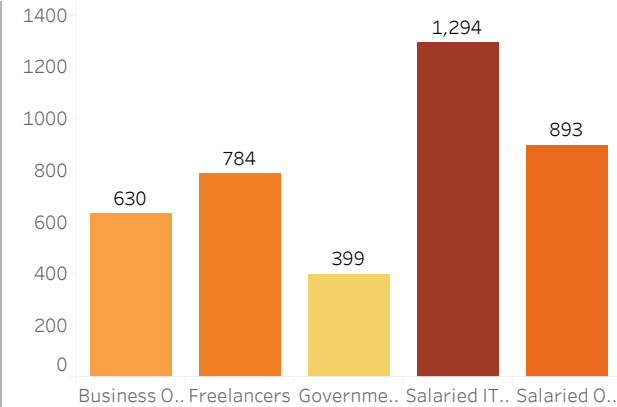
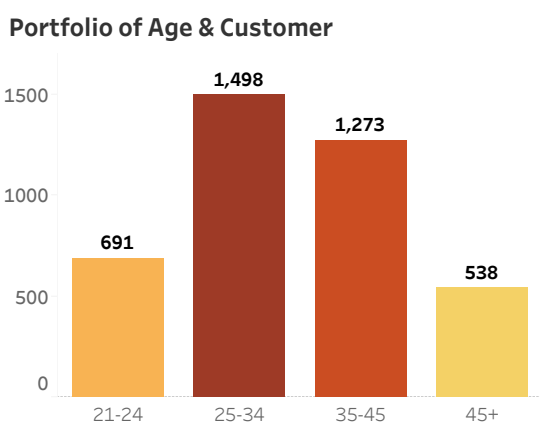
Avg Spend
₹ 88.48M

Avg Income
₹ 206.63M

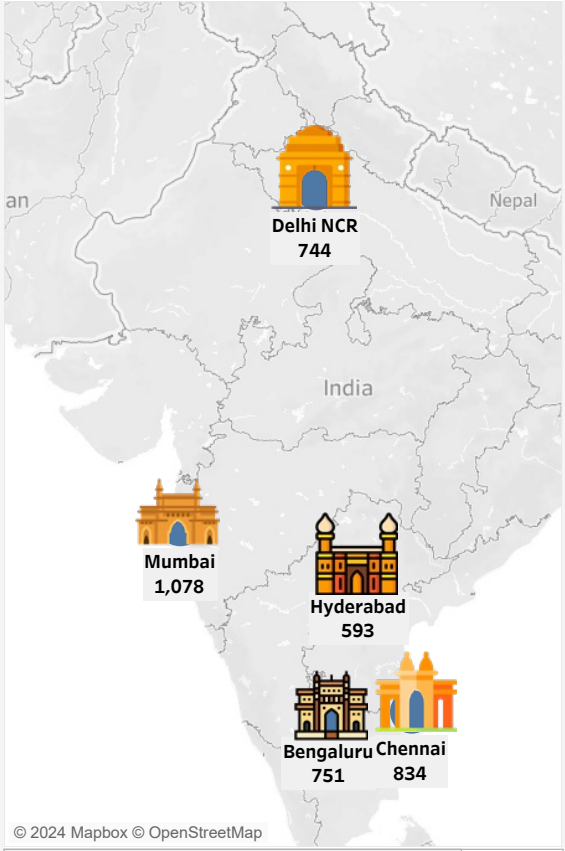
Demographic Analysis



Portfolio of Age & Customer



Customers by Cities



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Mitron Bank Credit Card Analysis

Demographics

Spend Analysis 1

Spend Analysis 2

Income Analysis 1

Income Analysis 2

Filters

Gender
All

Marital Status
All

Customer Segment
All

Age Group
All

Occupation
All

City
All

Category
All

Month
All

Payment Type
All

Total Portfolios
4,000

Avg Spend
₹ 88.48M

Avg Income
₹ 206.63M

Demographic Analysis

Male
2,597

Female
1,403

Single
864
(21.60%)

Married
3,136
(78.40%)

Upper Class
49
(1.23%)

Middle Class
2,242
(56.05%)

Lower Class
1,709
(42.73%)

Portfolio of Age & Customer

Age & Occupation Wise Portfolios

| Occupation | 21-24 | 25-34 | 35-45 | 45+ | Total |
|--------------------------|-------|-------|-------|-----|-------|
| Business Owners | 91 | 239 | 155 | 145 | 630 |
| Freelancers | 111 | 281 | 306 | 86 | 784 |
| Government Employees | 66 | 194 | 88 | 51 | 399 |
| Salaried IT Employees | 266 | 460 | 420 | 148 | 1,294 |
| Salaried Other Employees | 157 | 324 | 304 | 108 | 893 |
| Total | 691 | 1,498 | 1,273 | 538 | 4,000 |

Age & Segmentation Wise Portfolio

| Custom.. | 21-24 | 25-34 | 35-45 | 45+ | Total |
|--------------|-------|-------|-------|-----|-------|
| Lower Class | 336 | 605 | 605 | 163 | 1,709 |
| Middle Class | 355 | 893 | 665 | 329 | 2,242 |
| Upper Class | | | 3 | 46 | 49 |
| Grand Total | 691 | 1,498 | 1,273 | 538 | 4,000 |

Occupation

Business Owners

Freelancers

Government Employees

Salaried IT Employees

Salaried Other Employees

City - Occupation Demographics

11..

10..

900

800

700

600

500

400

300

200

100

0

Bengaluru

Chennai

Delhi NCR

Hyderabad

Mumbai

2.88%

2.88%

2.83%

2.55%

4.63%

4.78%

3.78%

3.40%

1.60%

4.70%

1.90%

2.30%

1.68%

2.95%

2.50%

5.65%

6.43%

6.48%

4.70%

9.10%

3.58%

5.48%

4.23%

3.03%

6.03%

Filters

Gender
All

Marital Status
All

Customer Segment
All

Age Group
All

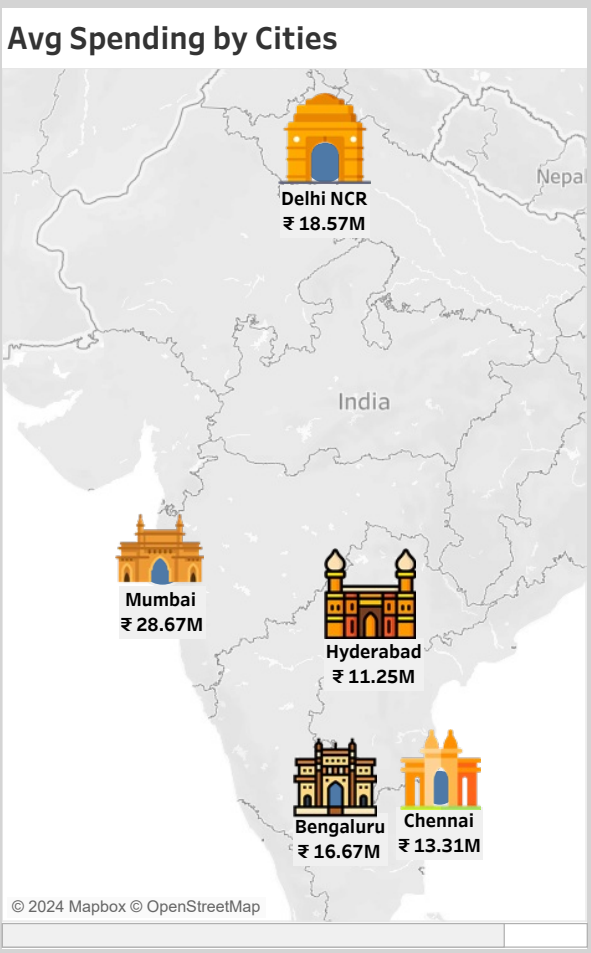
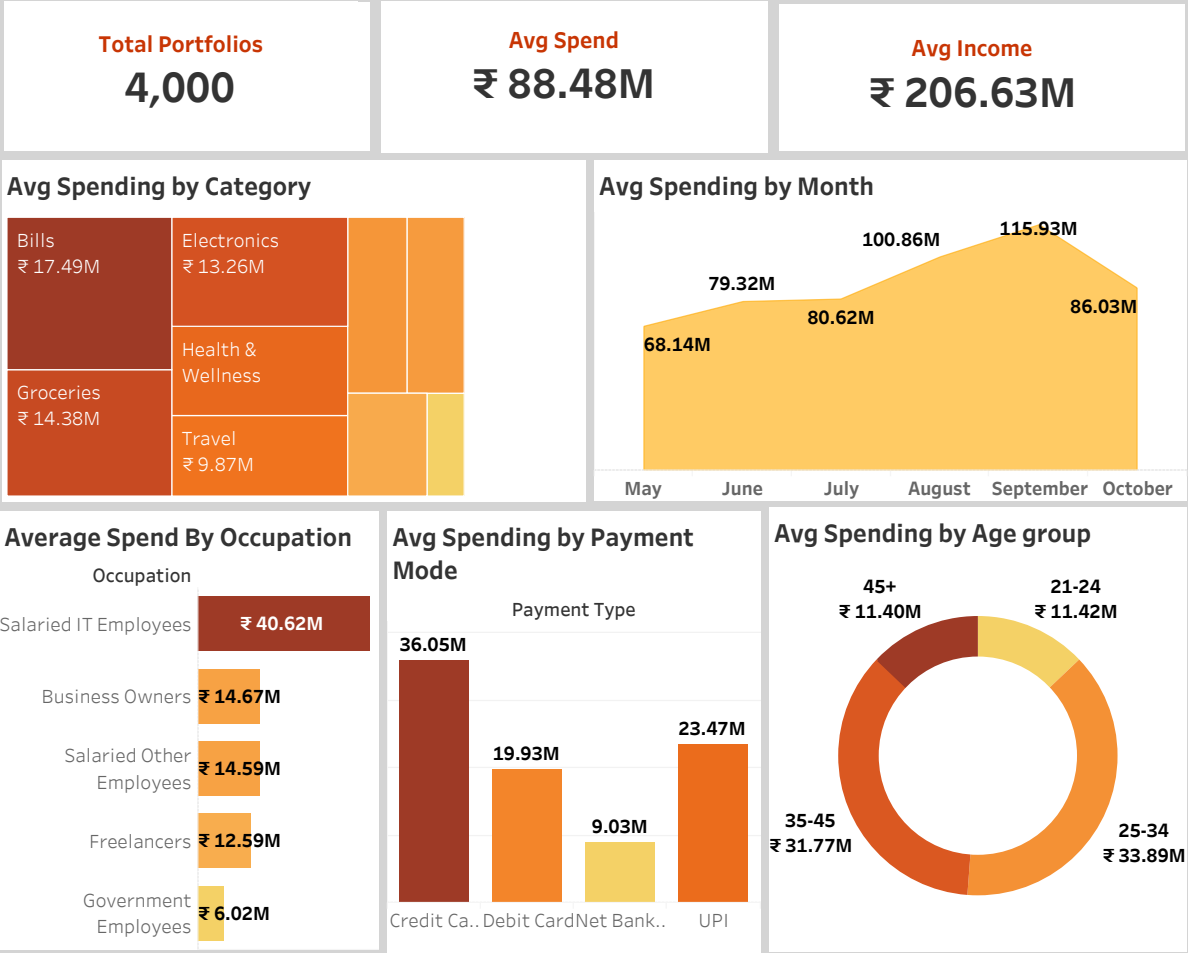
Occupation
All

City
All

Category
All

Month
All

Payment Type
All



Filters

Gender
All

Marital Status
All

Customer Segment
All

Age Group
All

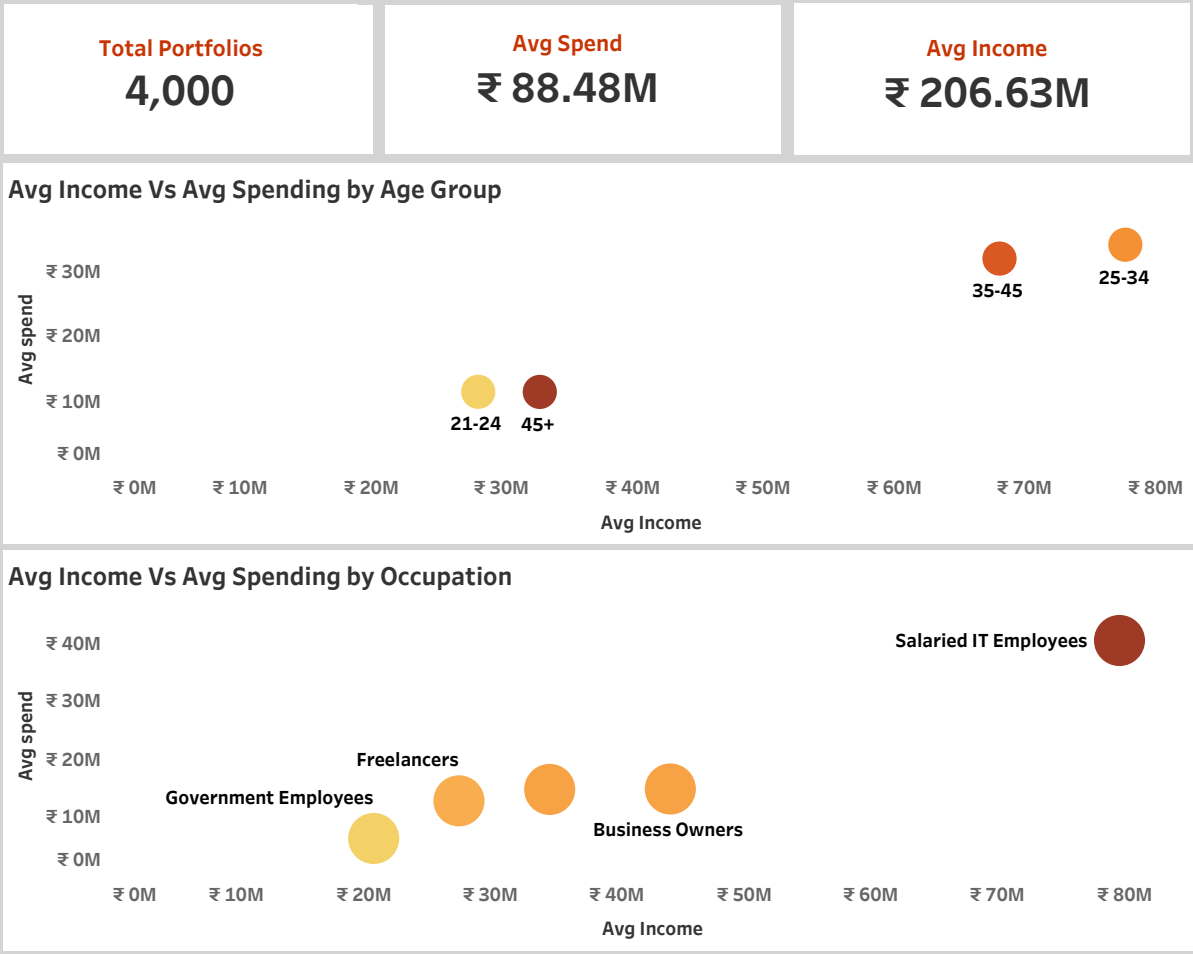
Occupation
All

City
All

Category
All

Month
All

Payment Type
All



Category Vs Matiral Status - Avg Spending

| Category | Marital Status | | Total |
|-------------------|----------------|----------|----------|
| | Married | Single | |
| Others | ₹ 2.16M | ₹ 0.50M | ₹ 2.66M |
| Apparel | ₹ 3.99M | ₹ 1.68M | ₹ 5.67M |
| Entertainment | ₹ 4.53M | ₹ 2.36M | ₹ 6.88M |
| Food | ₹ 5.58M | ₹ 1.75M | ₹ 7.34M |
| Travel | ₹ 8.30M | ₹ 1.57M | ₹ 9.87M |
| Health & Wellness | ₹ 9.38M | ₹ 1.56M | ₹ 10.93M |
| Electronics | ₹ 10.46M | ₹ 2.80M | ₹ 13.26M |
| Groceries | ₹ 12.06M | ₹ 2.32M | ₹ 14.38M |
| Bills | ₹ 15.06M | ₹ 2.43M | ₹ 17.49M |
| Total | ₹ 71.50M | ₹ 16.98M | ₹ 88.48M |

Category Vs Gender- Avg Spending

| Category | Gender | | Total |
|-------------------|----------|----------|----------|
| | Female | Male | |
| Others | ₹ 1.02M | ₹ 1.64M | ₹ 2.66M |
| Apparel | ₹ 3.16M | ₹ 2.51M | ₹ 5.67M |
| Entertainment | ₹ 1.64M | ₹ 5.25M | ₹ 6.88M |
| Food | ₹ 2.81M | ₹ 4.53M | ₹ 7.34M |
| Travel | ₹ 3.77M | ₹ 6.10M | ₹ 9.87M |
| Health & Wellness | ₹ 6.03M | ₹ 4.90M | ₹ 10.93M |
| Electronics | ₹ 3.12M | ₹ 10.14M | ₹ 13.26M |
| Groceries | ₹ 3.35M | ₹ 11.03M | ₹ 14.38M |
| Bills | ₹ 4.06M | ₹ 13.43M | ₹ 17.49M |
| Total | ₹ 28.96M | ₹ 59.52M | ₹ 88.48M |

Mitron Bank Credit Card Analysis

Demographics

Spend Analysis 1

Spend Analysis 2

Income Analysis 1

Income Analysis 2

- Filters
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- All

Avg Income Utilization

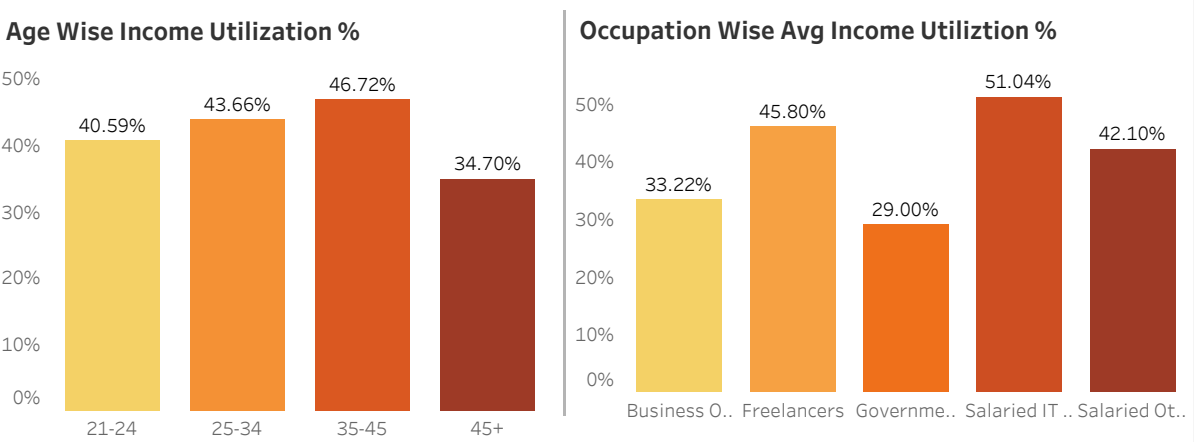
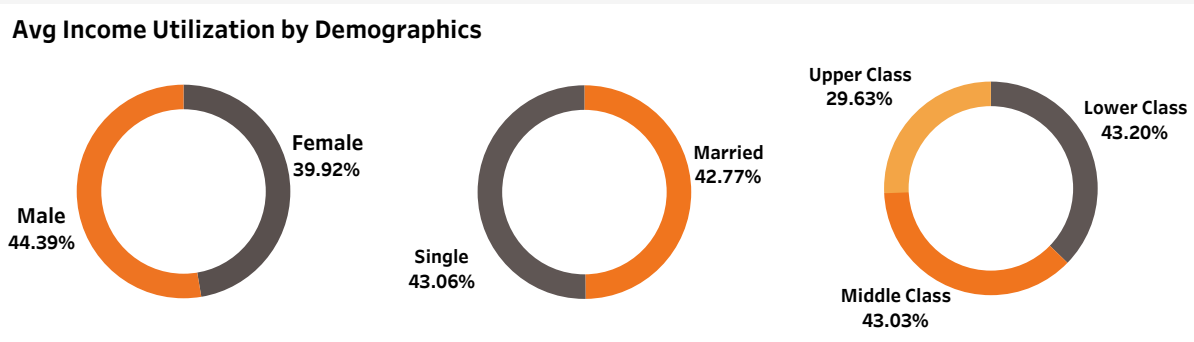
42.82%

Avg Spend

₹ 88.48M

Avg Income

₹ 206.63M



Occupation Wise Avg Income Utilization %

Business O..

33.22%

Freelancers

45.80%

Governme..

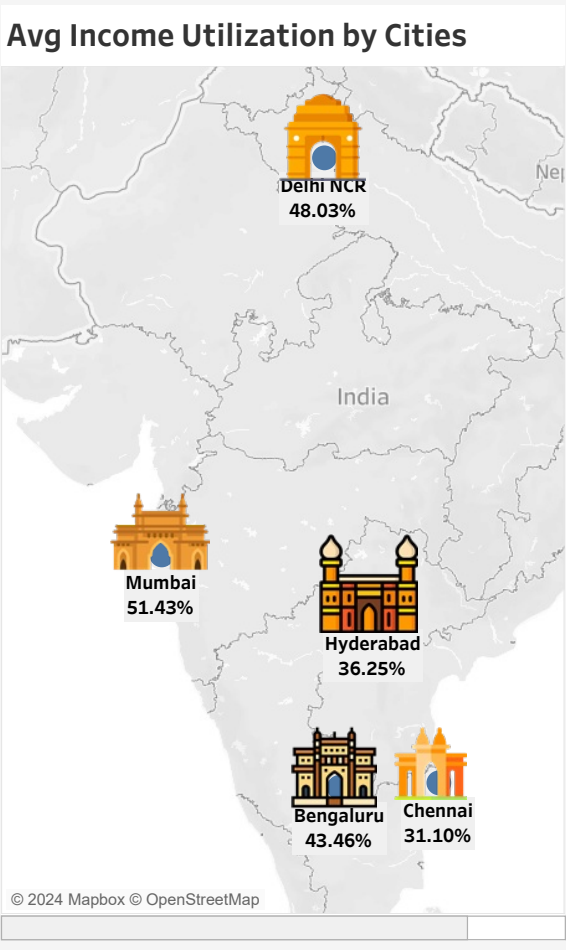
29.00%

Salaried IT ..

51.04%

Salaried Ot..

42.10%



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