



CREDIT CARD EXPANSION

MITRON BANK

SENTHIL KUMAR KJ



Project Details

- Mitron Bank (fictitious Bank) wants to introduce **new line of credit cards** to broaden their product offerings and reach in the financial market.
- **AtliQ Data Services** approached Mitron Bank to implement this project, however top management is unsure about it and they have asked to do a **pilot project** with sample data.
- Data of **4000** customers across **5** cities is provided.

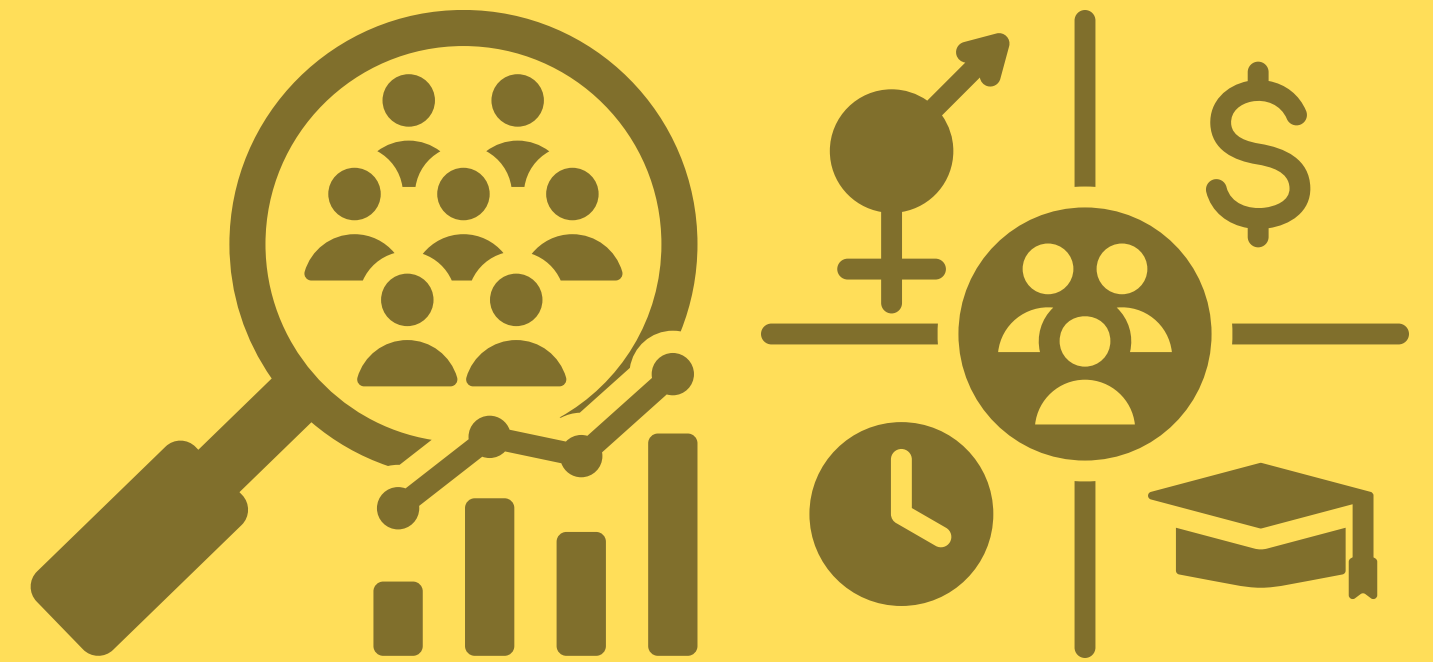


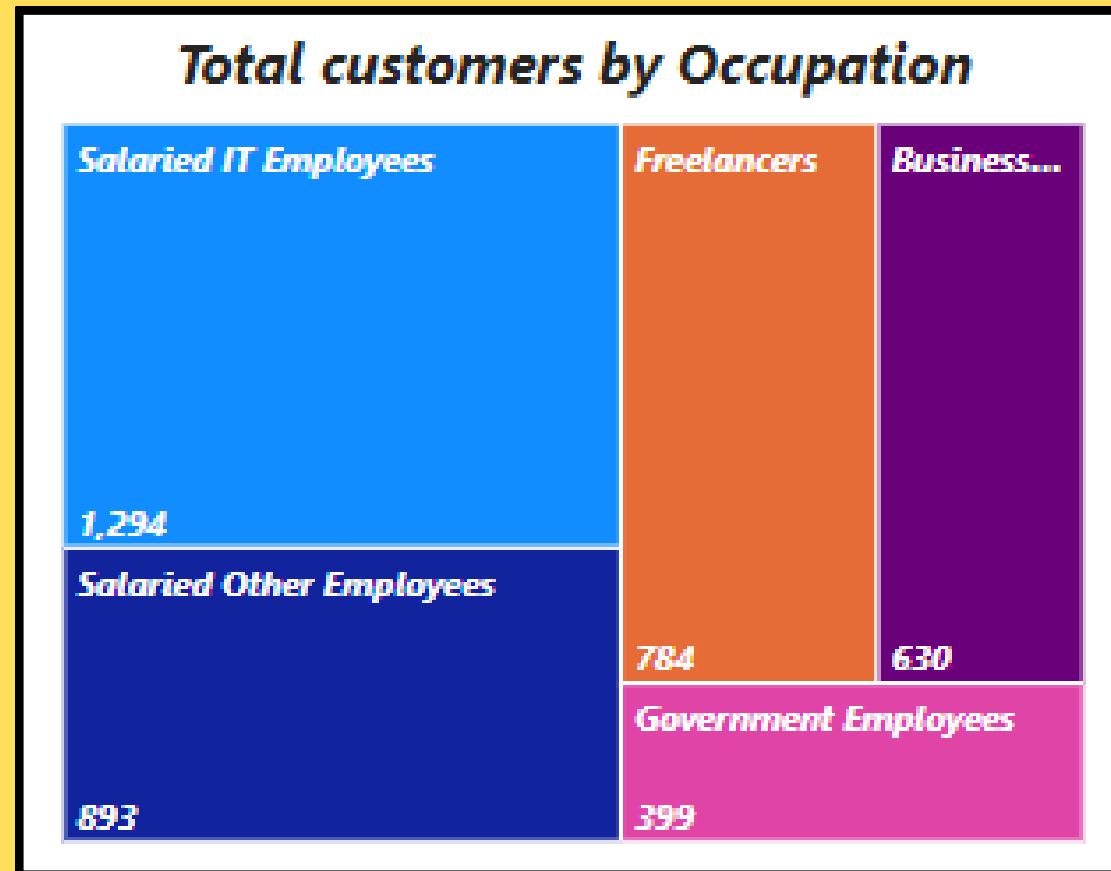
Objectives

- To classify customers based on the **Demography**.
- To find out **Average Income Utilization Rate**.
- To understand **Spending Patterns** of the customers.
- To identify **Key Customer Segments** who will be highest value users.
- To recommend **Credit Card features** as per findings.

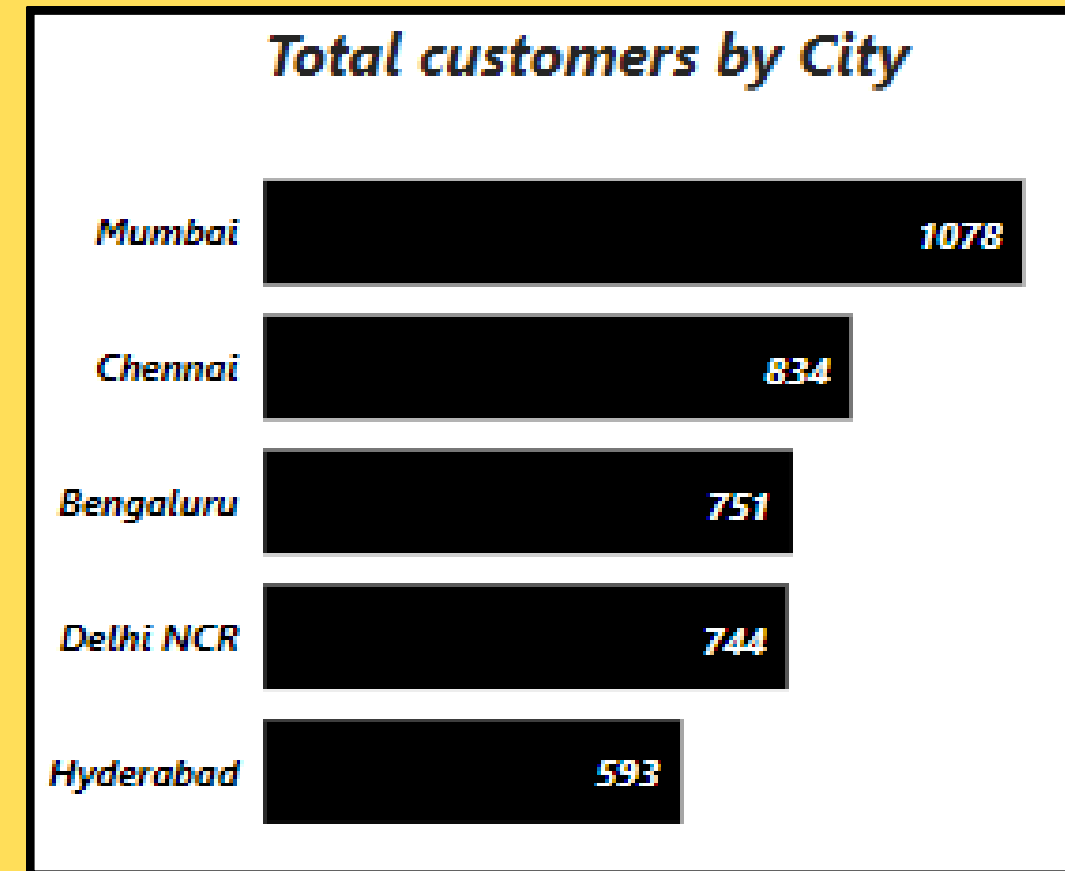


Demographic Classification of Customers

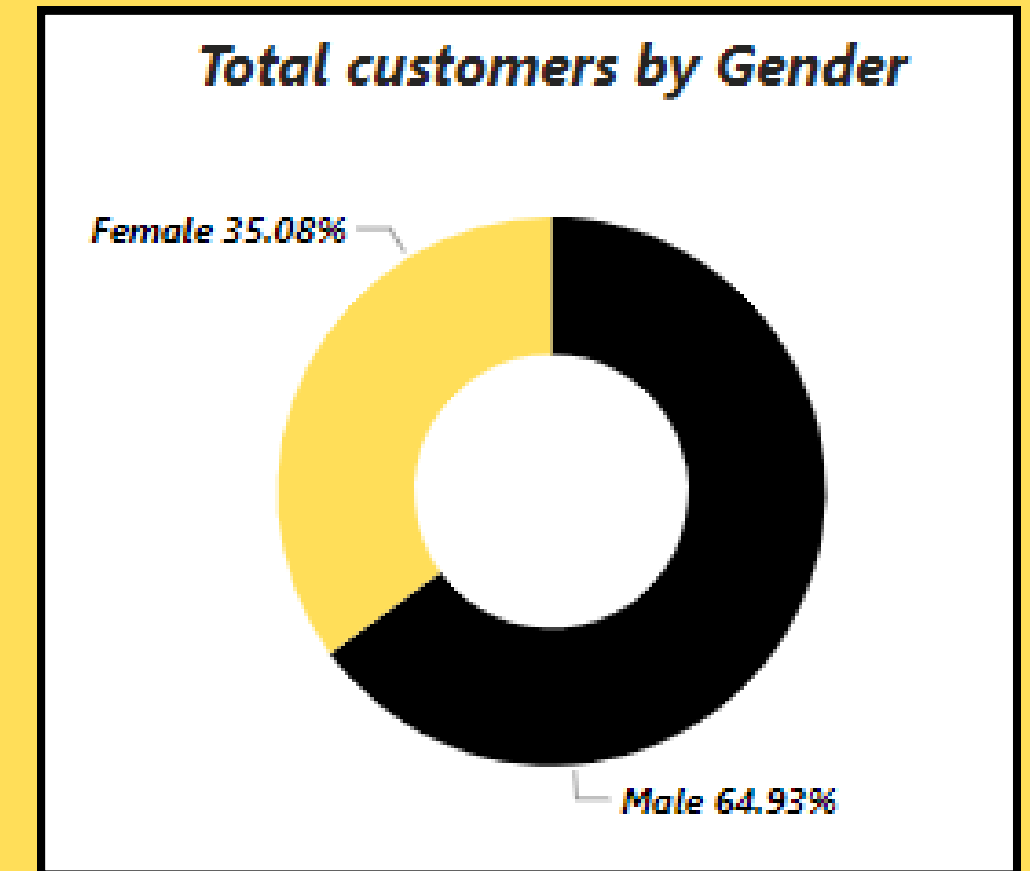




Salaried IT professionals constitute the **largest** occupational group, while **Government employees** represent the **lowest** in numbers.

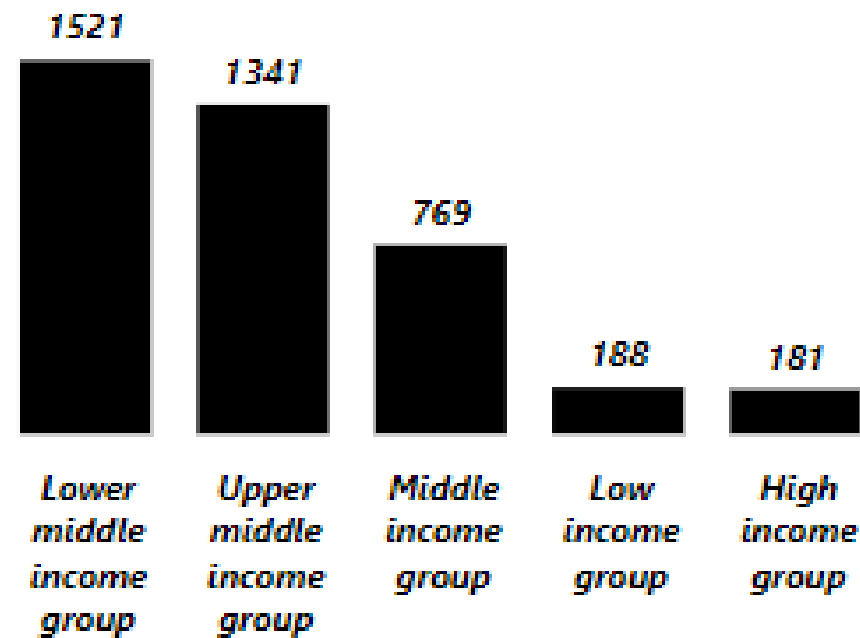


Mumbai has the **highest** number of customers from the data set, followed by Chennai, Bangalore, Delhi and Hyderabad.



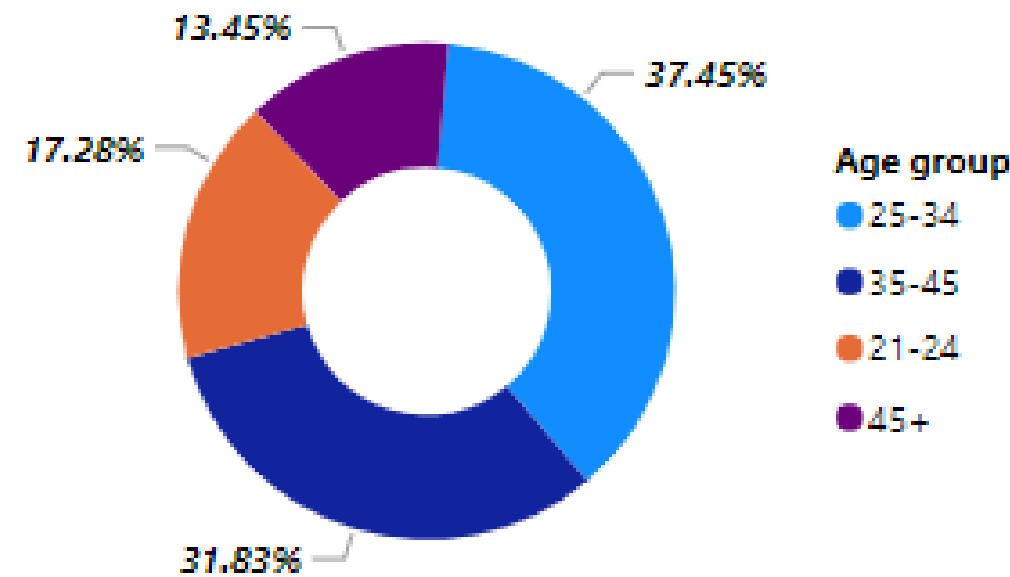
Two-thirds of the customer base is **Male**.

Total customers by Income group



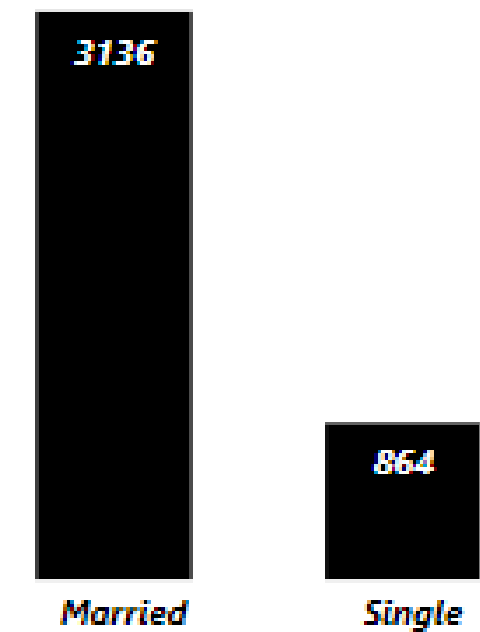
The **majority** of customers fall within the **Lower middle income** bracket, succeeded by upper-middle, middle, low, and high-income groups.

Total customers by Age group



The age group **25 to 34** claims the **highest** percentage of customers at **38%**, followed by 35 to 45, 21 to 24, and 45+.

Total customers by Marital status



Approximately **80%** of the customers are reported to be **married**.



Average Income Utilization Rate

The visuals indicate elevated AIUR levels in cities such as **Mumbai**, **Delhi**, and **Bengaluru**. Additionally, the age groups of **35 to 45** and **25 to 34** exhibit high AIUR, and **Male** customers demonstrate a notable prevalence of high AIUR.

City	Average Income Utilization Rate
Mumbai	51.43%
Delhi NCR	48.03%
Bengaluru	43.46%
Hyderabad	36.25%
Chennai	31.10%

Age group	Average Income Utilization Rate
35-45	46.72%
25-34	43.66%
21-24	40.59%
45+	34.70%

Gender	Average Income Utilization Rate
Male	44.39%
Female	39.92%



Average Income Utilization Rate

Based on the visuals, professions such as **Salaried IT employees**, **Freelancers**, and **Salaried employees** show elevated AIUR. Additionally, the income brackets of **Upper Middle** and **Lower Middle** demonstrate high AIUR, while **Single** customers also exhibit a notable prevalence of high AIUR.

Occupation	Average Income Utilization Rate
Salaried IT Employees	51.04%
Freelancers	45.80%
Salaried Other Employees	42.10%
Business Owners	33.22%
Government Employees	29.00%

Income group	Average Income Utilization Rate
Upper middle income group	46.46%
Lower middle income group	43.38%
Low income group	41.32%
Middle income group	37.92%
High income group	32.11%

Marital status	Average Income Utilization Rate
Single	43.06%
Married	42.77%

Spending Patterns

- **Category spend (overall):** Entertainment followed by Electronics, Food and Apparel
- **Category spend (Female):** Apparel followed by Entertainment, Food and Health & Wellness
- **Preferred Payment Option:** UPI and Credit Card
- **Average spending (city):** Mumbai followed by Delhi
- **Average spending (profession):** Salaried IT employees followed by Business professionals
- **Key highlight:** UPI dominating food expenditures over Credit Cards

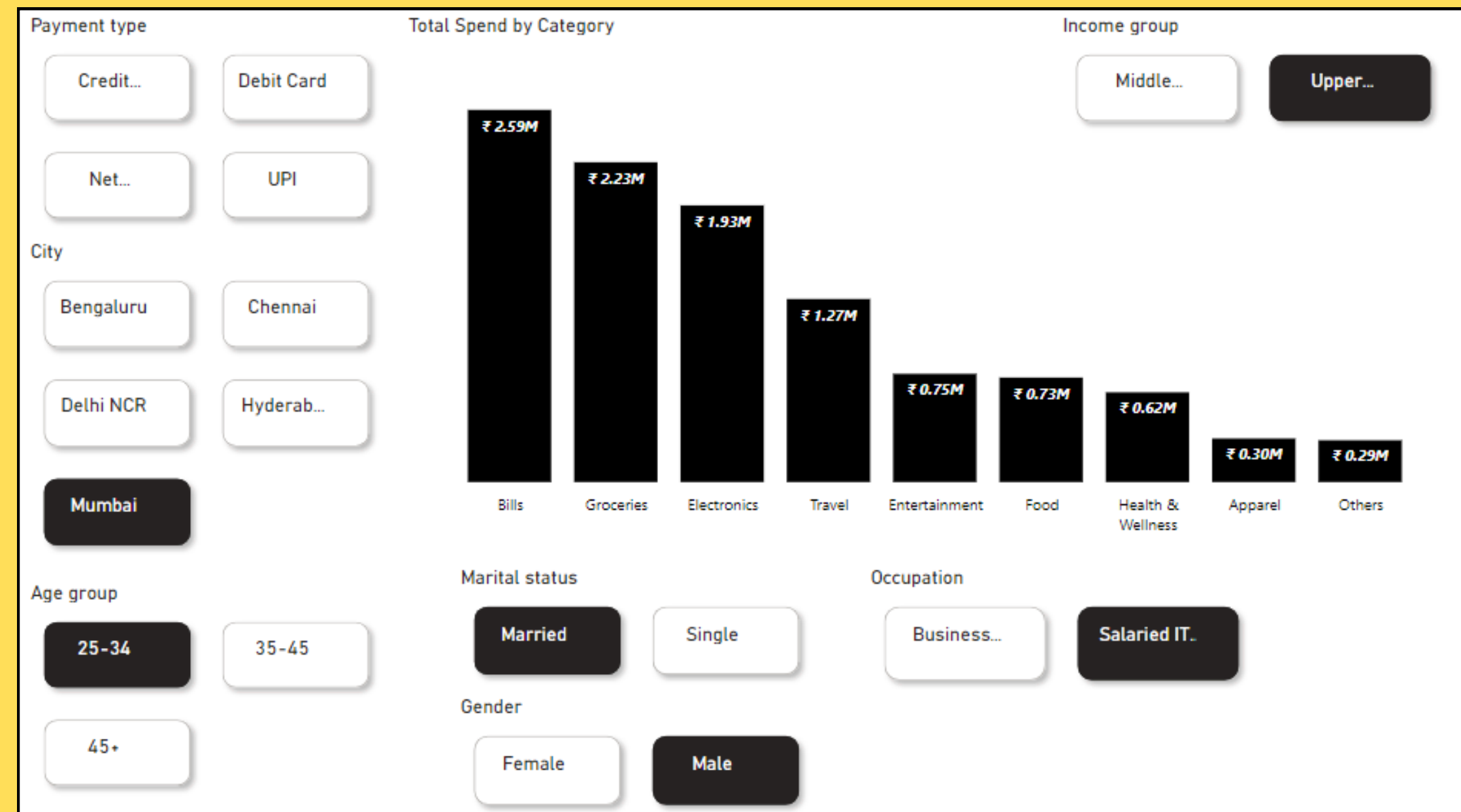


(For the Age group of 21 to 24)



Spending Patterns

- **Category spend (overall):** Bills followed by Groceries, Electronics and Travel
- **Category spend (Female):** Travel followed by Bills, Health & Wellness and Groceries
- **Preferred Payment Option:** Credit Card
- **Average spending (city):** Mumbai followed by Delhi
- **Average spending (profession):** Salaried IT employees followed by Business professionals
- **Key highlight:** UPI is the preferred payment option for Groceries as compared to other categories

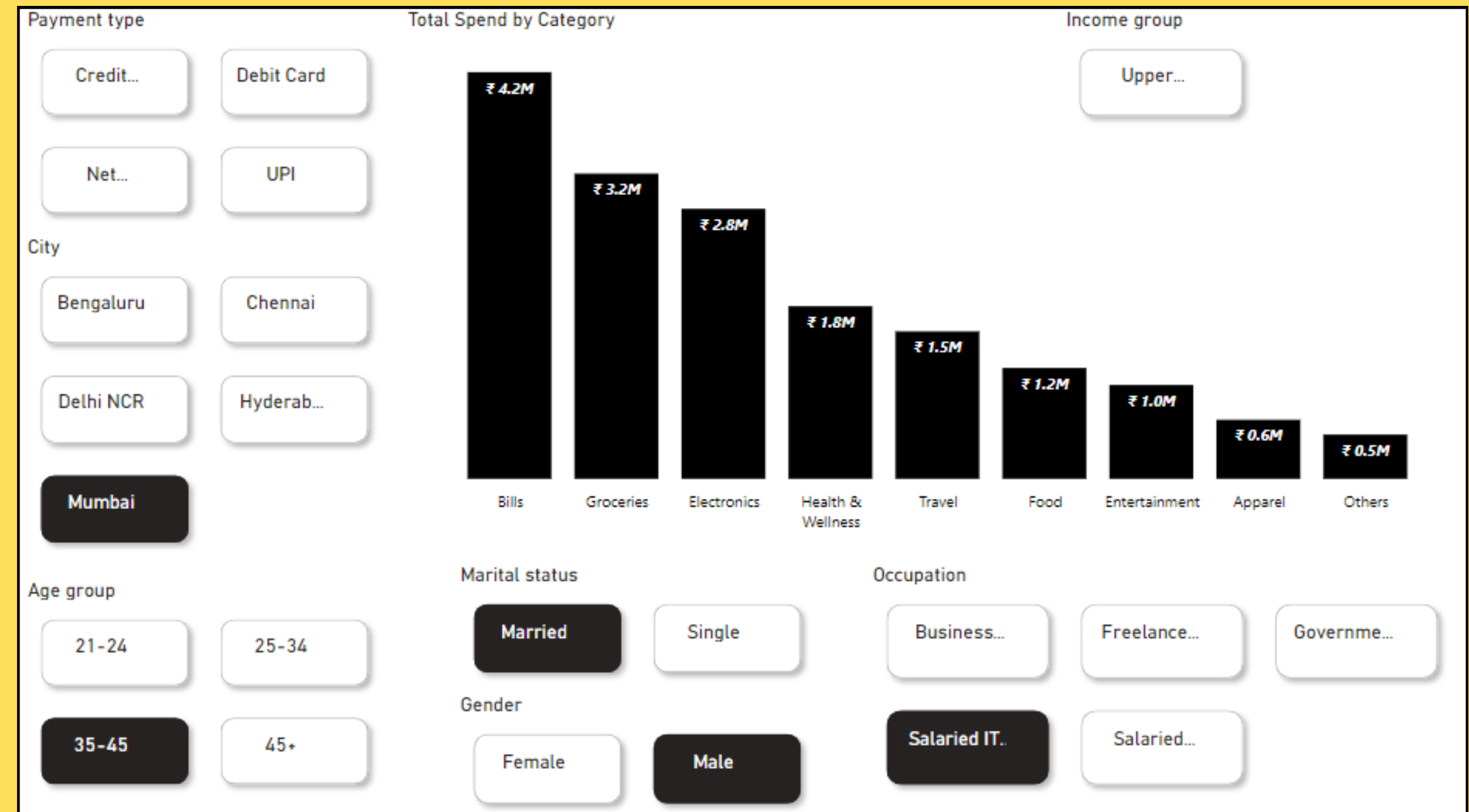


(For the Age group of 25 to 34)



Spending Patterns

- **Category spend (overall):** Bills followed by Groceries, Health & Wellness and Electronics
- **Category spend (Female):** Health & Wellness followed by Bills, Groceries and Travel
- **Preferred Payment Option:** Credit Card
- **Average spending (city):** Mumbai followed by Delhi
- **Average spending (profession):** Salaried IT employees followed by Business professionals
- **Key highlight:** UPI is the preferred payment option for Groceries as compared to other categories

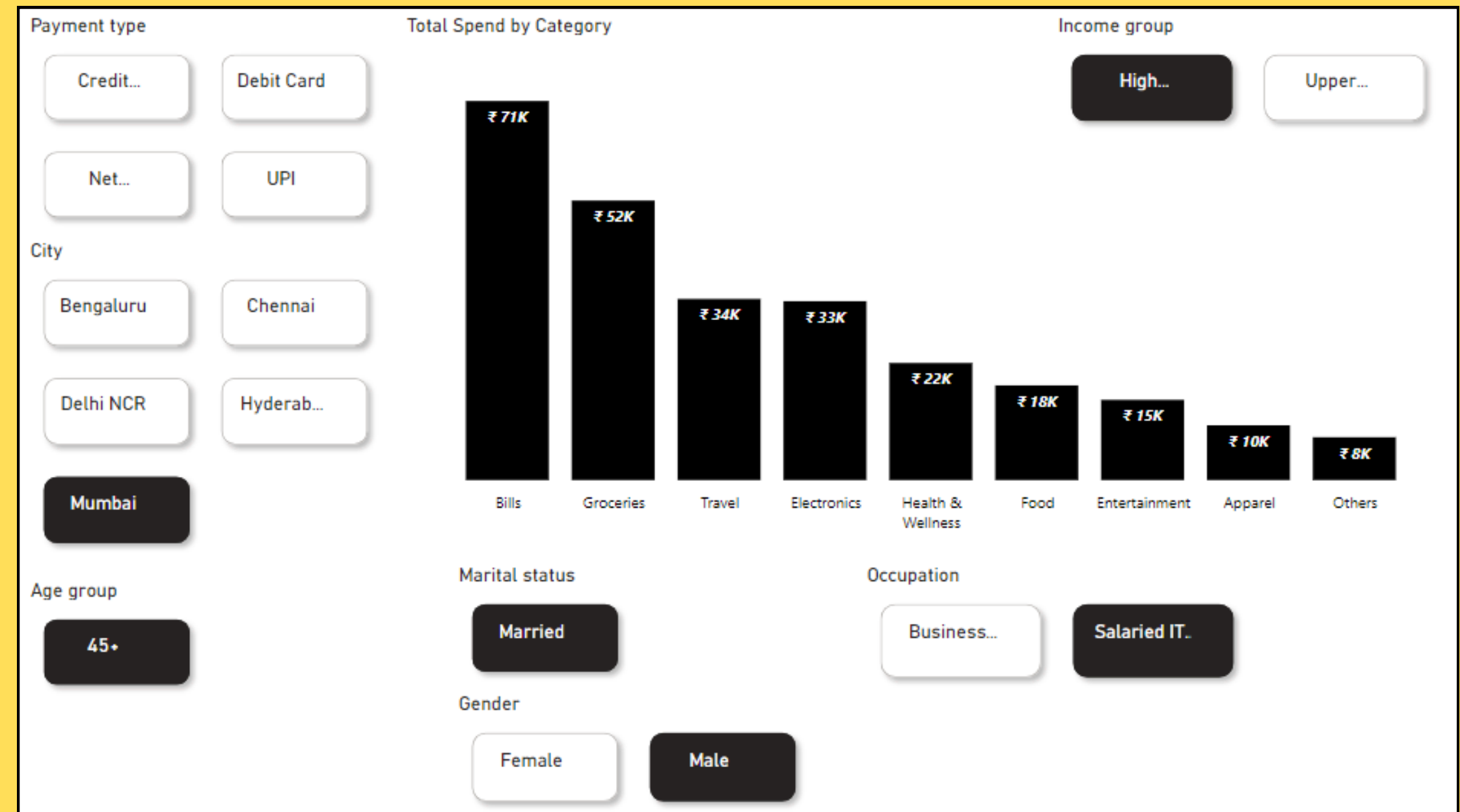


(For the Age group of 35 to 45)



Spending Patterns

- **Category spend (overall):** Bills followed by Groceries, Health & Wellness and Travel
- **Category spend (Female):** Health & Wellness followed by Travel, Bills and Groceries
- **Preferred Payment Option:** Credit Card
- **Average spending (city):** Mumbai followed by Delhi
- **Average spending (profession):** Salaried IT employees followed by Business professionals
- **Key highlight:** Debit Card is preferred option for Groceries as compared to other categories



(For the Age group of 45+)



Key Customer Segment

Among this subset of key customers, individuals aged **25 to 45**, regardless of marital status (whether **Single or Married**), who are **Male** and employed in the **IT sector**, specifically in the **Upper middle or Middle income** brackets, are prevalent. These customers are predominantly located in **Mumbai**.

71.93%



25-34 || Male || Single || Salaried IT Professional || Middle Income Group || Mumbai

71.57%



35-45 || Male || Married || Salaried IT Professional || Upper Middle Income Group || Mumbai

71.00%



25-34 || Male || Married || Salaried IT Professional || Middle Income Group || Mumbai

70.26%



35-45 || Male || Single || Salaried IT Professional || Upper Middle Income Group || Mumbai

69.65%



25-34 || Male || Married || Salaried IT Professional || Upper Middle Income Group || Mumbai



Key Customer Segment

Among this subset of key customers, individuals aged **25 to 45**, regardless of marital status (whether **Single or Married**), who are **Male** and employed in the **IT sector**, specifically in the **Upper middle or Middle income** brackets, are prevalent. These customers are predominantly located in either **Mumbai or Delhi**.

66.98%



25-34 || Male || Single || Salaried IT Professional || Upper Middle Income Group || Mumbai

64.52%



35-45 || Male || Married || Salaried IT Professional || Upper Middle Income Group || Delhi NCR

64.20%



35-45 || Male || Single || Salaried IT Professional || Upper Middle Income Group || Delhi NCR

62.89%



25-34 || Male || Single || Salaried IT Professional || Middle Income Group || Delhi NCR

62.85%



25-34 || Male || Married || Salaried IT Professional || Upper Middle Income Group || Delhi NCR

Credit Cards



Features:

- Up to **INR 1000** off on **Myntra** as a welcome benefit
- Get **40%** off on food ordered from **Zomato** (Max INR 120 off)
- Up to **20%** off at partner restaurants
- **INR 5000** off on **Croma** products (Min purchase of INR 75000)
- **10%** discount on Movie tickets booked via **BookMyShow** (Max INR 100 per month)
- **1%** fuel surcharge waiver
- **4 reward points** for every INR 200 spent
- **5% cashback** on all online transactions*

Mitron Bank EasyStride Card (Regular)

Joining fee: Nil

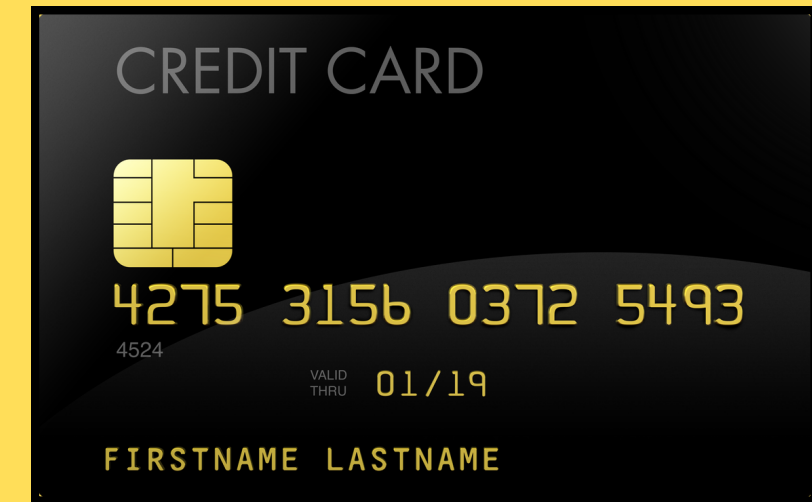
Annual fee: Nil



Credit Cards

Features:

- **2500** reward points after joining
- **5X** reward points on **Utility bill** payments
- **4X** reward points on **Big Basket**
- **3X** reward points on **Uber**
- **3 Domestic** and **3 International** lounge visits per year
- Up to **15%** off on partner **Health & Wellness centres**
- **1%** fuel surcharge waiver
- **Accident** cover of **INR 5 lakhs**
- **Air accident liability** cover of **INR 25 lakhs**
- **6X** reward points on all **Online transactions**
- **Annual fee waiver** condition after annual spent of **Minimum INR 250000**



Mitron Bank EliteEdge Card (Premium)

Joining fee: INR 2500

Annual fee: INR 2500

THANK YOU!!!



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