

Mitron Bank Credit Card Strategy Analysis

By Shelly Nagar





About Company

- Mitron Bank: A legacy financial institution headquartered in Hyderabad, India.
- Objective: To introduce a new line of credit cards to expand product offerings and market reach.
- Partnership Opportunity: AtliQ Data Services proposed to assist Mitron Bank in this initiative through a data-driven pilot project.





Problem

Challenge:

Mitron Bank's strategy director, Mr. Bashnir Rover, is skeptical about the proposed project.

Requirement:

Analyze a sample dataset of 4,000 customers to provide actionable insights.

Goal:

Tailor credit card offerings to customer needs and market trends to secure the project.



Task

Role:

As a data analyst, analyze the provided sample data and create a compelling report.

Objective:

Impress the Mitron Bank strategy team with actionable insights to secure the full project.

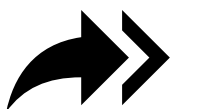
Deliverables:

- Develop metrics and visuals to highlight key findings.
- Design an easy-to-understand dashboard for top-level management and the product strategy team.



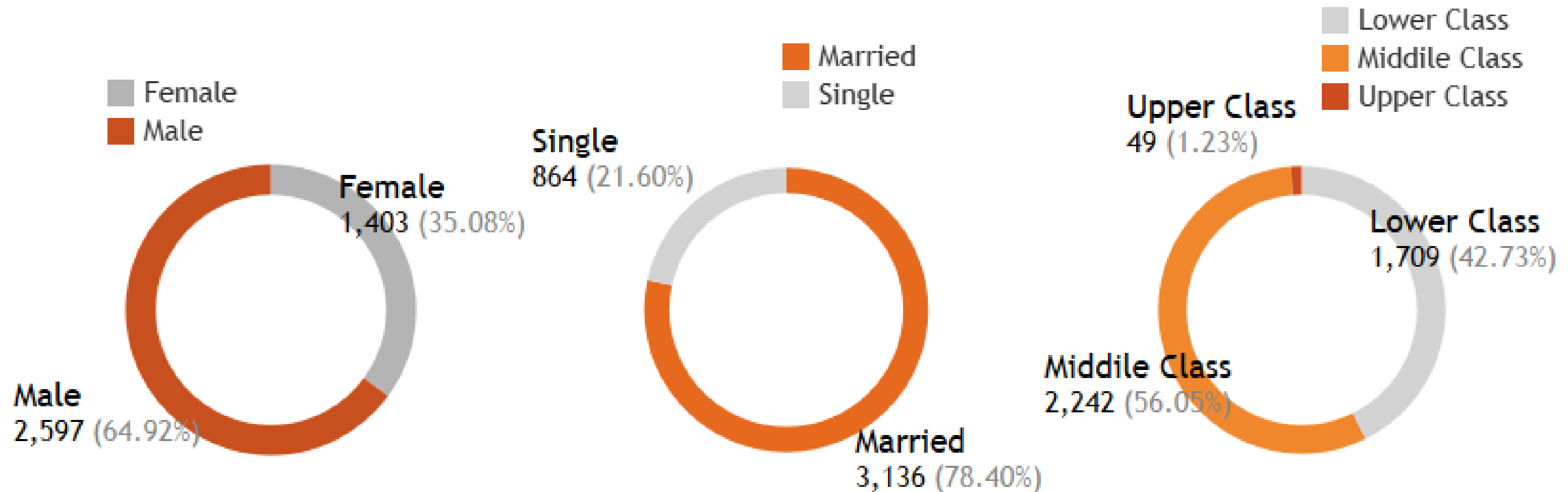
Dataset:

dim_customers	Contains customer-related details to help segment and analyze their demographics and profiles.
fact_spends	Contains transaction-related data to analyze spending patterns across various dimensions.





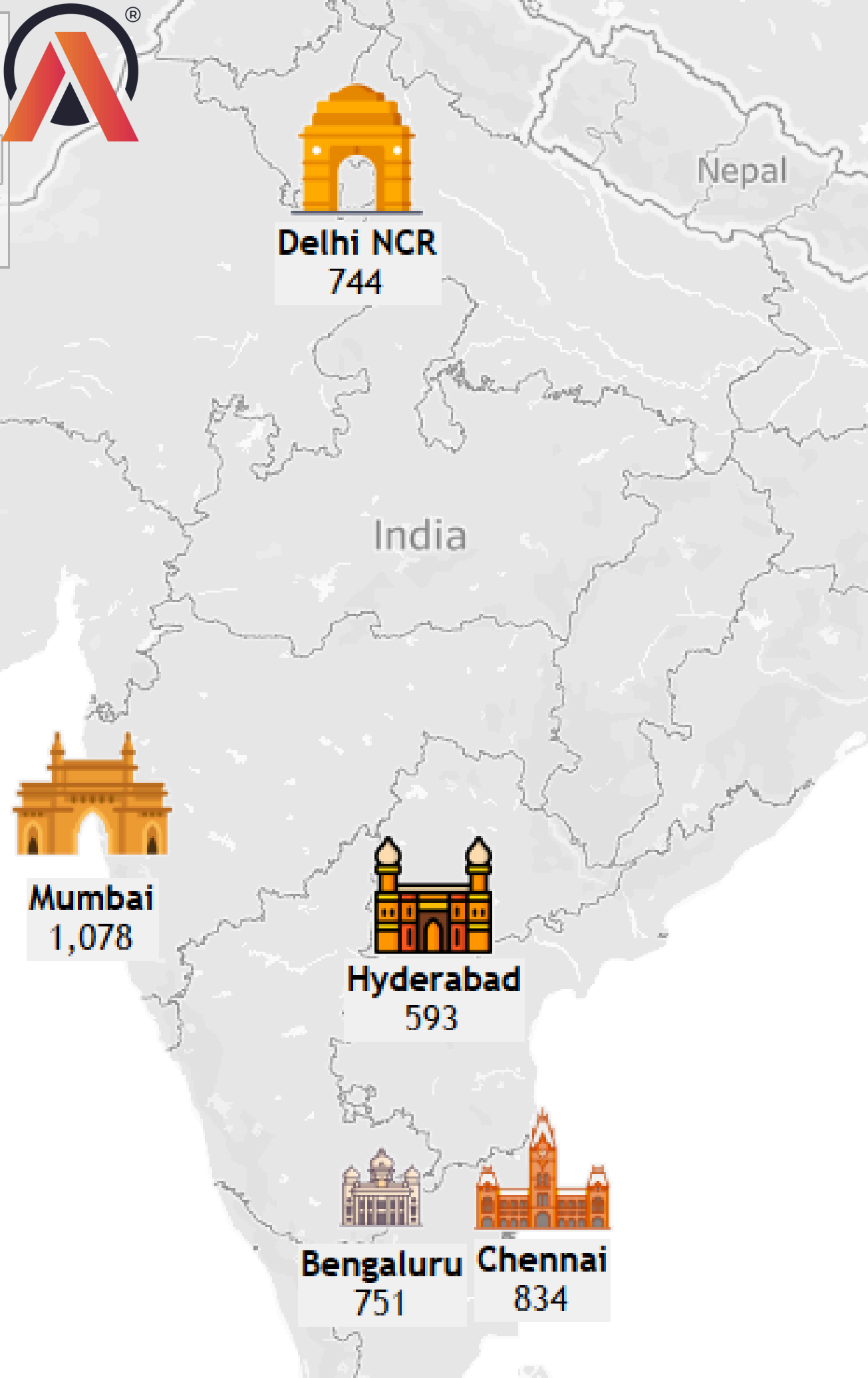
Demographic Insights



There is nearly double the number of male customers compared to female customers.

Approximately 80% of customers are married, indicating a high share of family-oriented spending.

The middle-income category (45,000 80,000) accounts for half of the total customer base.



Demographic Insights

Mumbai has the highest customer concentration, while Hyderabad has the least.



Demographic Insights

Age & Occupation Wise Portfolios (2)

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

Age & Segmentation Wise Portfolios (2)

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

- The majority of customers fall within the 25-34 and 35-44 age groups, predominantly salaried IT professionals or employees in other salaried roles. These segments predominantly fall within the middle and lower-income classes.
- Salaried IT employees represent the largest group, while government employees constitute the smallest share.



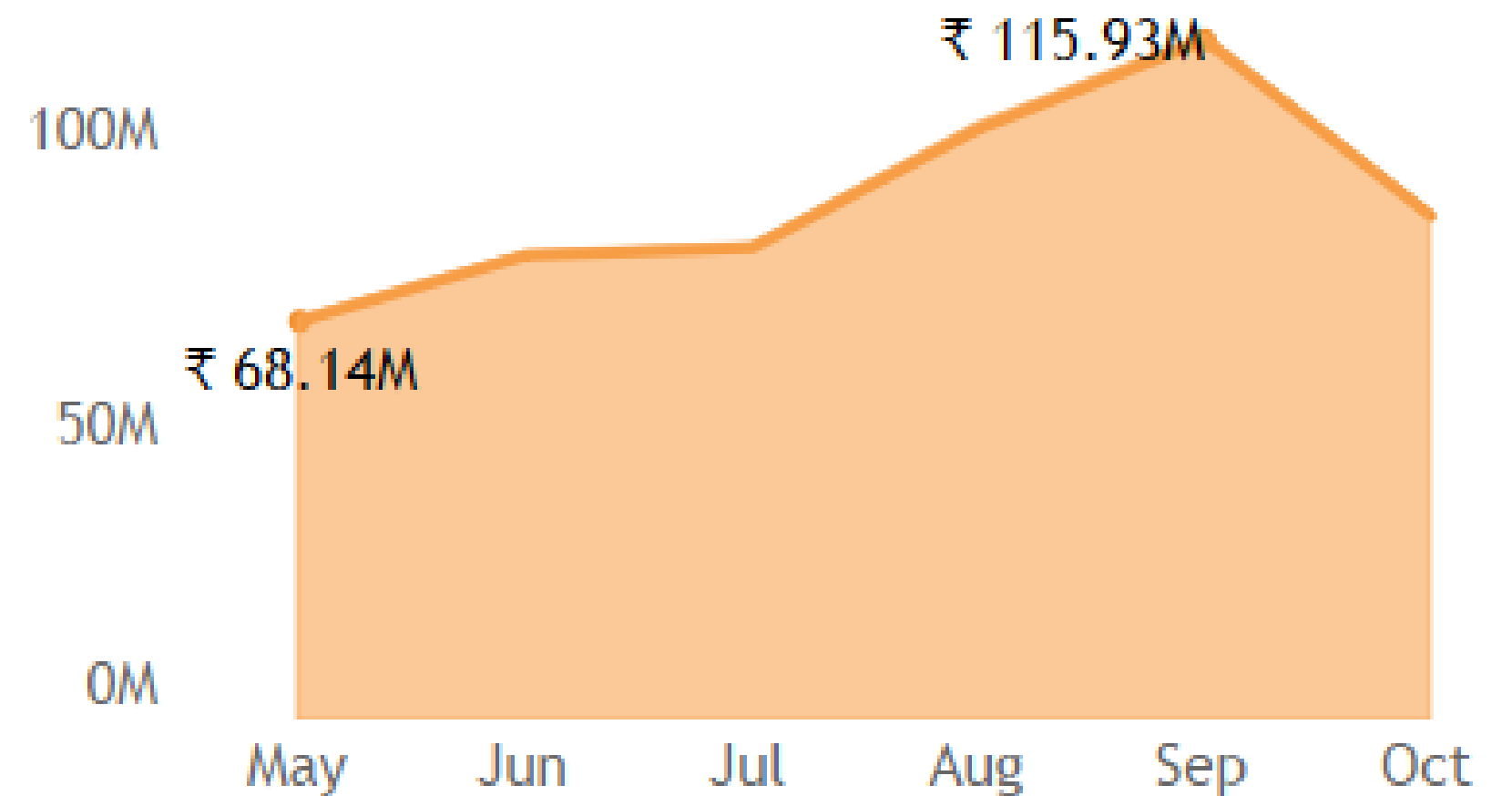
Spending Analysis – I

Average Spending by Category

Bills ₹ 17.49M 19.76%	Electronics ₹ 13.26M 14.99%	Travel ₹ 9.87M 11.16%	Food ₹ 7.34M 8.29%
Groceries ₹ 14.38M 16.26%	Health & Wellness ₹ 10.93M 12.36%	Entertainment ₹ 6.88M	
		Apparel	

Bills, electronics, and groceries constitute nearly 50% of all spending, suggesting an inclination toward essential and tech-related purchases

Average Spending by Month

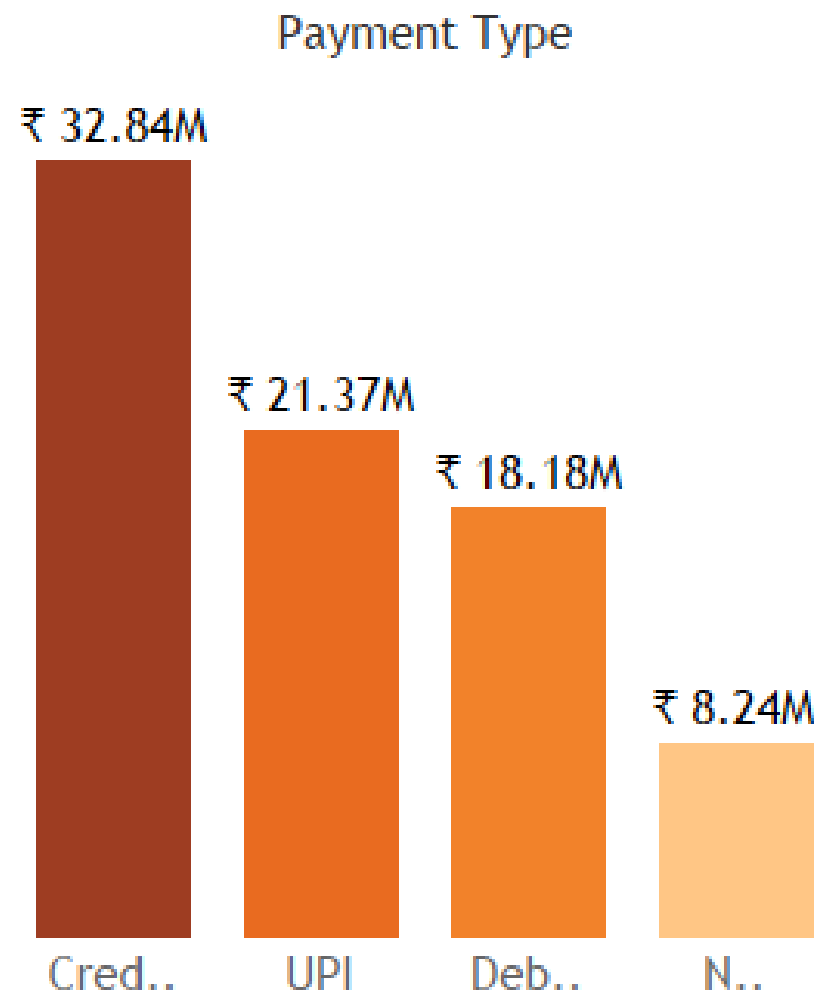


Spending peaks significantly in September across all categories, potentially indicating a response to seasonal sales or festivals.



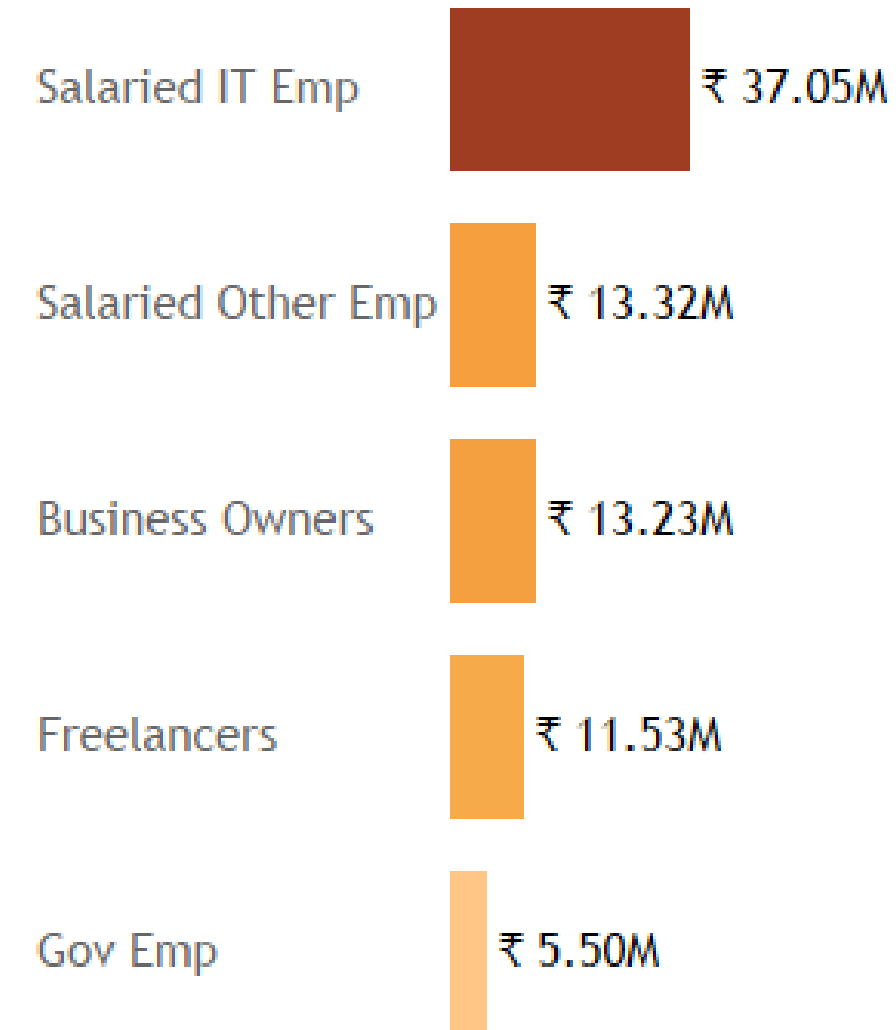
Spending Analysis – I

Average Spending by Payment Mode



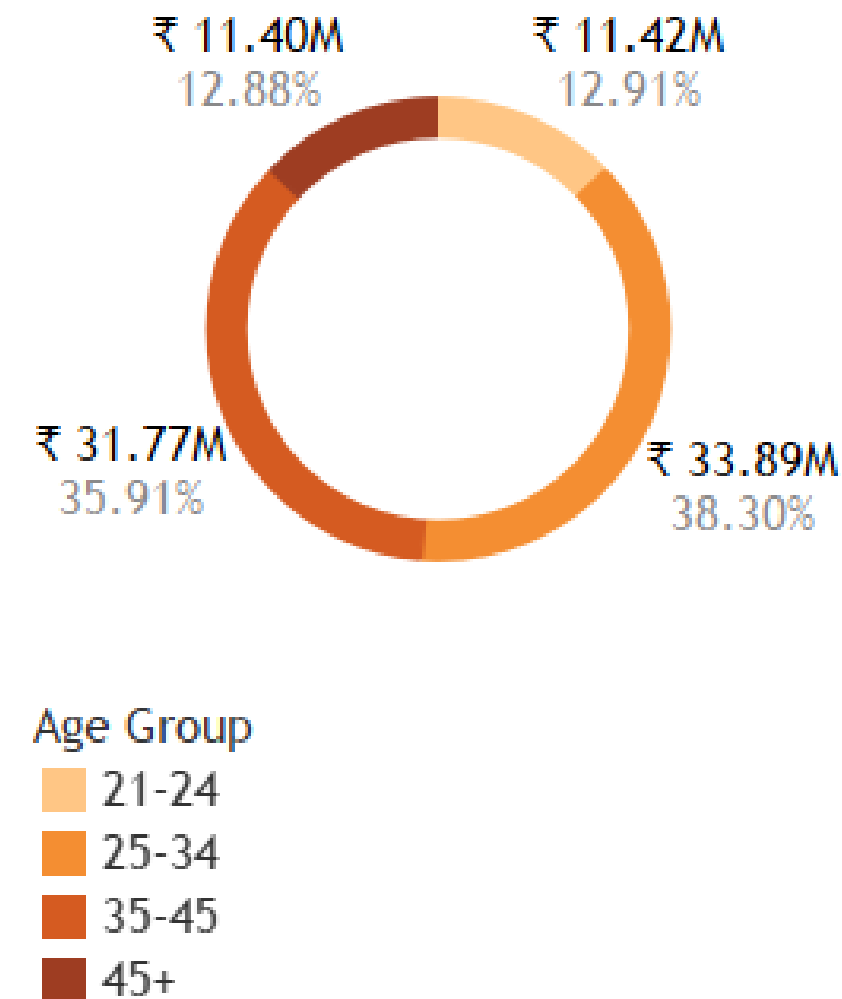
Credit card and UPI are the dominant payment modes, especially for higher-value transactions.

Avg Spending by Occupation

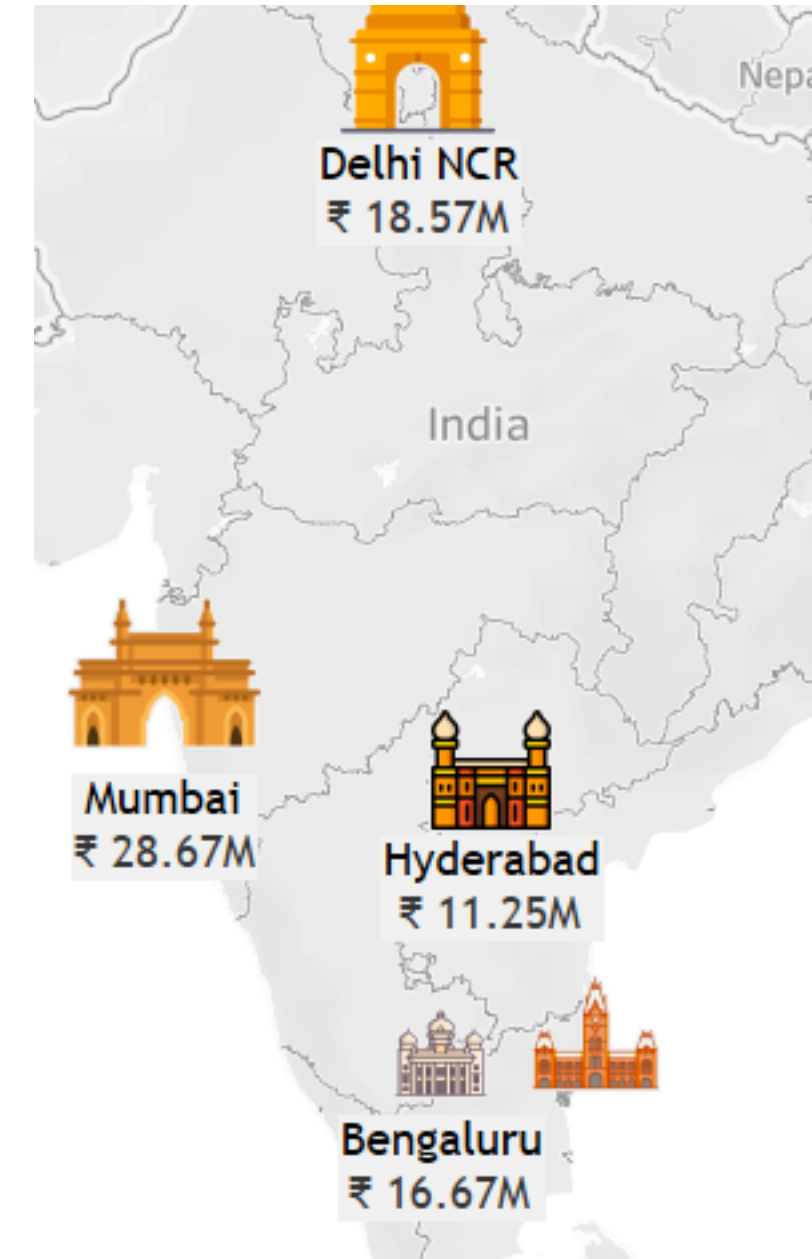


Salaried IT employees are the highest spenders, with government employees spending the least.

Average Spending by Age Group



Major spending is concentrated in the 25-34 and 35-44 age brackets.

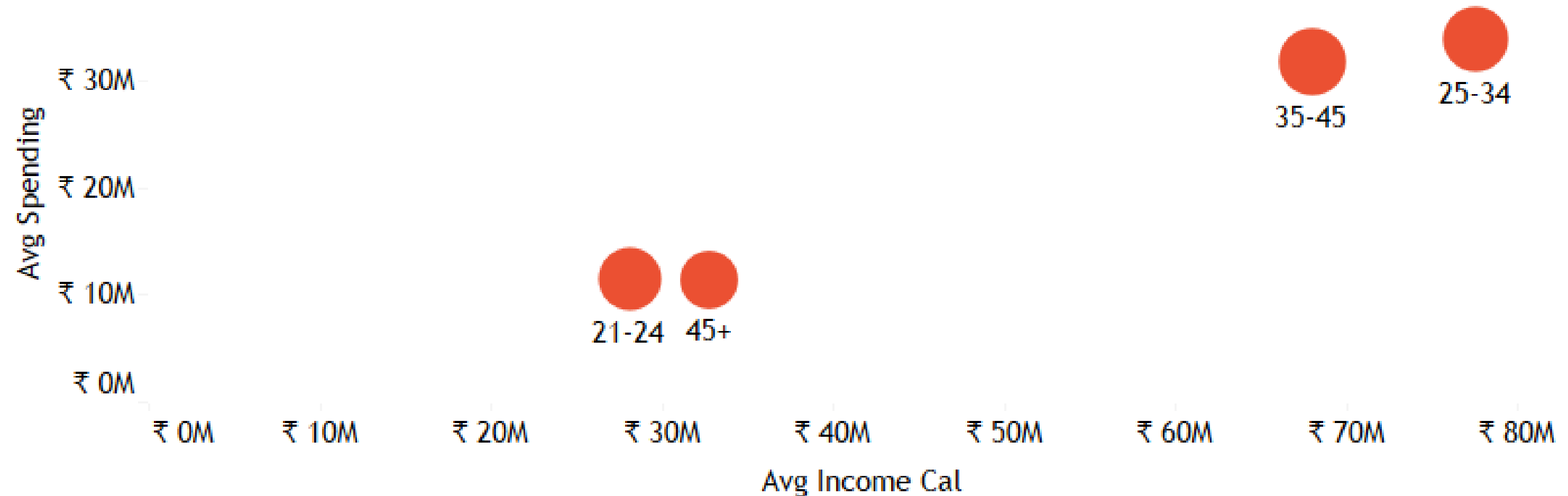


Average spending is highest in Mumbai, reflecting the city's higher living costs and possibly a more affluent customer base.



Spending Analysis – II

Avg Income VS Avg Spending by Age Group

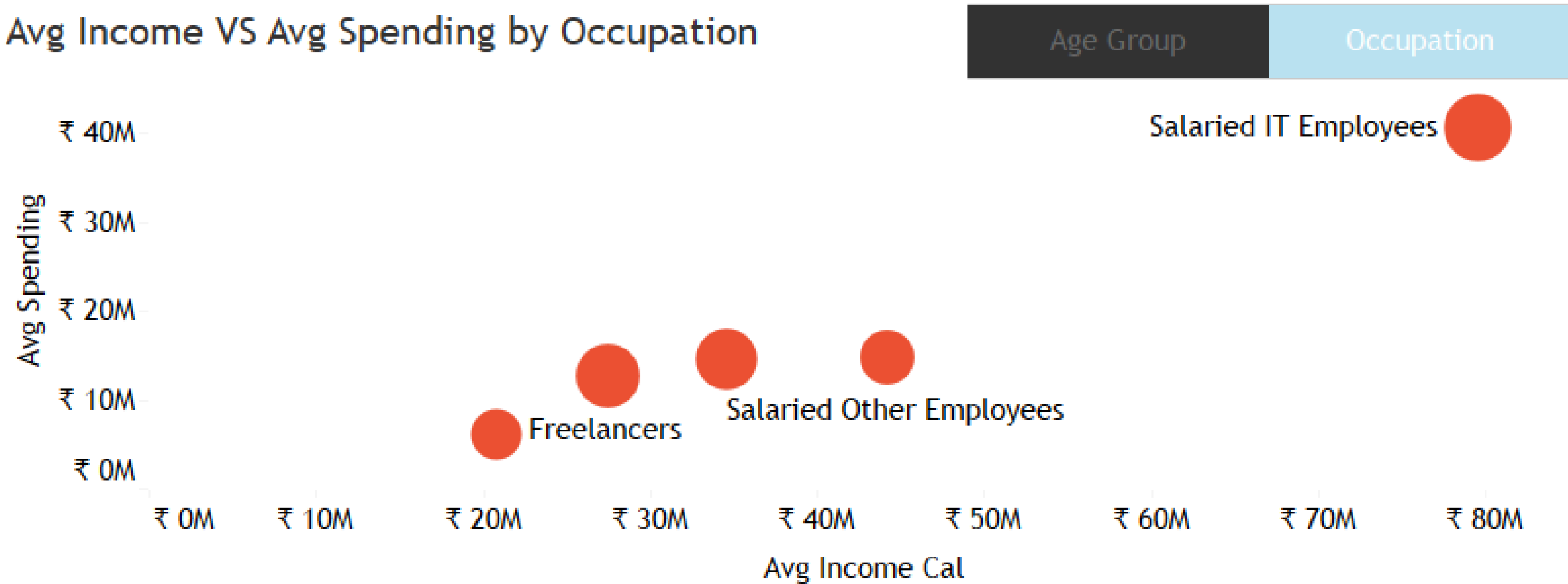


Salaried IT employees and customers aged 25-45 have the highest average income and are also the largest spenders.



Spending Analysis – II

Avg Income VS Avg Spending by Occupation



Salaried IT employees and customers aged 25-45 have the highest average income and are also the largest spenders.



Spending Analysis – II

Category	Credit Card	Debit Card	Net Banking	UPI
Apparel	41.04%	24.44%	10.35%	24.17%
Bills	44.16%	24.15%	10.31%	21.38%
Electronics	44.22%	19.78%	9.42%	26.58%
Entertainment	41.43%	20.04%	9.76%	28.77%
Food	35.06%	20.71%	10.24%	33.99%
Groceries	31.48%	24.80%	10.59%	33.13%
Health & Wellness	42.19%	25.13%	10.90%	21.78%
Others	42.81%	20.60%	10.44%	26.16%
Travel	44.94%	19.58%	9.95%	25.54%

- Credit Cards: Widely utilized across all spending categories, indicating their dominance as a preferred payment method.
- UPI: Shows a strong preference for Food and Groceries, reflecting its convenience for everyday transactions.
- Debit Cards: Have a significant share across categories, demonstrating steady adoption.
- Net Banking: Observed as the least preferred mode of payment, suggesting limited usage in day-to-day transactions.



Spending Analysis – II

Category	21-24	25-34	35-45	45+
Apparel	32.73%	26.50%	30.21%	10.56%
Bills	3.35%	41.90%	40.11%	14.65%
Electronics	14.30%	41.38%	35.00%	9.32%
Entertainment	36.63%	30.88%	23.81%	8.69%
Food	21.12%	34.59%	32.64%	11.65%
Groceries	6.49%	43.47%	36.68%	13.35%
Health & Wellness	9.62%	28.45%	45.89%	16.04%
Others	12.99%	38.38%	35.80%	12.84%
Travel	6.91%	45.90%	31.67%	15.51%

- Ages 21-24 focus on apparel and entertainment.
- Ages 25-34 spend most on bills, electronics, groceries, food, travel, and miscellaneous.
- Ages 35-45 prioritize bills, electronics, and health.
- Customers 45+ exhibit Lowest spending across categories.



Spending Analysis – II

Category VS Gender- Avg Spending

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

- Males spend primarily on bills, electronics, and groceries.
- Females spend relatively evenly across categories, with health, wellness, and apparel slightly higher.

Category VS Marital Status- Avg Spending

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

- Spending among single customers is relatively balanced across categories.
- Married individuals tend to spend more on essential and family-oriented categories like bills, electronics, groceries, and health & wellness.



Spending Analysis – II

Occupati..	Credit Ca..	Debit Card	Net Bank..	UPI
Business Owners	40.92%	22.29%	11.43%	25.36%
Freelanc..	34.45%	23.00%	10.20%	32.35%
Gov Emp	43.56%	24.89%	9.67%	21.87%
Salaried IT Emp	41.61%	22.29%	10.04%	26.07%
Salaried Other Emp	42.43%	22.00%	9.71%	25.86%

Occupation	21-24	25-34	35-45	45+
Business Owners	10.47%	39.20%	28.21%	22.12%
Freelancers	10.16%	36.47%	42.89%	10.48%
Gov Emp	11.83%	50.97%	24.63%	12.58%
Salaried IT Emp	14.92%	36.97%	37.29%	10.83%
Salaried Other Emp	12.57%	37.49%	38.44%	11.50%

Across occupations, credit cards are the dominant payment mode, followed by UPI and debit cards. Net banking is the least used.

- For ages 21-24, spending is consistent across occupations.
- For ages 25-34, 50% of spending is from government employees.
- For ages 35-45, freelancers, salaried IT, and salaried other employees lead spending.
- For ages 45+, business owners have the highest spending.



Spending Analysis – II

Occupation VS Gender- Avg Spending

Occupation	Female	Male	Total
Business Owners	₹ 2.57M	₹ 12.10M	₹ 14.67M
Freelancers	₹ 2.86M	₹ 9.73M	₹ 12.59M
Gov Emp	₹ 2.05M	₹ 3.97M	₹ 6.02M
Salaried IT Emp	₹ 16.31M	₹ 24.31M	₹ 40.62M
Salaried Other Emp	₹ 5.17M	₹ 9.41M	₹ 14.59M
Total	₹ 28.96M	₹ 59.52M	₹ 88.48M

Male spenders are more likely to be salaried IT employees or business owners, while most female spenders are salaried IT employees

Occupation VS Marital Status- Avg Spending

Occupation	Married	Single	Total
Business Owners	₹ 12.06M	₹ 2.60M	₹ 14.67M
Freelancers	₹ 10.30M	₹ 2.29M	₹ 12.59M
Gov Emp	₹ 4.95M	₹ 1.07M	₹ 6.02M
Salaried IT Emp	₹ 32.41M	₹ 8.21M	₹ 40.62M
Salaried Other Emp	₹ 11.78M	₹ 2.81M	₹ 14.59M
Total	₹ 71.50M	₹ 16.98M	₹ 88.48M

Average spending is highest for married salaried IT employees and least for single government employees

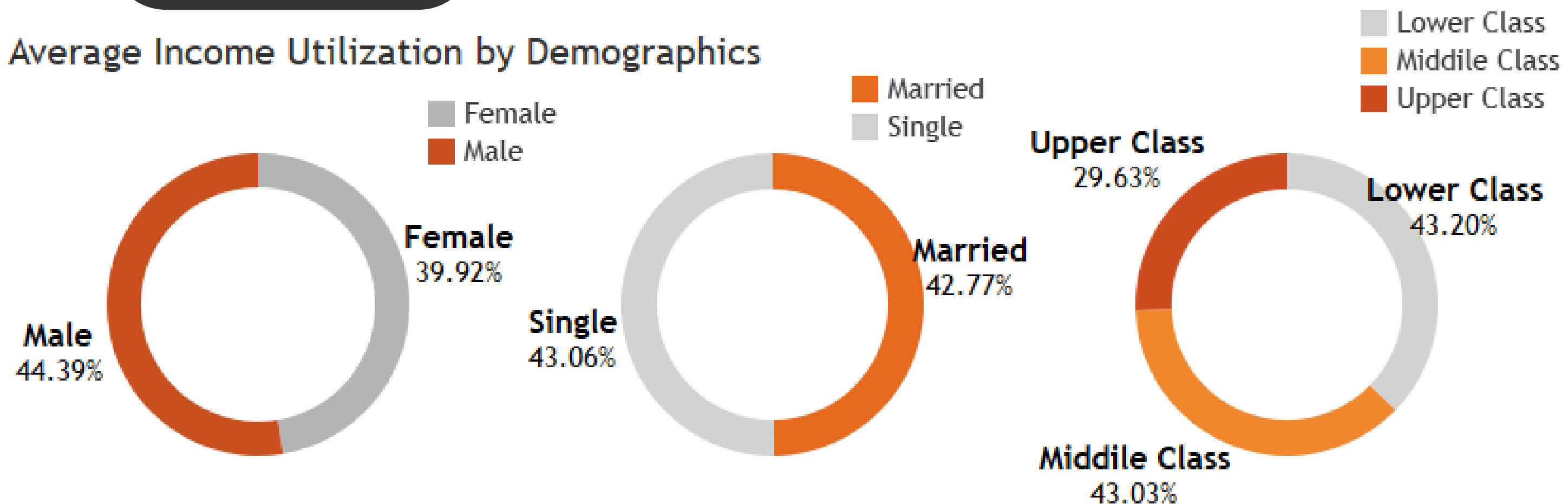


Income Analysis

Average Income
Utilization
42.82 %

On average, customers utilize 43% of their total income

Average Income Utilization by Demographics



Male customers have a higher income utilization rate than female customers

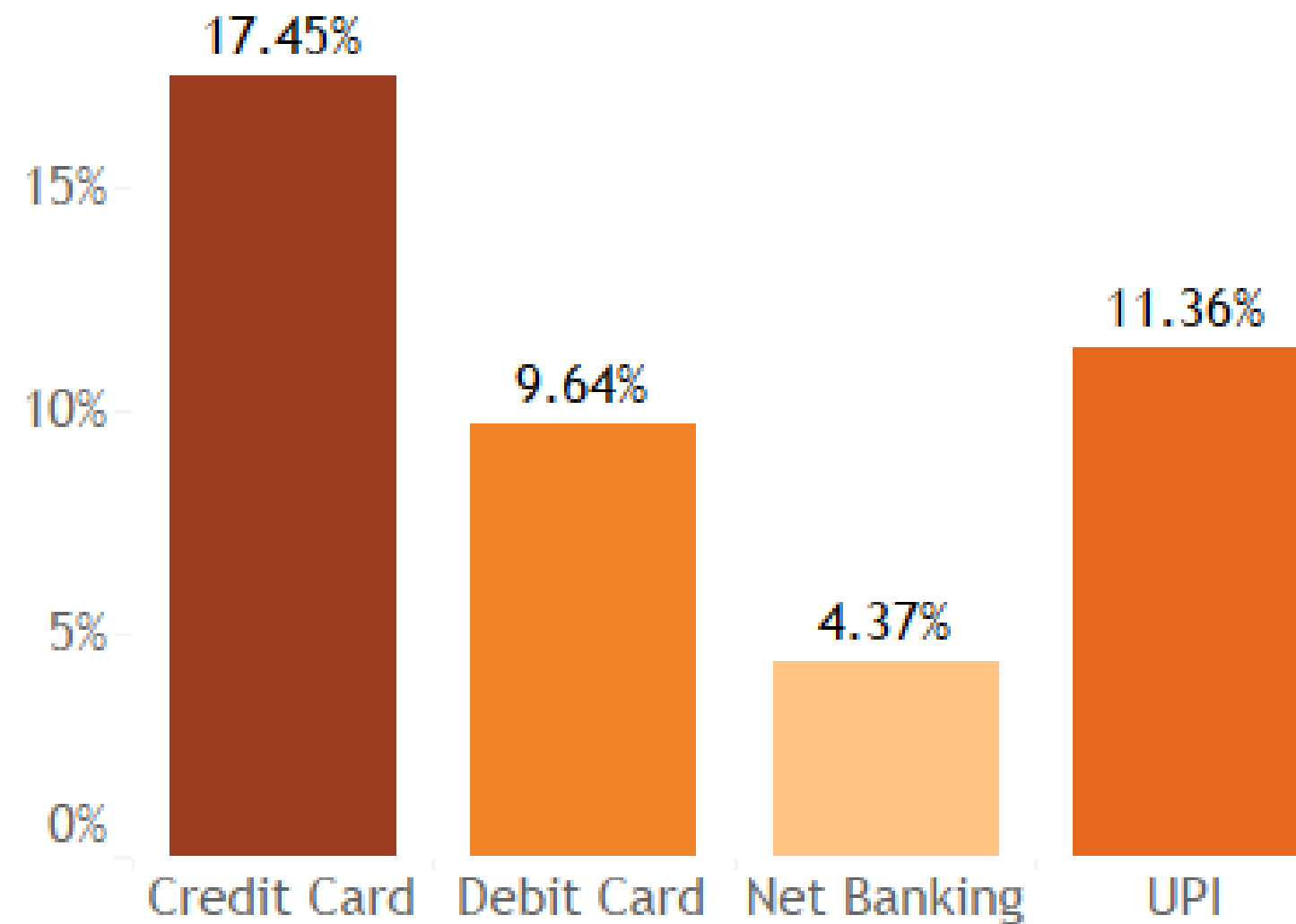
marital status does not significantly impact income utilization.

Middle and lower-class individuals align with the overall average, whereas upper-class customers have lower utilization rates.



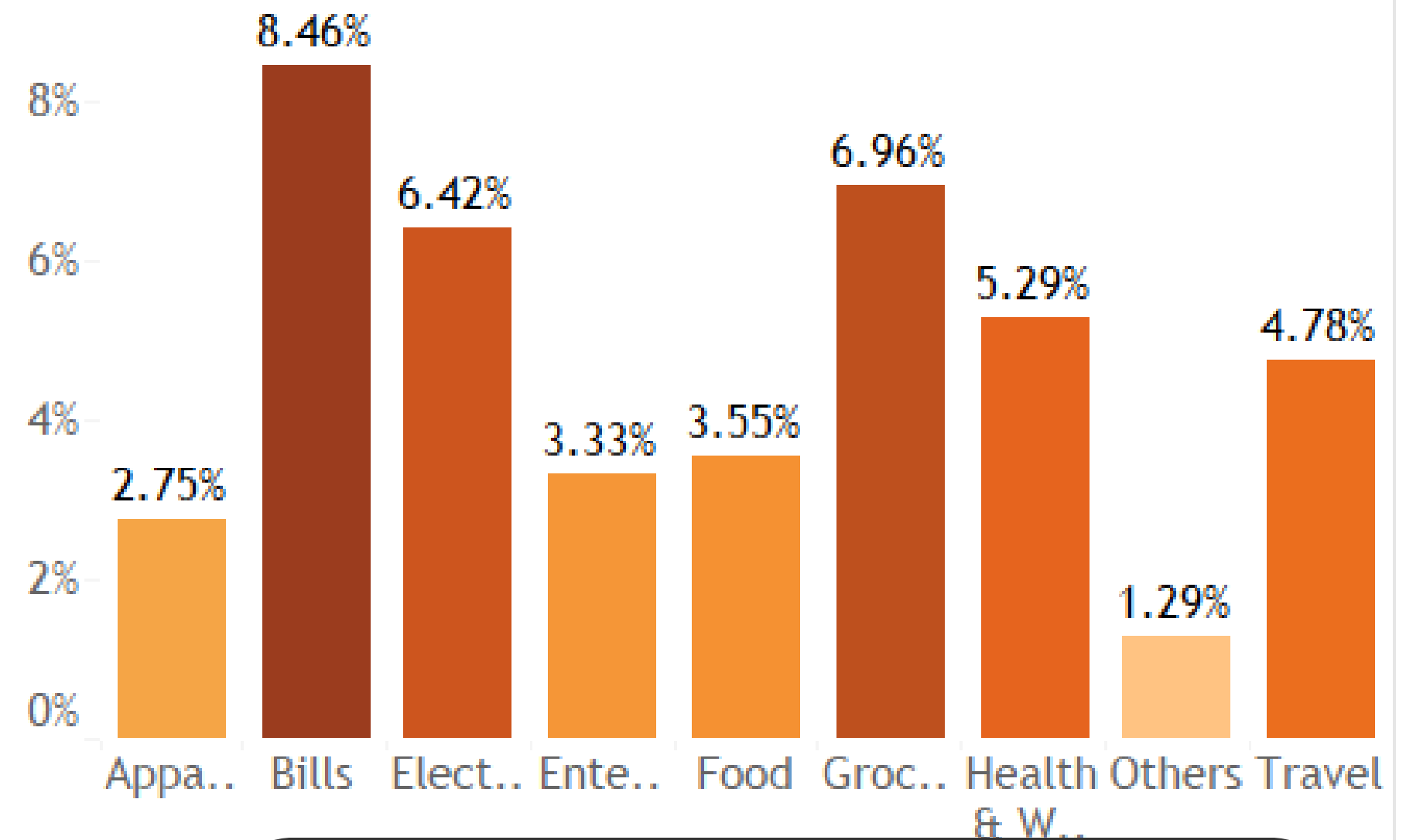
Income Analysis

Payment Mode wise Average Income Utilisation



Credit card transactions represent the highest income utilization rate (17%), followed by UPI (11%).

Category wise Average Income Utilisation

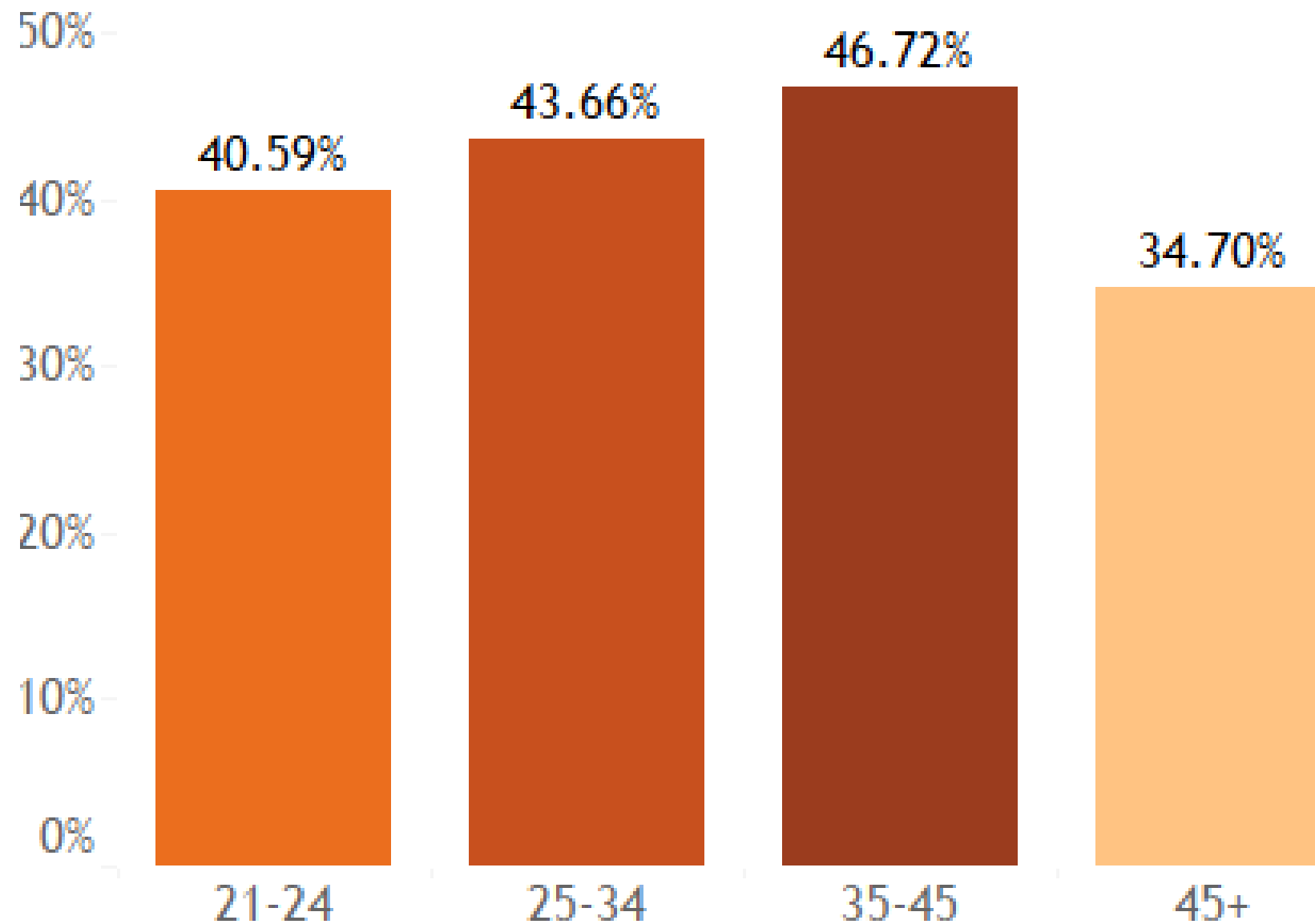


Highest spending is observed in bills, electronics, and groceries.

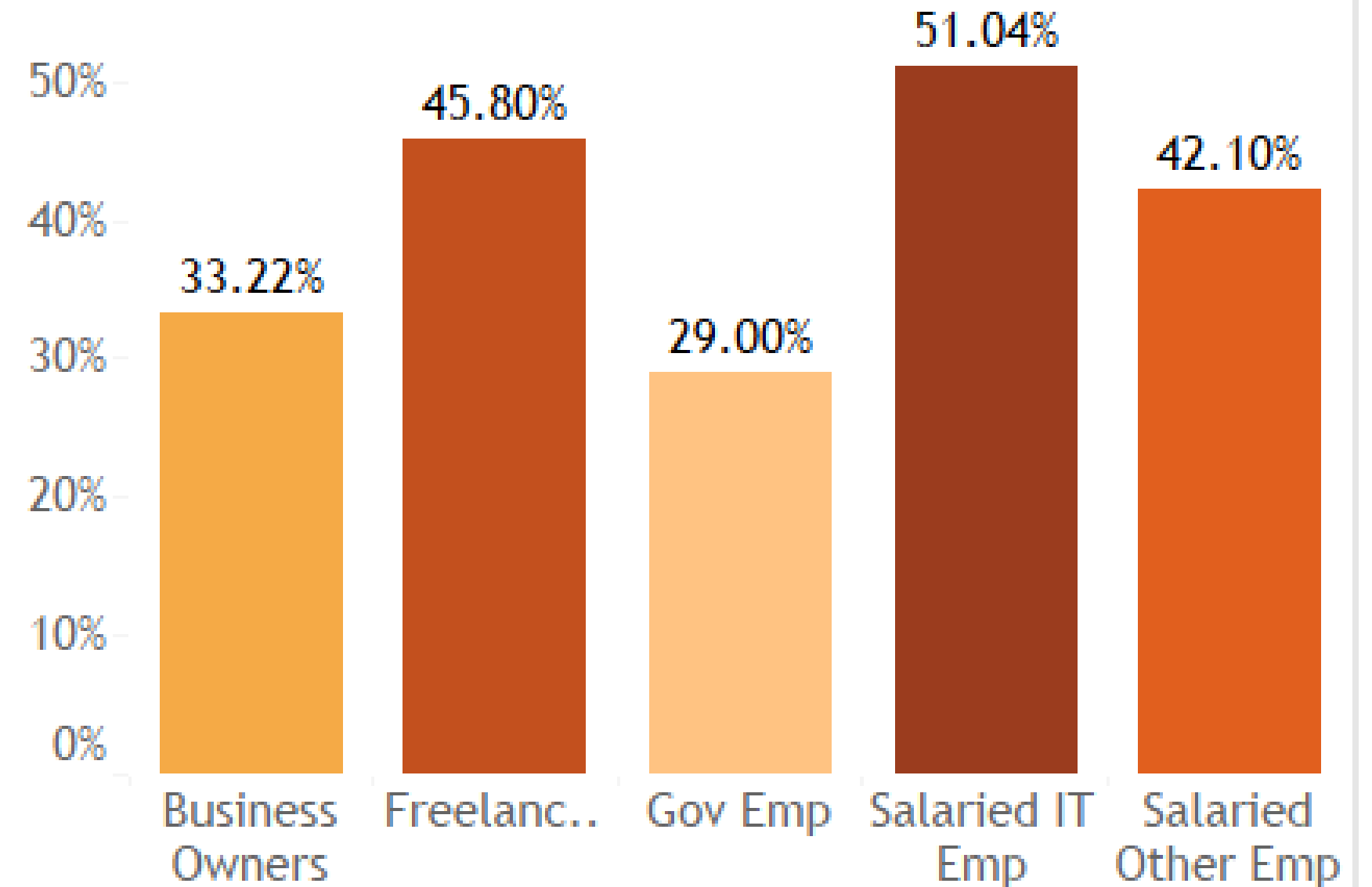


Income Analysis

Age Group wise Average Income Utilisation



Occupation wise Average Income Utilisation



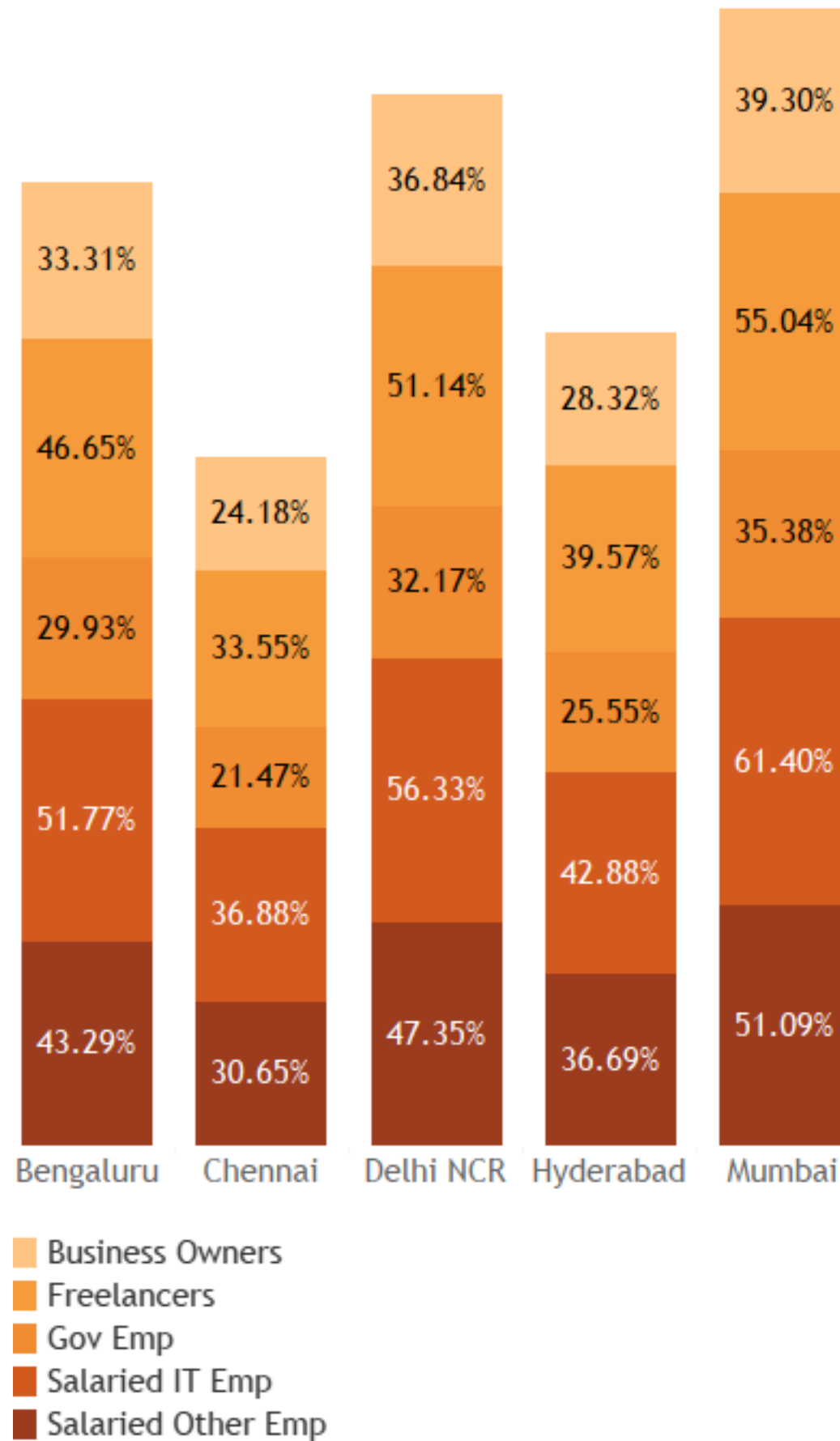
The 35-44 age group has the highest average income utilization, while those over 45 show significantly lower utilization.

Salaried IT employees have the highest income utilization (~50%), while government employees show the least (~30%).

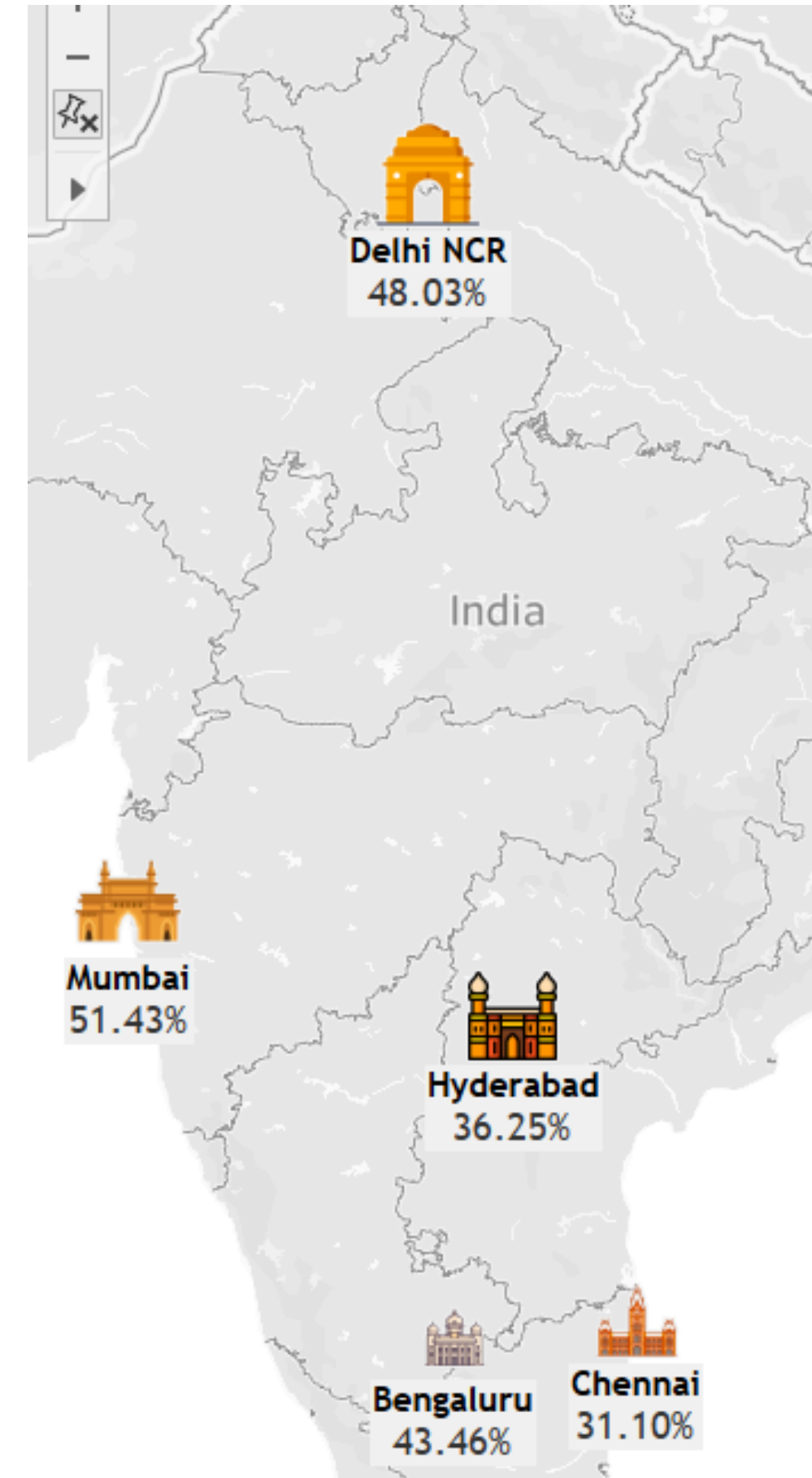


Income Analysis

In all cities based on income utilization major occupation categories are Salaried IT, Salaried Other and Freelancers



Mumbai exhibits a high income utilization rate (51%), while Chennai has a comparatively lower rate (31%).



Recommendations

Targeted Credit Card Benefits:

- Design credit card offerings that cater to middle-class customers, particularly male salaried IT professionals in the 25-44 age range.
- Introduce perks aligned with essential spending categories (e.g., bills, electronics, and groceries) and popular modes of payment like credit cards and UPI.

Customized Rewards Program:

- Consider segment-specific reward points for categories based on demographic insights: higher rewards for bills, electronics, and groceries for salaried IT employees.
- Implement a bonus rewards program in September to capitalize on peak spending trends.

Enhanced Marketing in Mumbai:

Allocate more marketing resources to Mumbai, where spending and income utilization are highest, and tailor campaigns to the specific spending habits of salaried IT employees.

Recommendations

Differentiated Card Products:

- Offer card products with features tailored for young (21-24) customers focused on lifestyle categories (e.g., entertainment, apparel).
- Introduce products catering to older demographics (45+) with more modest spending but focused on essential categories like health & wellness.

Flexible Payment Options:

- Encourage the use of credit cards for high-value categories (apparel, electronics, and bills) by offering cashback or discounts.



Thank You

By Shelly Nagar



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<https://github.com/shellynagar27>



<https://codebasics.io/portfolio/Shelly-Nagar>



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