

INSIGHTS

DEMOGRAPHICS

- Gender Distribution: There is nearly double the number of male customers compared to female customers.
- Marital Status: Approximately 80% of customers are married, indicating a high share of family-oriented spending.
- Income Segmentation: The middle-income category (45,000–80,000) accounts for half of the total customer base.
- Geographic Distribution: Mumbai has the highest customer concentration, while Hyderabad has the least.
- Age and Occupation: 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.
- Occupational Insights: Salaried IT employees represent the largest group, while government employees constitute the smallest share.



INSIGHTS

SPEND ANALYSIS -1

- Category-Wise Spending: Bills, electronics, and groceries constitute nearly 50% of all spending, suggesting an inclination toward essential and tech-related purchases.
- Monthly Trends: Spending peaks significantly in September across all categories, potentially indicating a response to seasonal sales or festivals.
- Payment Preferences: Credit card and UPI are the dominant payment modes, especially for higher-value transactions.
- City Comparison: Average spending is highest in Mumbai, reflecting the city's higher living costs and possibly a more affluent customer base.
- Occupation-Based Spending: Salaried IT employees are the highest spenders, with government employees spending the least.
- Age Group Spending: Major spending is concentrated in the 25-34 and 35-44 age brackets.

INSIGHTS

SPEND ANALYSIS -2

- **Income vs. Spending:** Salaried IT employees and customers aged 25-45 have the highest average income and are also the largest spenders.
- **Credit Card Usage:** Predominantly used for categories like apparel, electronics, and bills, while UPI is preferred for groceries and food.
- **Category Spending by Age Group:**
 1. Ages 21-24 focus on apparel and entertainment.
 2. Ages 25-34 spend most on bills, electronics, groceries, food, travel, and miscellaneous.
 3. Ages 35-45 prioritize bills, electronics, and health.
 4. Customers 45+ exhibit Lowest spending across categories.
- **Gender-Based Category Spending:**
 5. Males spend primarily on bills, electronics, and groceries.
 6. Females spend relatively evenly across categories, with health, wellness, and apparel slightly higher.
- **Marital Status Spending:**
 7. Spending among single customers is relatively balanced across categories.
 8. Married individuals tend to spend more on essential and family-oriented categories like bills, electronics, groceries, and health & wellness.
- **Occupation Comparison by Categories:**
 9. Across occupations, credit cards are the dominant payment mode, followed by UPI and debit cards. Net banking is the least used.
 10. For ages 21-24, spending is consistent across occupations.
 11. For ages 25-34, 50% of spending is from government employees.
 12. For ages 35-45, freelancers, salaried IT, and salaried other employees lead spending.
 13. For ages 45+, business owners have the highest spending.
 14. Males are more likely to be salaried IT employees or business owners, while most female spenders are salaried IT employees.
 15. Average spending is highest for married salaried IT employees and least for single government employees.

INSIGHTS

INCOME ANALYSIS

- Income Utilization: On average, customers utilize 43% of their total income.
- Gender and Marital Status: Male customers have a higher income utilization rate than female customers, while marital status does not significantly impact this metric.
- Income Utilization by Socioeconomic Class: Middle and lower-class individuals align with the overall average, whereas upper-class customers have lower utilization rates.
- Age-Based Utilization: The 35-44 age group has the highest average income utilization, while those over 45 show significantly lower utilization.
- Occupational Utilization: Salaried IT employees have the highest income utilization (~50%), while government employees show the least (~30%).
- City Comparison: Mumbai exhibits a high income utilization rate (51%), while Chennai has a comparatively lower rate (31%).
- Payment Mode Utilization: Credit card transactions represent the highest income utilization rate (17%), followed by UPI (11%).
- Category Utilization: Highest income utilization is observed in bills, electronics, and groceries.

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.

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.
- Highlight the ease and benefits of UPI for groceries and food-related spending, which may appeal to married customers.