



Strategic Insights Dashboard



21st Oct, 2024 (Monday)



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Hello, DESKTOP-8IVNF5V\shell!!



Demographics

The Demographic View of the Banking Dashboard analyzes c..



Spend Analysis - I

The Spending view of the Banking Dashboard analyzes av..



Spend Analysis - II

The Spending view of the Banking Dashboard analyzes a..



Income Analysis

The Income Analysis view of the Banking Dashboard analyzes average income utilized by customers for various demographics to tailor services effectively.



Detailed View

The Detailed View of the Banking Dashboard is a consolidated view of overall portfolio informations and analysis.



Information

All the values are in rupees and millions.



Strategic Insight Dashboard



Demographics



Spend Analysis -1



Spend Analysis -2



Income Analysis



Detailed View



Filters

Month

(All)

Gender

(All)

Marital Status

(All)

Age Group

(All)

Occupation

(All)

Payment Type

(All)

Customer Segmentation

(All)

City

(All)

Category

(All)

Customer Id

(All)



Total Portfolios

4,000



Average Spend

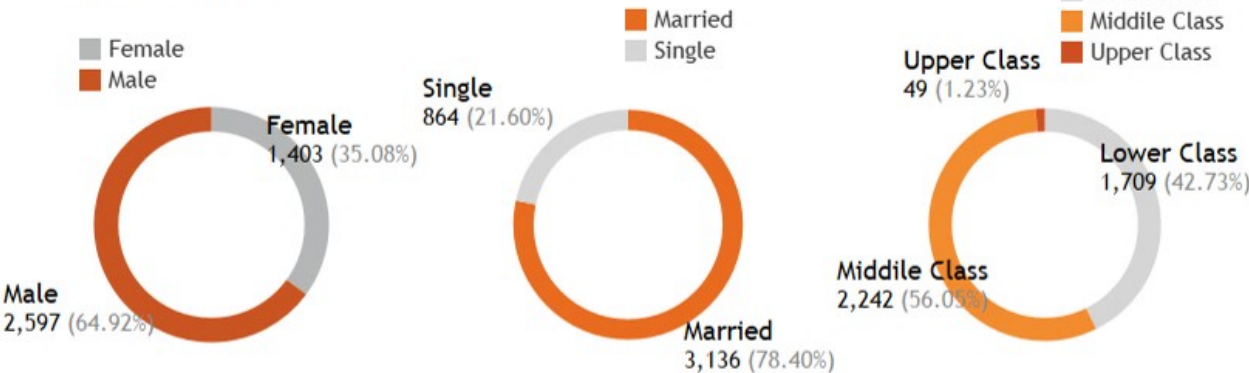
₹ 88.48M



Average Income

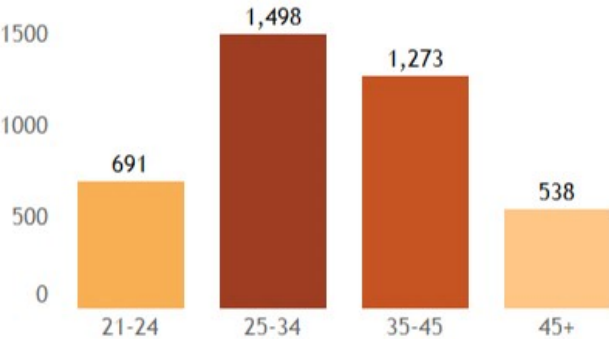
₹ 206.63M

Demographic Analysis

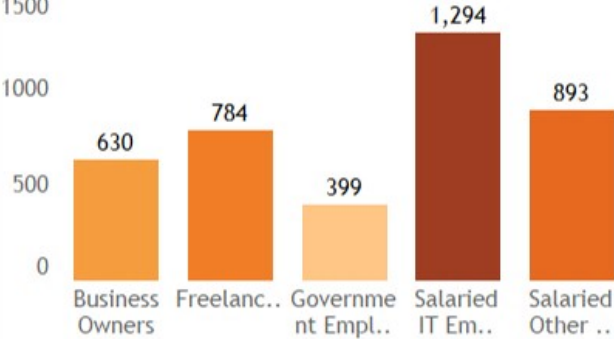


Portfolio of Age & Customer

Age Group Wise Portfolio (2)

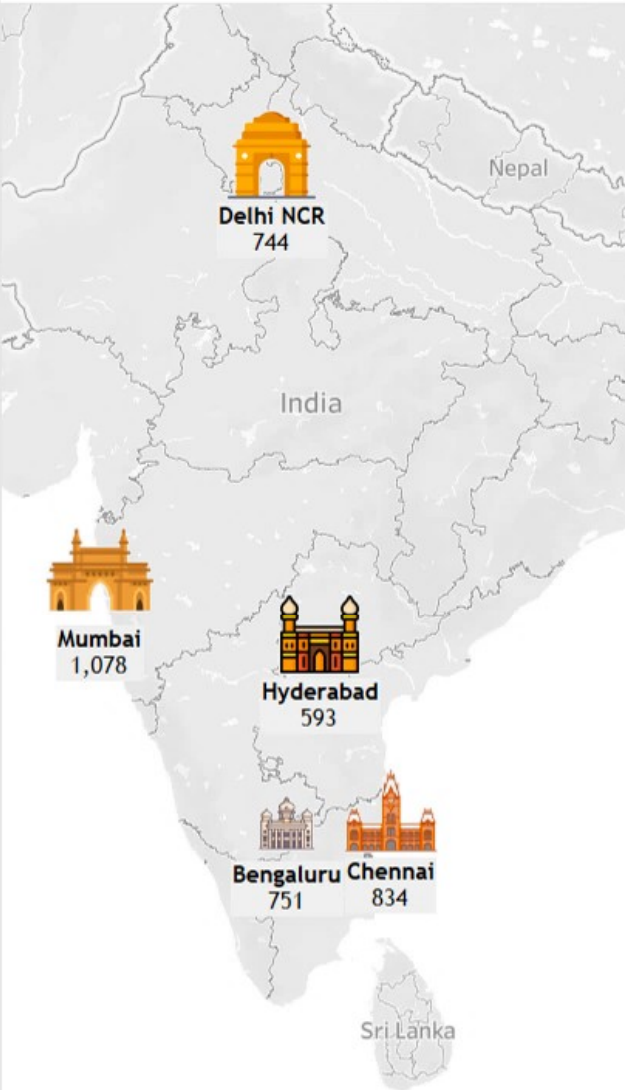


Occupation Wise Portfolio (2)



Demographics by Cities

View by Occupation



© 2024 Mapbox © OpenStreetMap



Strategic Insight Dashboard

Demographics

Spend Analysis -1

Spend Analysis -2

Income Analysis

Detailed View



Filters

Month

(All)

Gender

(All)

Marital Status

(All)

Age Group

(All)

Occupation

(All)

Payment Type

(All)

Customer Segmentation

(All)

City

(All)

Category

(All)

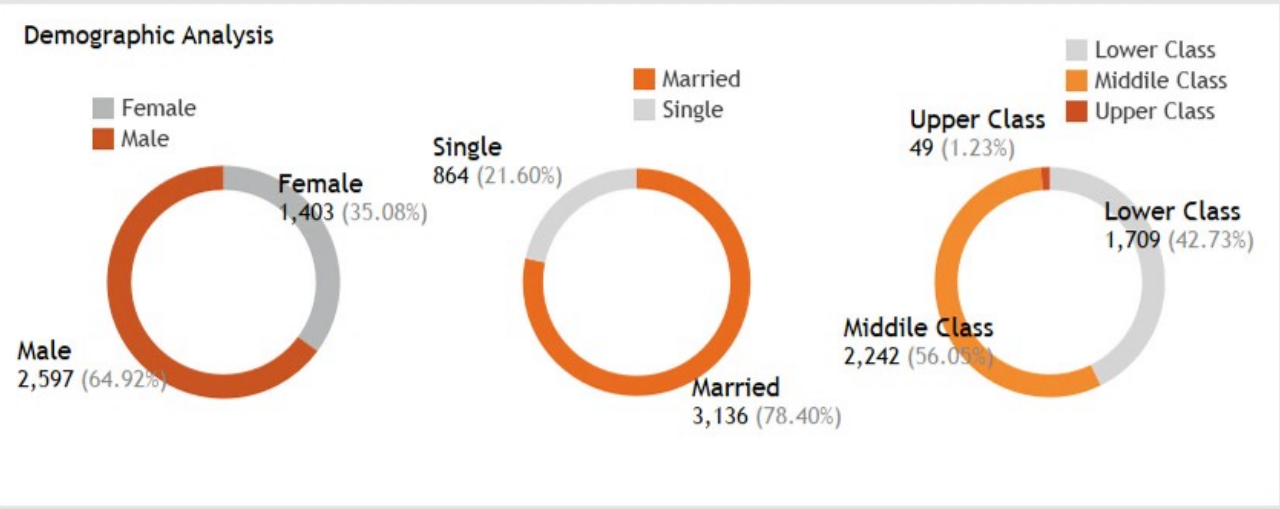
Customer Id

(All)

Total Portfolios
4,000

Average Spend
₹ 88.48M

Average Income
₹ 206.63M



Portfolio of Age & Customer

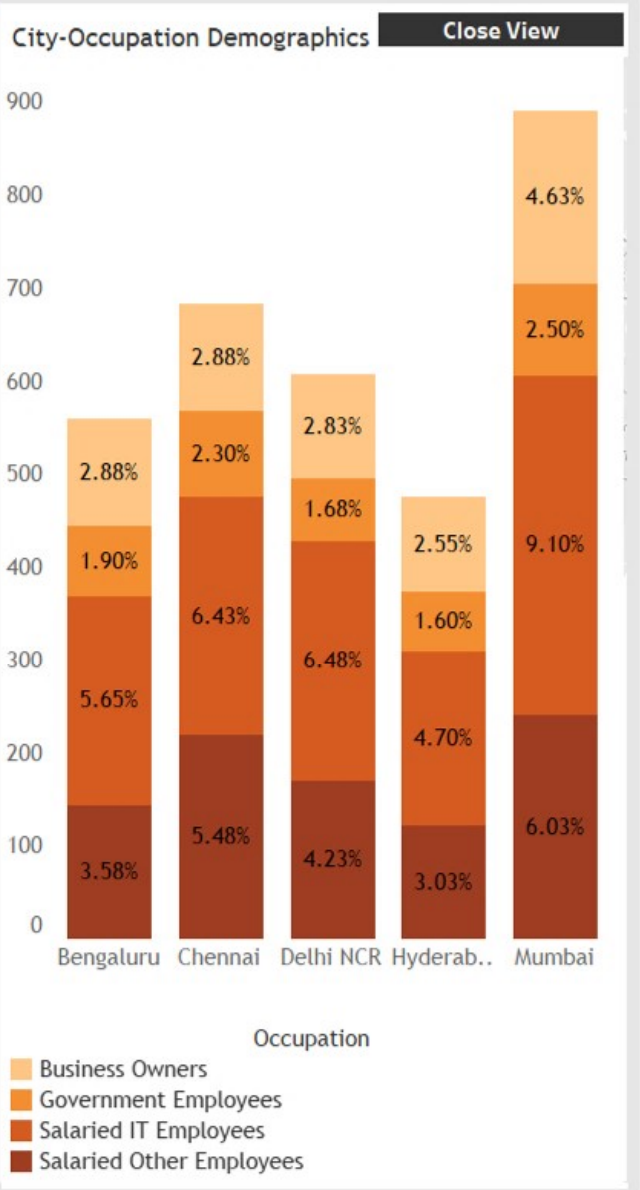
Visual

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
Government..	66	194	88	51	399
Salaried IT ..	266	460	420	148	1,294
Salaried Other Empl..	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
Middle Class	355	893	665	329	2,242
Upper Class			3	46	49
Total	691	1,498	1,273	538	4,000





STRATEGIC INSIGHTS DASHBOARD



Demographics



Spend Analysis -1



Spend Analysis -2



Income Analysis



Detailed View



Filters

- Month
(All)
- Gender
(All)
- Marital Status
(All)
- Age Group
(All)
- Occupation
(All)
- Payment Type
(All)
- Customer Segmentation
(All)
- City
(All)
- Category
(All)
- Customer Id
(All)



Total Portfolios

4,000



Average Spend

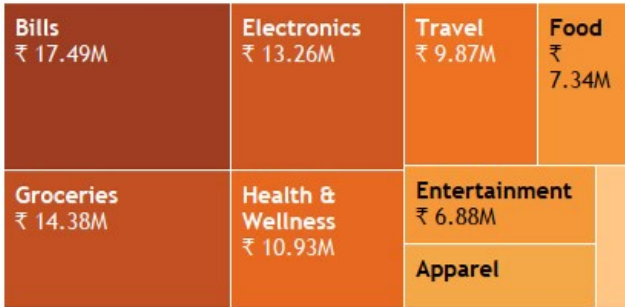
₹ 88.48M



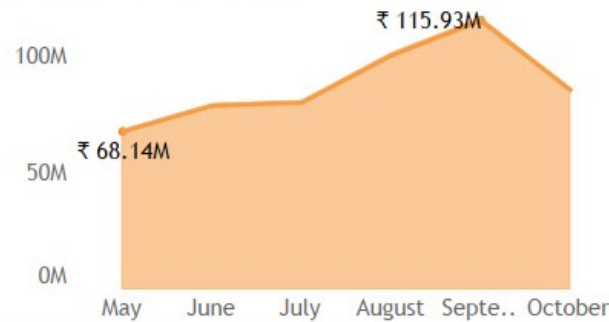
Average Income

₹ 206.63M

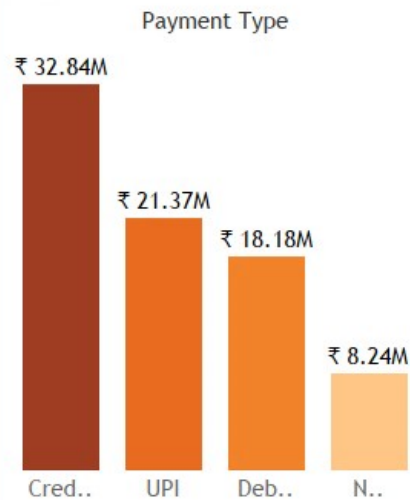
Avg Spending by Category



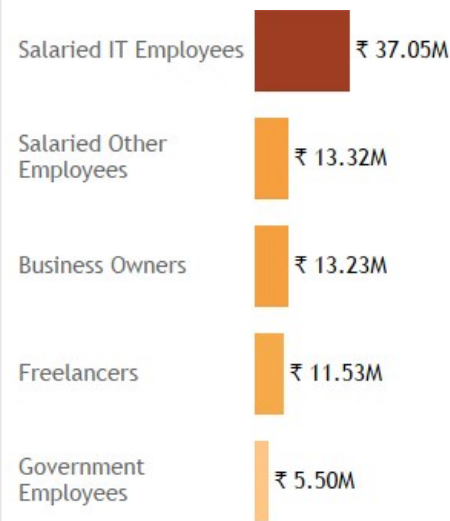
Avg Spending by Month



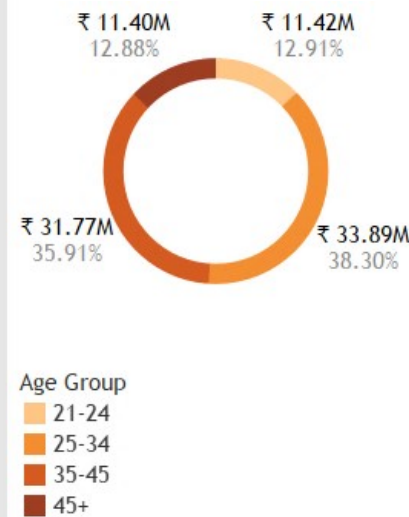
Avg Spending by Payment Mode



Avg Spending by Occupation

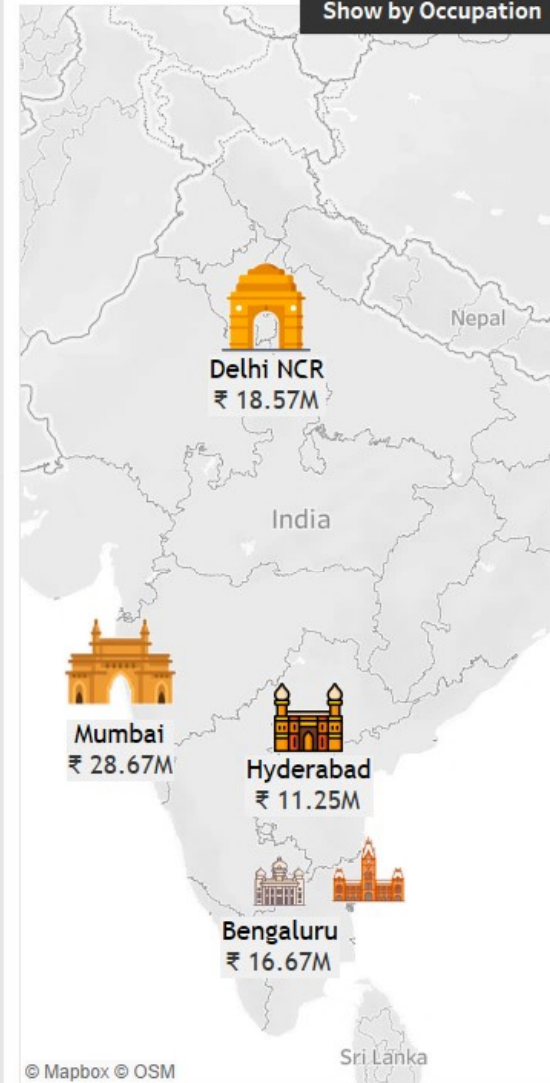


Avg Spending by Age Group



Avg Spending Demographics

Show by Occupation



© Mapbox © OSM



STRATEGIC INSIGHTS DASHBOARD



Demographics



Spend Analysis -1



Spend Analysis -2



Income Analysis



Detailed View



Filters

Month
(All)

Gender
(All)

Marital Status
(All)

Age Group
(All)

Occupation
(All)

Payment Type
(All)

Customer Segmentation
(All)

City
(All)

Category
(All)

Customer Id
(All)



Total Portfolios

4,000



Average Spend

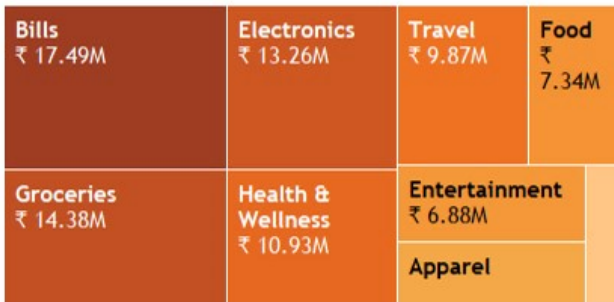
₹ 88.48M



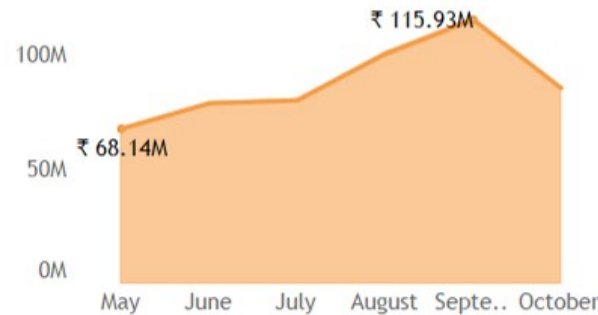
Average Income

₹ 206.63M

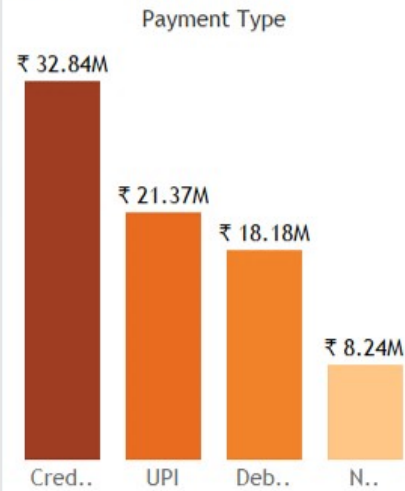
Avg Spending by Category



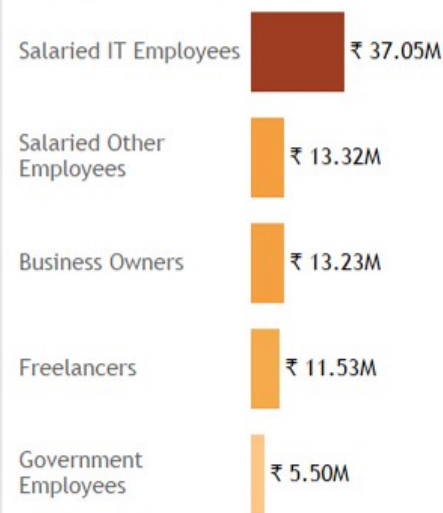
Avg Spending by Month



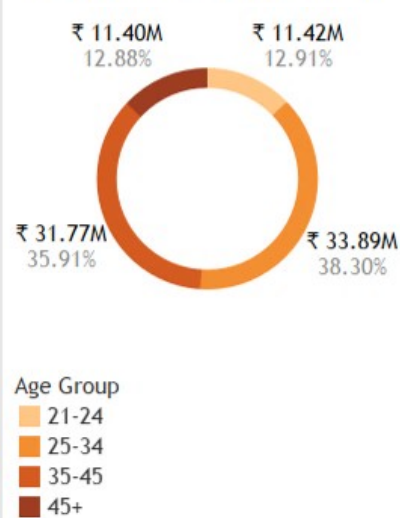
Avg Spending by Payment Mode



Avg Spending by Occupation



Avg Spending by Age Group



City Occupation Demographics





STRATEGIC INSIGHTS DASHBOARD



Demographics



Spend Analysis -1



Spend Analysis -2



Income Analysis



Detailed View



Filters

Month

(All)

Gender

(All)

Marital Status

(All)

Age Group

(All)

Occupation

(All)

Payment Type

(All)

Customer Segmentation

(All)

City

(All)

Category

(All)

Customer Id

(All)



Total Portfolios

4,000



Average Spend

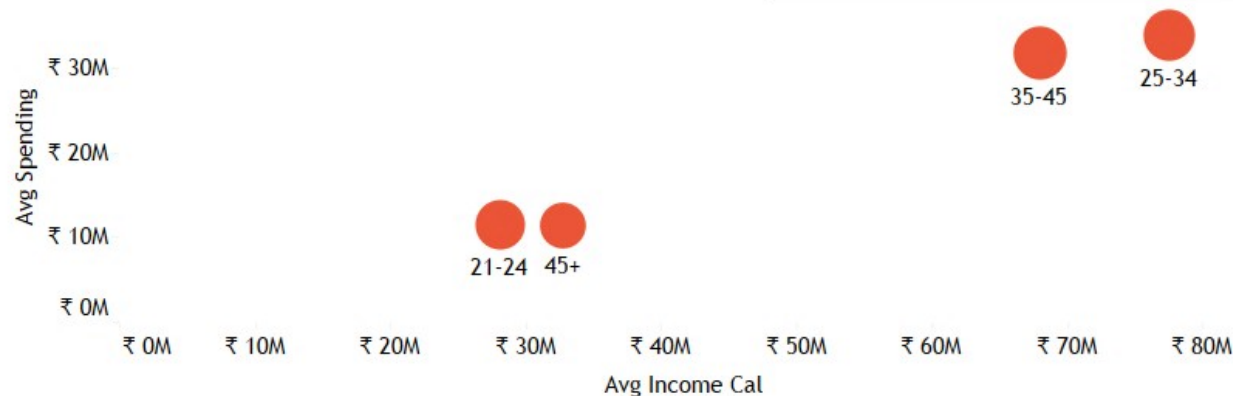
₹ 88.48M



Average Income

₹ 206.63M

Avg Income VS Avg Spending by Age Group



Average Spending by Occupation

Occupation VS Payment Mode- Avg Spending

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%
Governme nt Emplo..	43.56%	24.89%	9.67%	21.87%
Salaried IT Employees	41.61%	22.29%	10.04%	26.07%
Salaried Other Em..	42.43%	22.00%	9.71%	25.86%

Occupation VS Age Group- Avg Spending

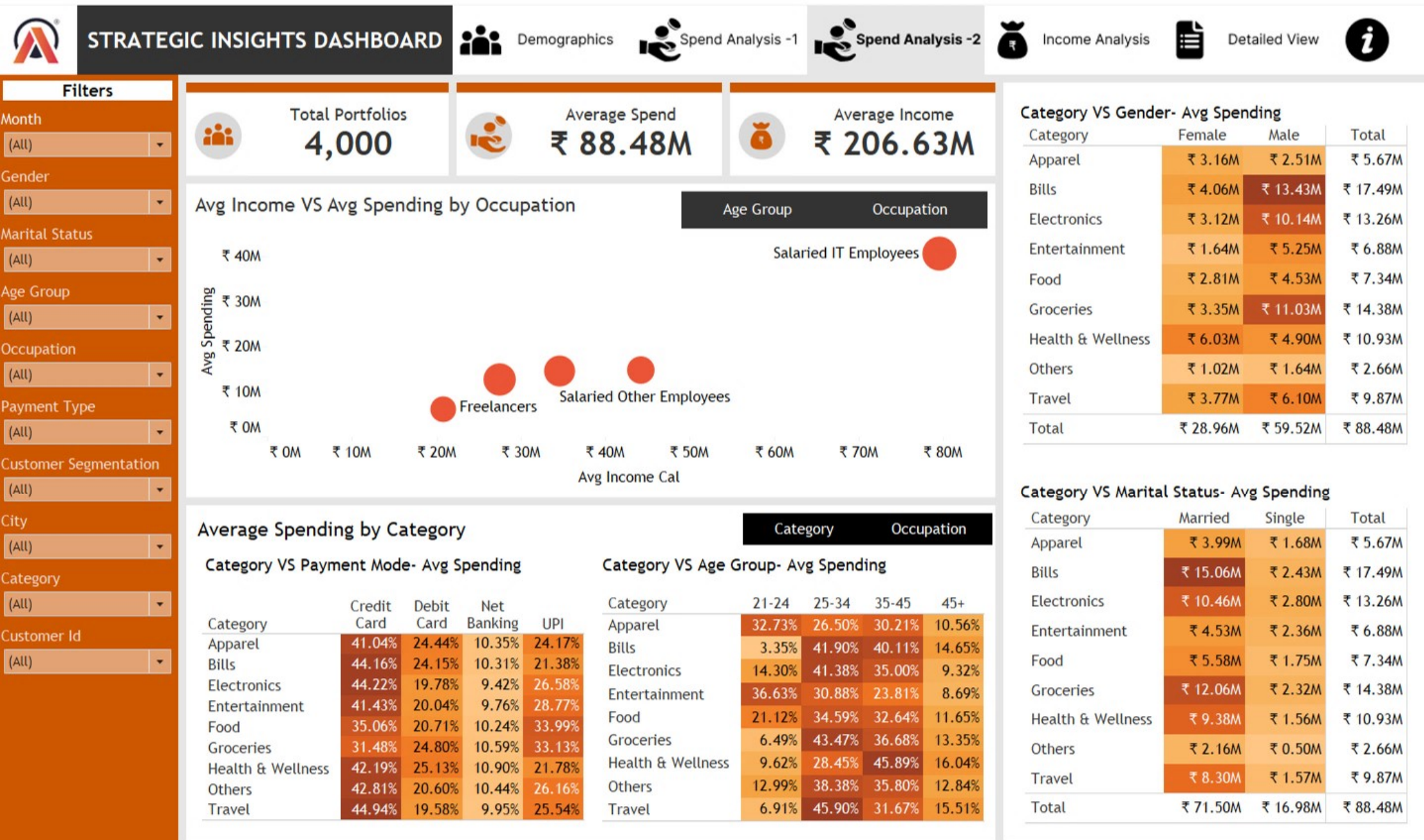
Occupation	21-24	25-34	35-45	45+
Business Owners	10.47%	39.20%	28.21%	22.12%
Freelancers	10.16%	36.47%	42.89%	10.48%
Government Employees	11.83%	50.97%	24.63%	12.58%
Salaried IT Employees	14.92%	36.97%	37.29%	10.83%
Salaried Other Employees	12.57%	37.49%	38.44%	11.50%

Occupation VS Gender- Avg Spending

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

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
Government Employees	₹ 4.95M	₹ 1.07M	₹ 6.02M
Salaried IT Employees	₹ 32.41M	₹ 8.21M	₹ 40.62M
Salaried Other Employees	₹ 11.78M	₹ 2.81M	₹ 14.59M
Total	₹ 71.50M	₹ 16.98M	₹ 88.48M





STRATEGIC INSIGHTS DASHBOARD



Demographics



Spend Analysis -1



Spend Analysis -2



Income Analysis



Detailed View



FILTERS

- Month
(All)
- Gender
(All)
- Marital Status
(All)
- Age Group
(All)
- Occupation
(All)
- Payment Type
(All)
- Customer Segmentation
(All)
- City
(All)
- Category
(All)
- Customer Id
(All)



Average Income Utilization
42.82%

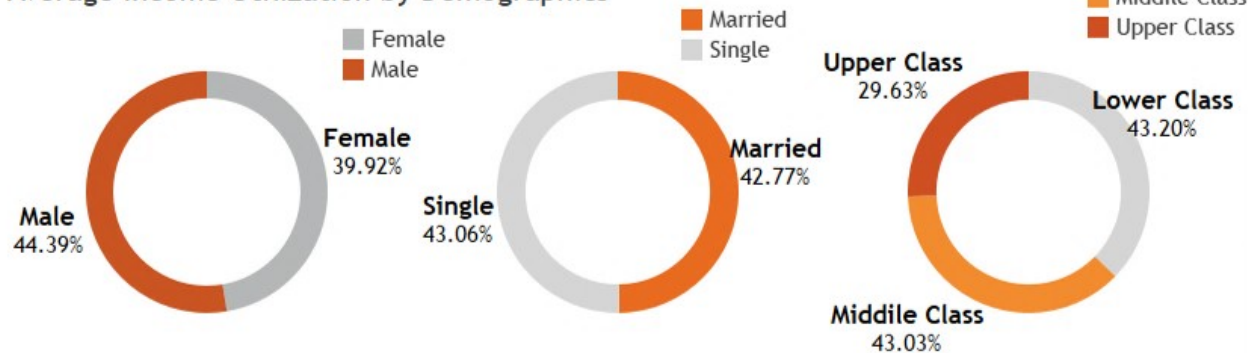


Average Spend
₹ 88.48M



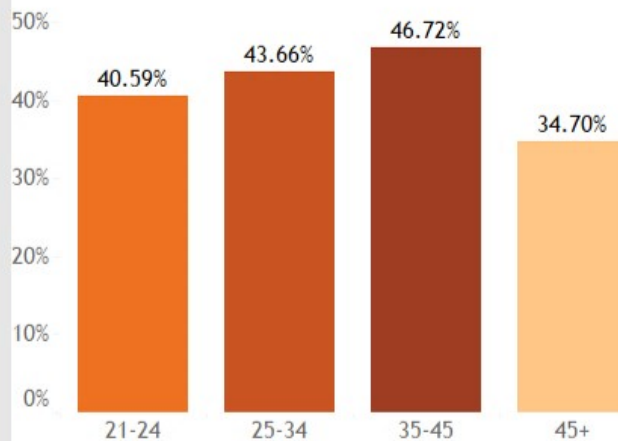
Average Income
₹ 206.63M

Average Income Utilization by Demographics

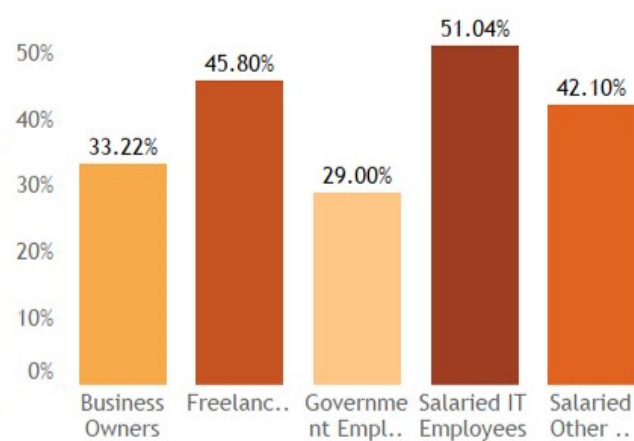


Average Income Utilization by Age Group & Occupation

Age Group wise Average Income Utilisation

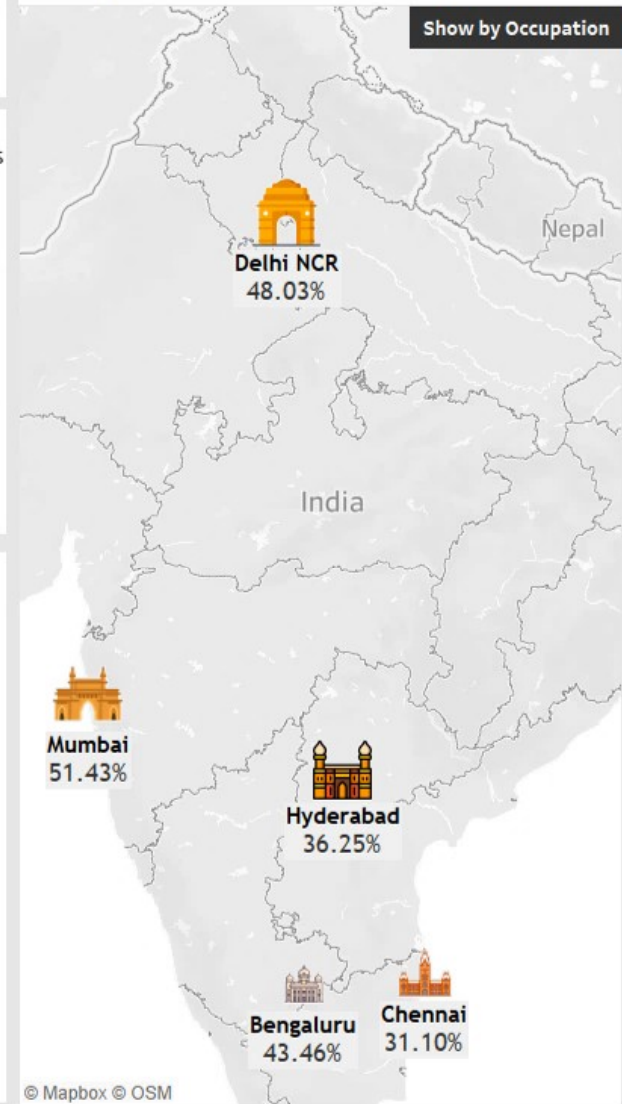


Occupation wise Average Income Utilisation



Average Income Utilization% by Cities

Show by Occupation



© Mapbox © OSM



STRATEGIC INSIGHTS DASHBOARD



Demographics



Spend Analysis -1



Spend Analysis -2



Income Analysis



Detailed View



FILTERS

- Month
(All)
- Gender
(All)
- Marital Status
(All)
- Age Group
(All)
- Occupation
(All)
- Payment Type
(All)
- Customer Segmentation
(All)
- City
(All)
- Category
(All)
- Customer Id
(All)



Average Income Utilization
42.82%

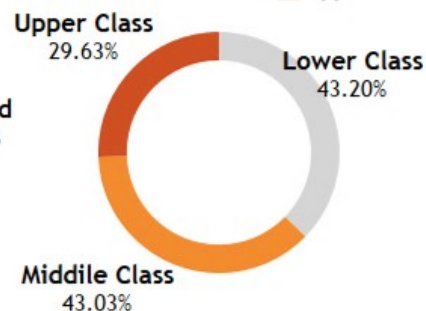
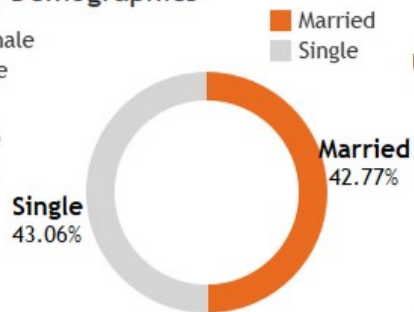
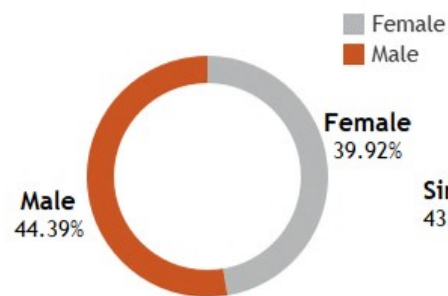


Average Spend
₹ 88.48M



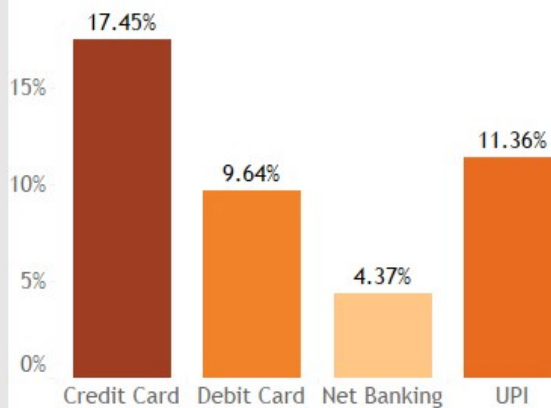
Average Income
₹ 206.63M

Average Income Utilization by Demographics

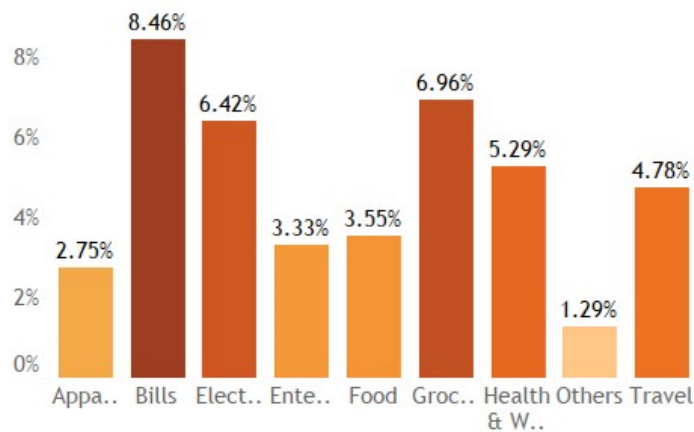


Average Income Utilization by Payment Mode & Category

Payment Mode wise Average Income Utilisation

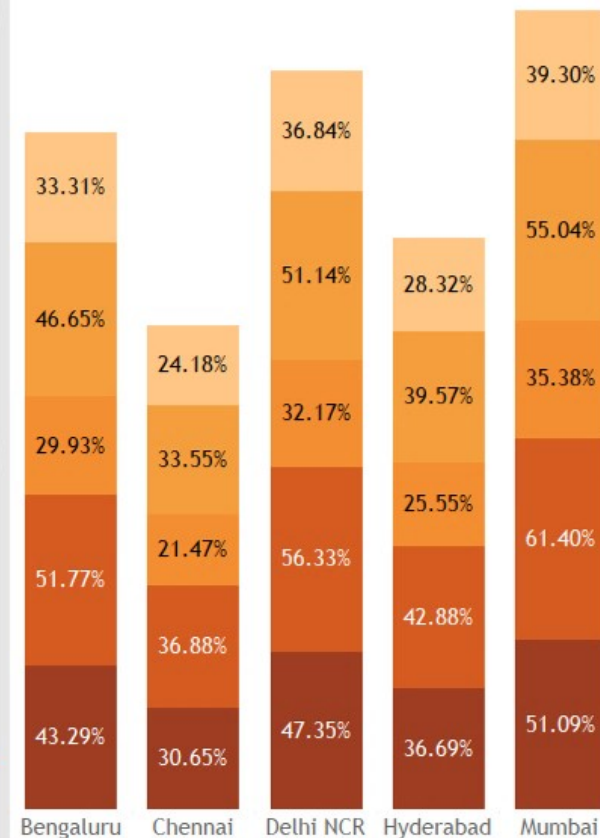


Category wise Average Income Utilisation



Average Income Utilization% by City - Occupation

Close View



- Business Owners
- Freelancers
- Government Employees
- Salaried IT Employees
- Salaried Other Employees



STRATEGIC INSIGHTS DASHBOARD



Demographics



Spend Analysis -1



Spend Analysis -2



Income Analysis



Detailed View



FILTERS

Month
(All) ▼

Gender
(All) ▼

Marital Status
(All) ▼

Age Group
(All) ▼

Occupation
(All) ▼

Payment Type
(All) ▼

Customer Segmentation
(All) ▼

City
(All) ▼

Category
(All) ▼

Customer Id
(All) ▼

Spend
35,265 315,201
[Slider]

Avg Income Utilization
14.29% 77.37%
[Slider]

Customer ID	Gender	Marital Status	Customer Segme..	Occupation	Total Spend	Total Income	Avg Income Utilizati..
ATQCUS0005							
ATQCUS0006	Male	Married	Middle Class	Salaried IT Employees	₹30,855.33	₹50,620.00	60.95%
ATQCUS0007	Male	Married	Middle Class	Salaried IT Employees	₹26,474.00	₹48,756.00	54.30%
ATQCUS0008	Male	Married	Middle Class	Salaried IT Employees	₹26,162.17	₹46,854.00	55.84%
ATQCUS0009	Male	Married	Middle Class	Salaried IT Employees	₹29,624.67	₹47,879.00	61.87%
ATQCUS0010							