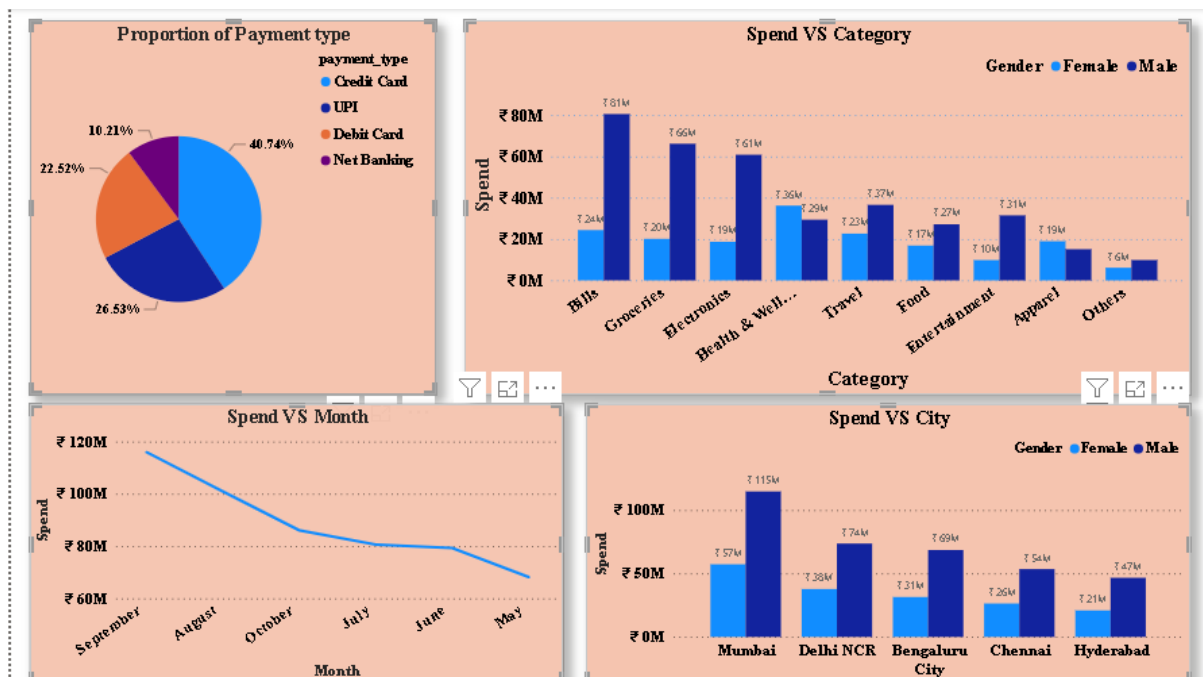
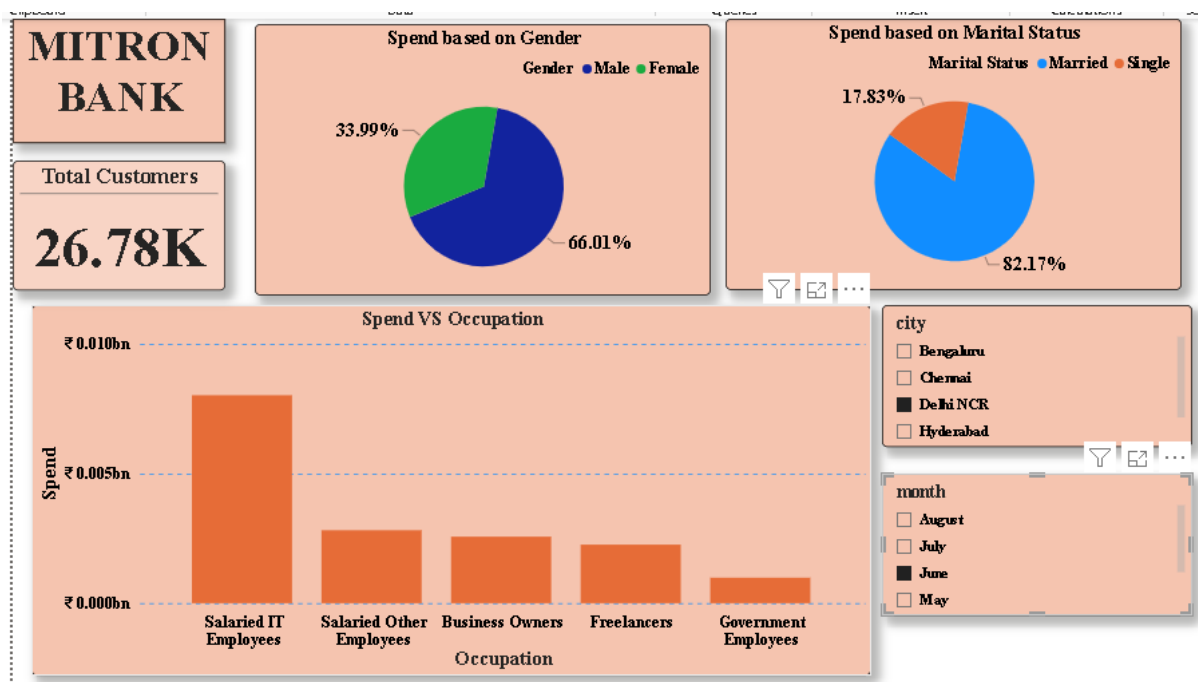


# Mitron Bank

The main aim of the project is to do a thorough analysis of customers based on their age, gender, marital status etc. I have used Power BI to create dashboards, to visualize the trends, patterns as shown.



The dashboard can be used by the top level management with great ease. It is easy to understand.

#### Insights in Brief:

1. Mitron Bank has 66% of Male customers and 34% of Female customers, that means Male customers spend most compared to their counter part.
2. Similarly, Married customers spend more than the Single customers.
3. In every city, the Salaried IT employees spend the most and the Government employees spend the least.
4. Customers use Credit Card most for Payment and Net banking is least used payment option.
5. Customers based in Mumbai spend the most among all the cities, and Hyderabad customers spend the least among all the cities.
6. From May to September, there is a rise in spending in every month.