



Customer Demographic analysis Mitron Bank : Analysis for new Credit Card launch



4000

Total Customer



2597

Male



1403

Female

Page Navigator



Demographic Analysis

Spend Analysis

Full Grid View

city

All



occupation

All



marital status

All



payment_type

All

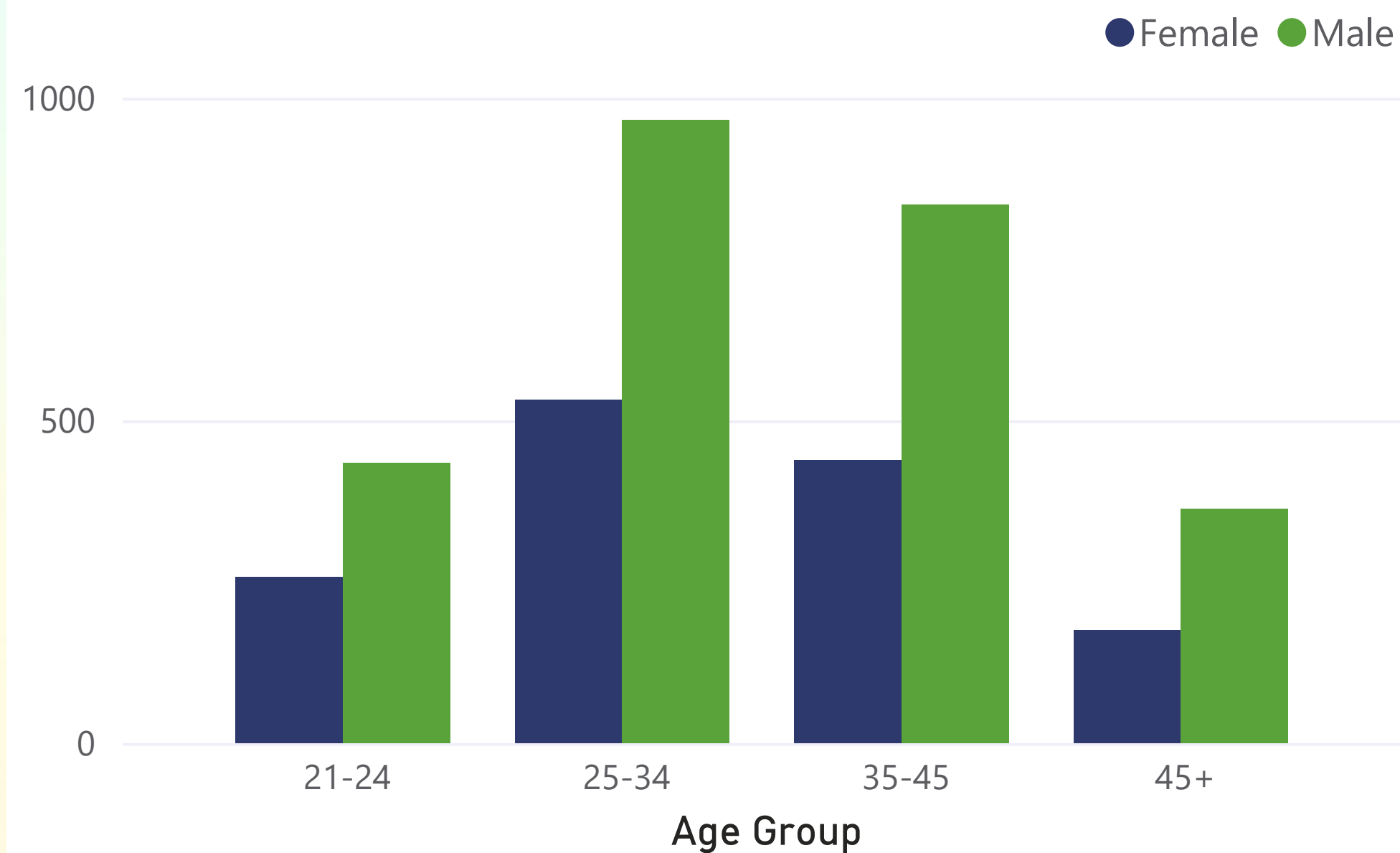


category

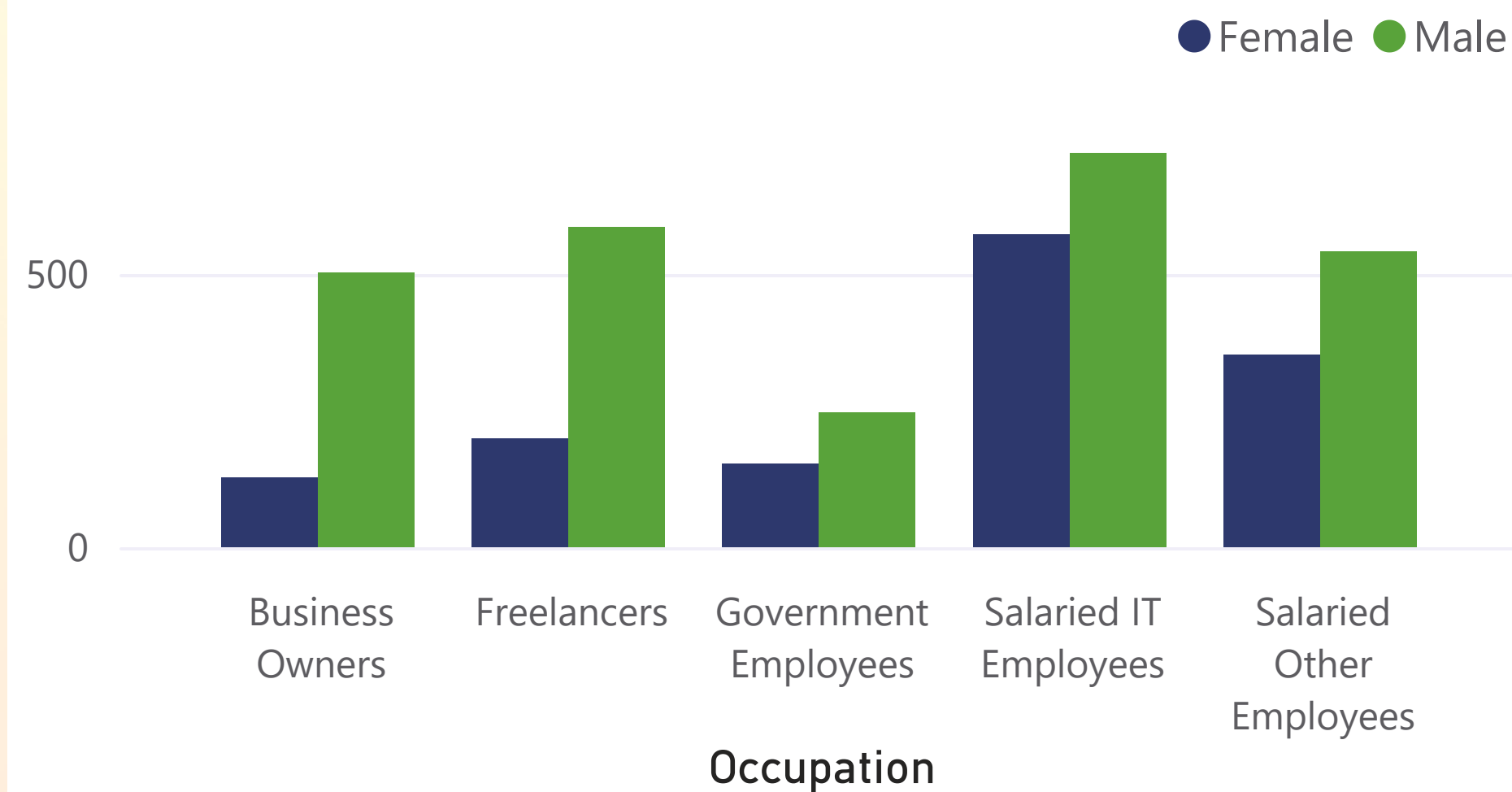
All



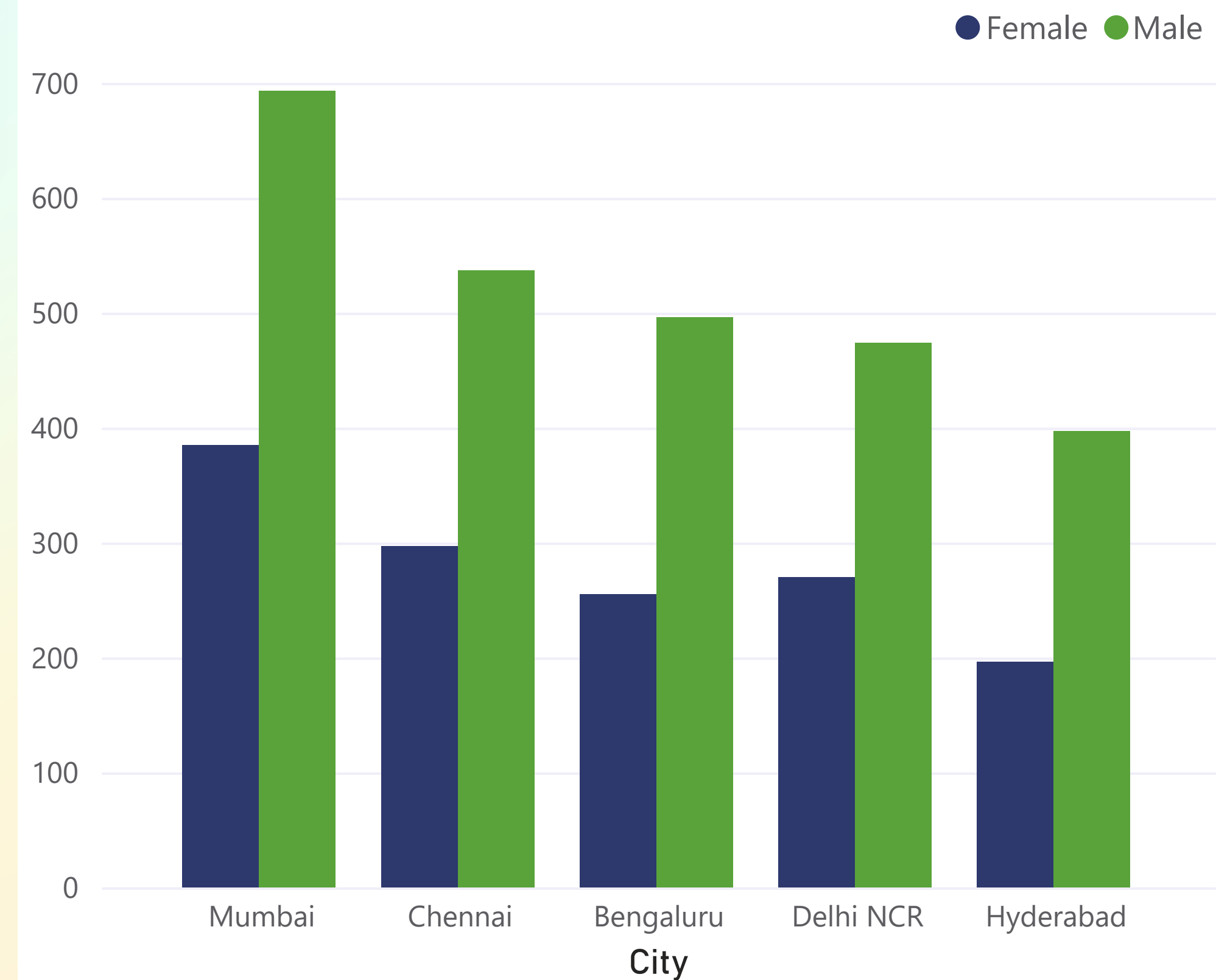
Customer by age group and gender



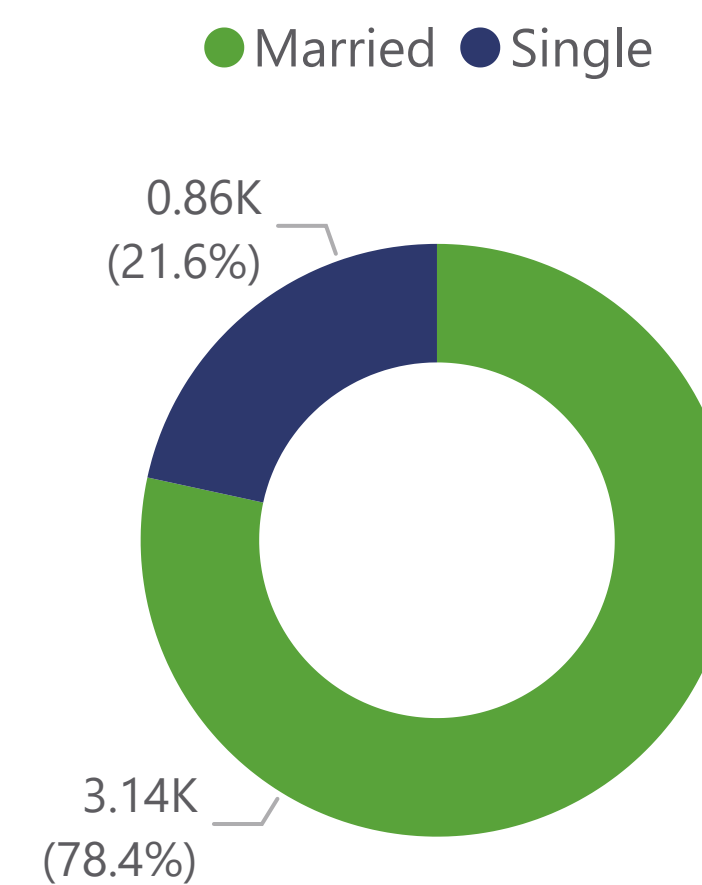
Customer by Occupation and gender



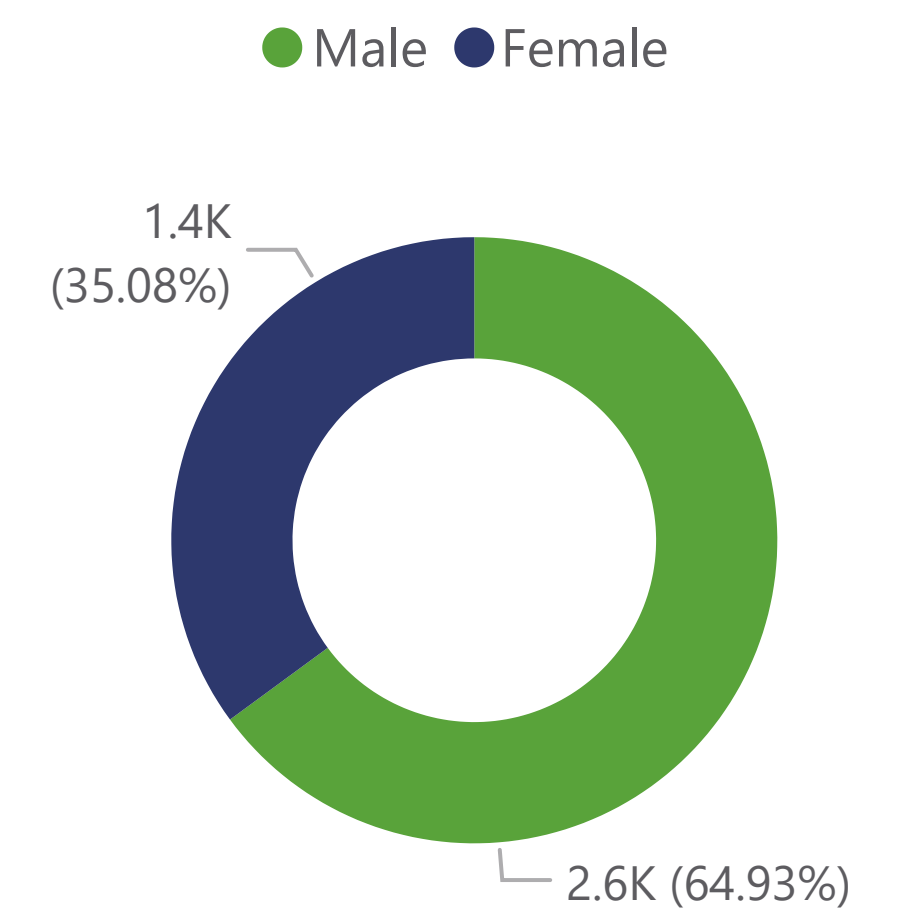
Customer by City and gender



Customer by Marital Status



Customer by gender





Customer Spend analysis Mitron Bank : Analysis for new Credit Card launch



4000

Total Customer



2597

Male



1403

Female



207M

Total Income



531M

Total Spend



51.66K

Avg Income



2.57

Avg Income Utilisation

Month

All



Page Navigation

Demographic Analysis



Spend Analysis

Full Grid View

city

All



occupation

All



marital status

All



payment_type

All



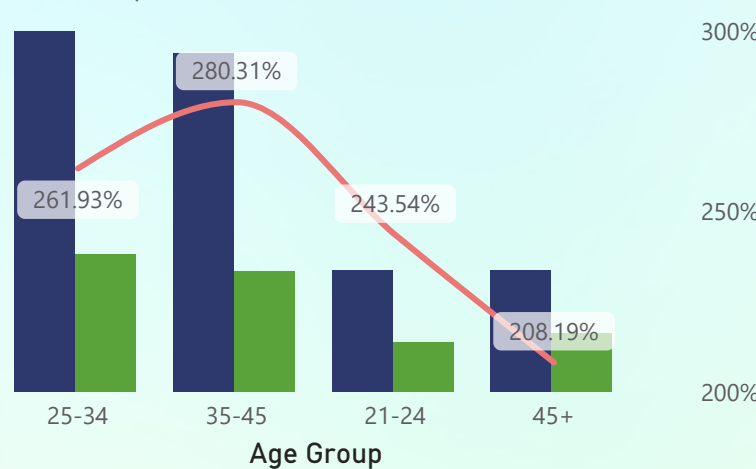
category

All



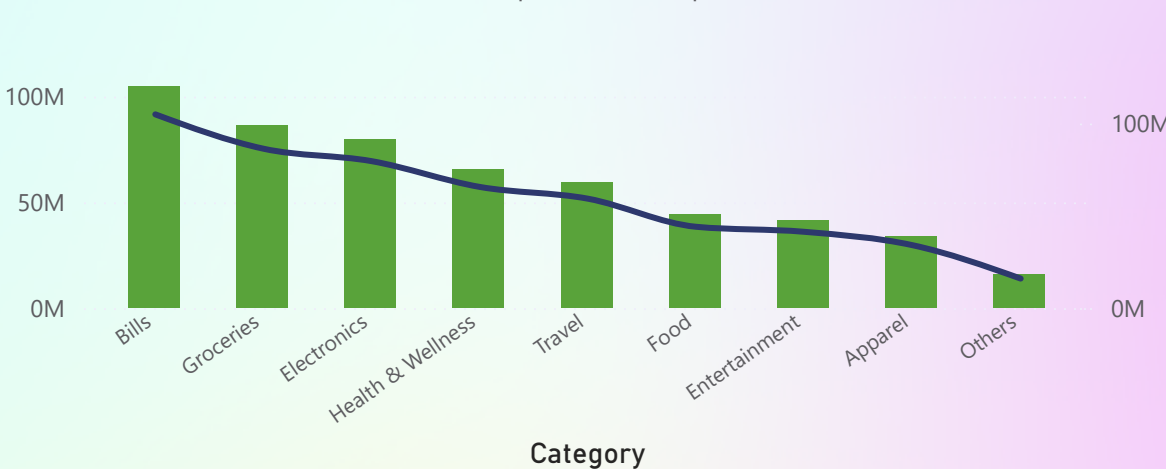
Income, Spend, Income utilization by Age Group

● Total Spend ● Total Income — Income Utilisation



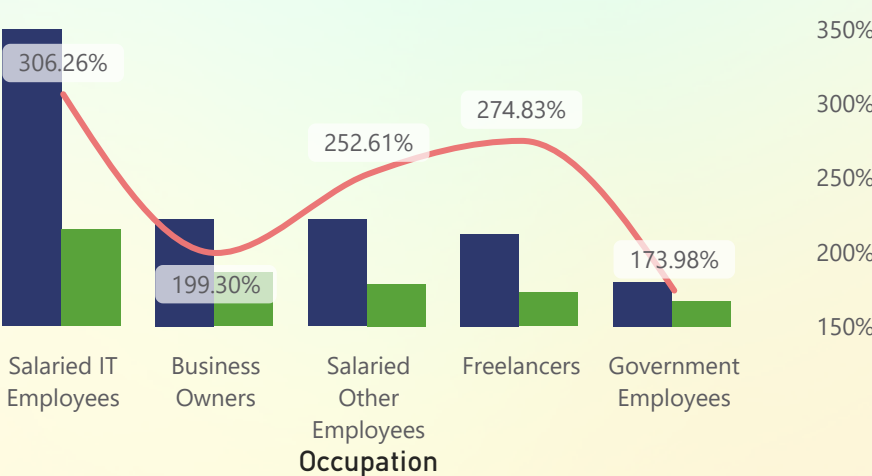
Total Spend and Total Spend by category

● Total Spend ● Total Spend



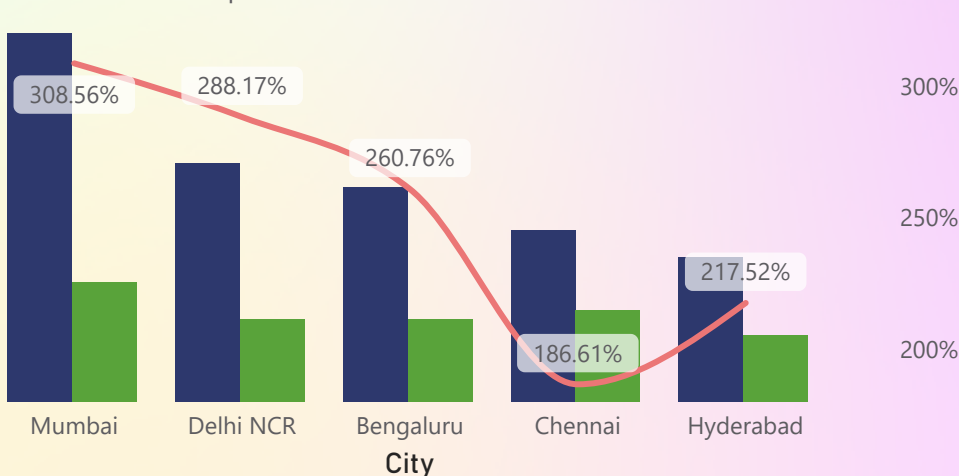
Income, Spend, Income utilization by Occupation

● Total Spend ● Total Income — Income Utilisation

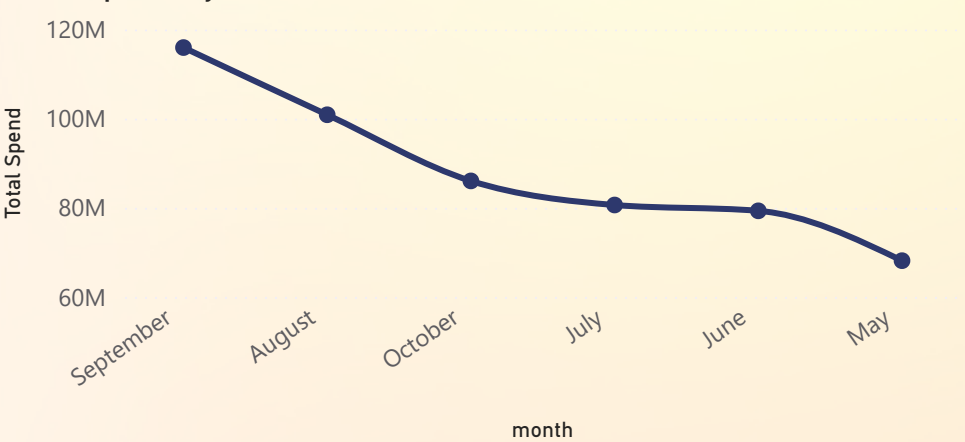


Income, Spend, Income utilization by City

● Total Spend ● Total Income — Income Utilisation

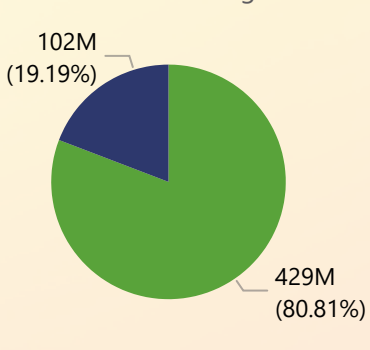


Total Spend by month



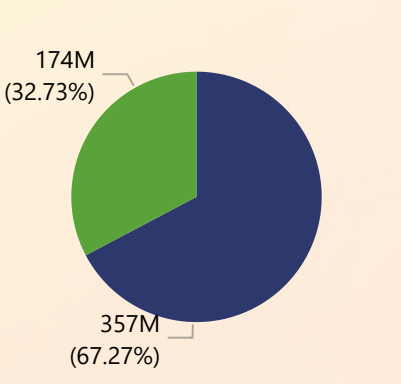
Total Spend by Martial Status

● Married ● Single



Total Spend by gender

● Male ● Female

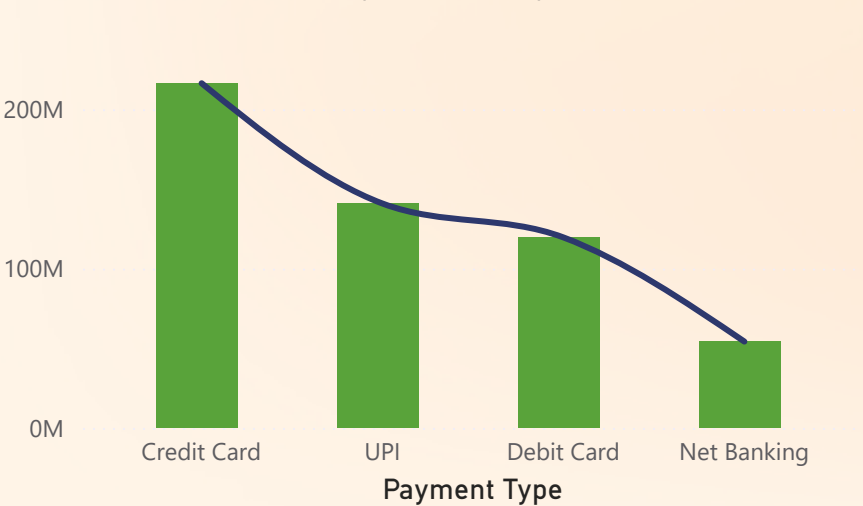


Income Utilization refers to how an individual or entity effectively uses and allocates their income for various purposes, such as expenses savings, investments, and achieving financial goals.

Formulae
 $(\text{Total Expense} / \text{Total Income}) * 100$

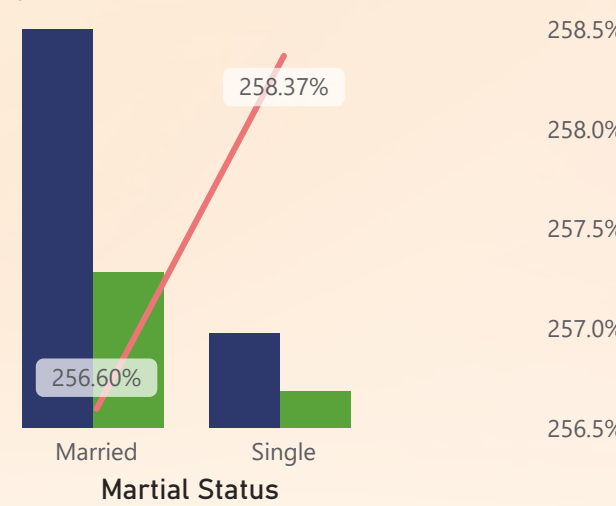
Total Spend by Payment Type

● Total Spend ● Total Spend



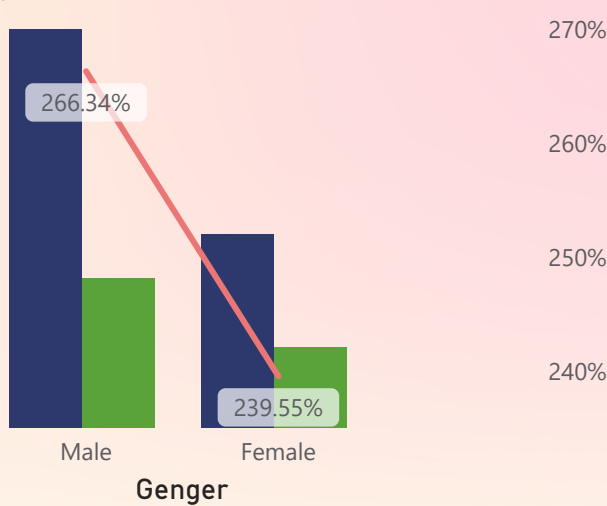
Income, Spend, Income utilization by Martial Status

● Total Spend ● Total Income — Income Utilisation



Income, Spend, Income utilization by Gender

● Total Spend ● Total Income — Income Utilisation





Full Grid View : Mitron Bank : Analysis for new Credit Card launch



4000

Total Customer



2597

Male



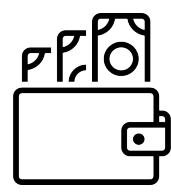
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Female



207M

Total Income



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Total Spend



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Avg Income



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Avg Income Utilisation

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Full Grid View

payment_type

All



category

All



Customer ID

Search



ATQCUS0001

city

All



occupation

All



marital status

All



Gender

All



Age Group

All



Customer ID	Gender	City	Income	Spend	Income Utilisation	Occupation
ATQCUS0918	Male	Mumbai	68895	315201	457.51%	Salaried IT Employees
ATQCUS0914	Male	Mumbai	70107	309425	441.36%	Salaried IT Employees
ATQCUS0922	Male	Mumbai	68456	306975	448.43%	Salaried IT Employees
ATQCUS0944	Male	Mumbai	68962	304288	441.24%	Salaried IT Employees
ATQCUS0943	Male	Mumbai	65630	300422	457.75%	Salaried IT Employees
ATQCUS0913	Male	Mumbai	69016	299281	433.64%	Salaried IT Employees
ATQCUS0903	Male	Mumbai	67141	298645	444.80%	Salaried IT Employees
ATQCUS0948	Male	Mumbai	67739	298452	440.59%	Salaried IT Employees
ATQCUS0919	Male	Mumbai	67773	297908	439.57%	Salaried IT Employees
ATQCUS0936	Male	Mumbai	70197	297883	424.35%	Salaried IT Employees
ATQCUS0907	Male	Mumbai	67748	297528	439.17%	Salaried IT Employees
ATQCUS0912	Male	Mumbai	63625	295379	464.25%	Salaried IT Employees
ATQCUS0915	Male	Mumbai	69738	295327	423.48%	Salaried IT Employees
ATQCUS0925	Male	Mumbai	65117	294628	452.46%	Salaried IT Employees
Total			206628129	530897755	256.93%	