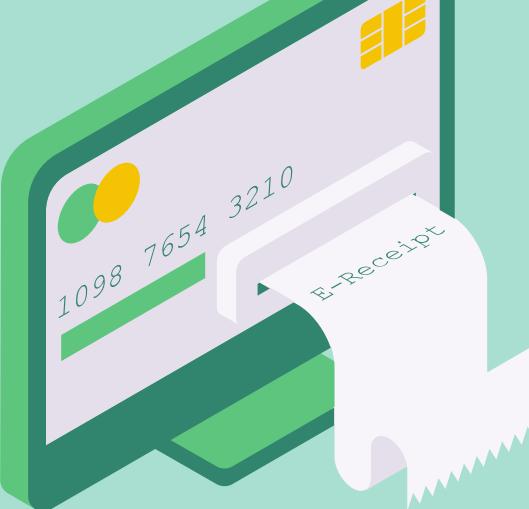


Presented by Thu Pham

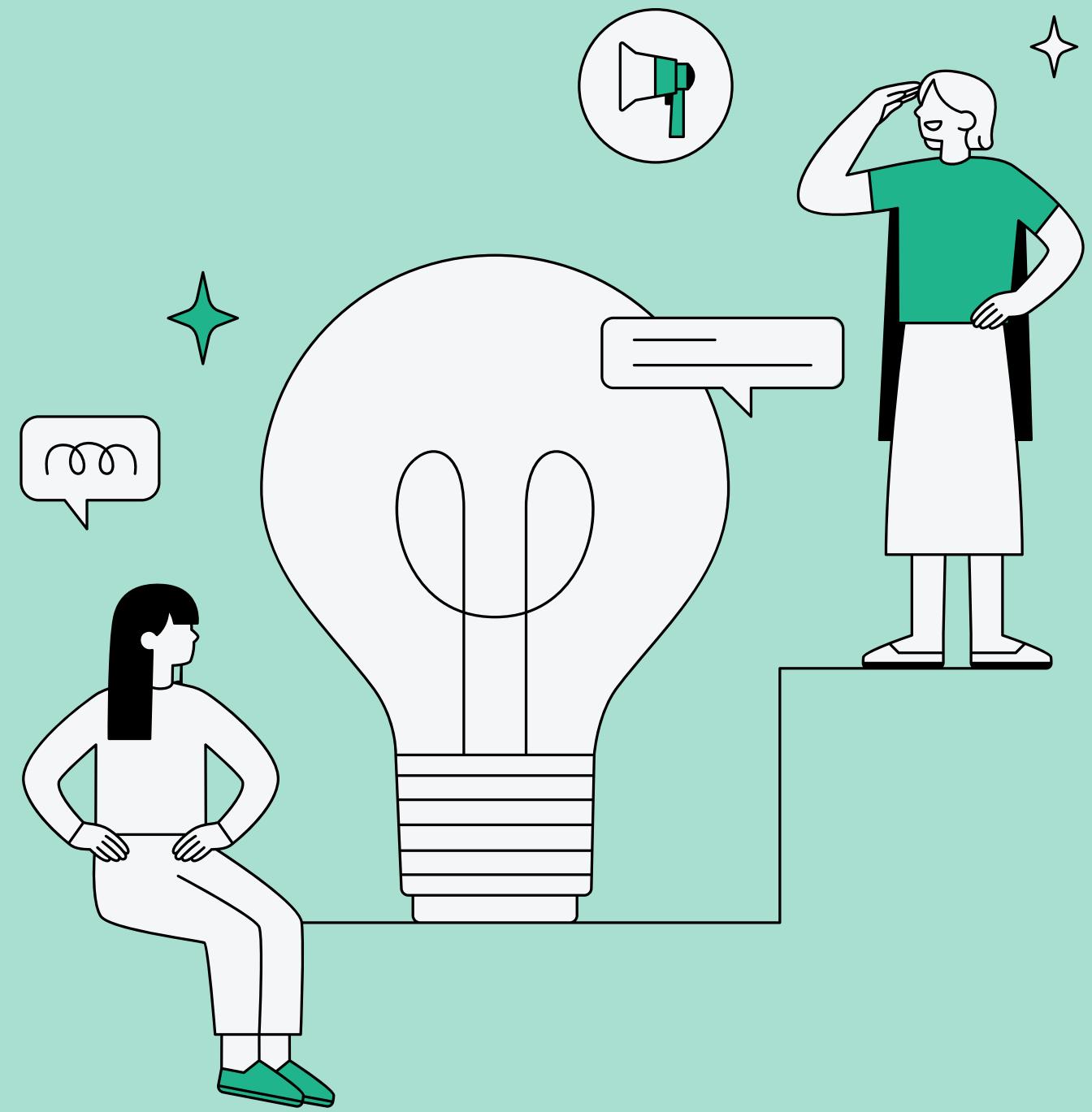
Banking Analysis

Developing Credit Card Features





- 01. PROBLEM STATEMENT**
- 02. CUSTOMER DEMOGRAPHICS**
- 03. SPENDING BEHAVIOR**
- 04. KEY CUSTOMER SEGMENT**



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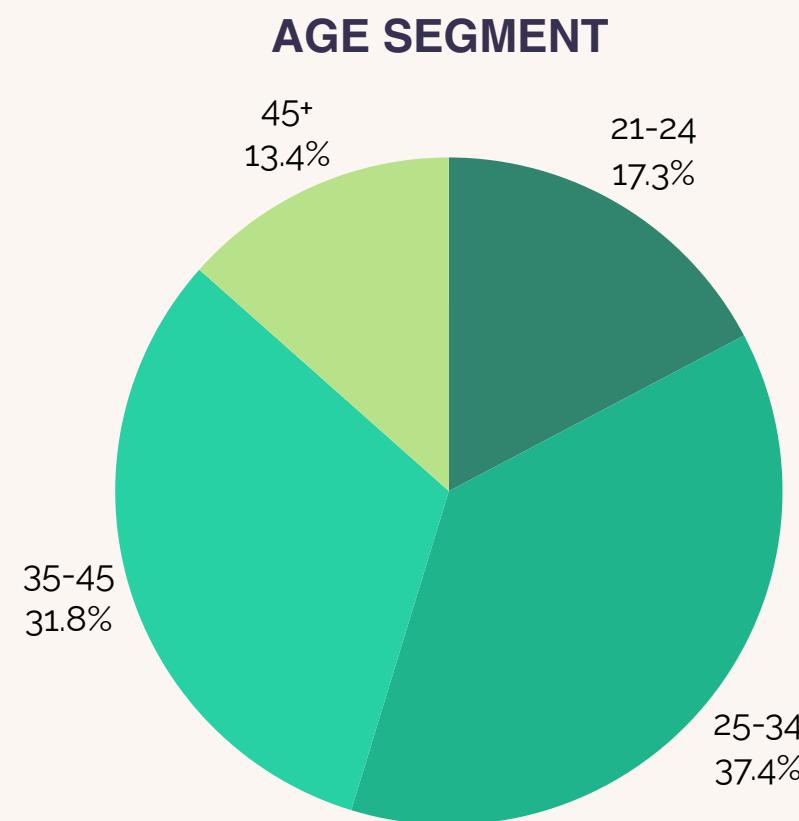
PROBLEM STATEMENT

Requirement: Mitron Bank is a legacy financial institution headquartered in Hyderabad. They want to introduce a new line of credit cards, aiming to broaden its product offerings and reach in the financial market.

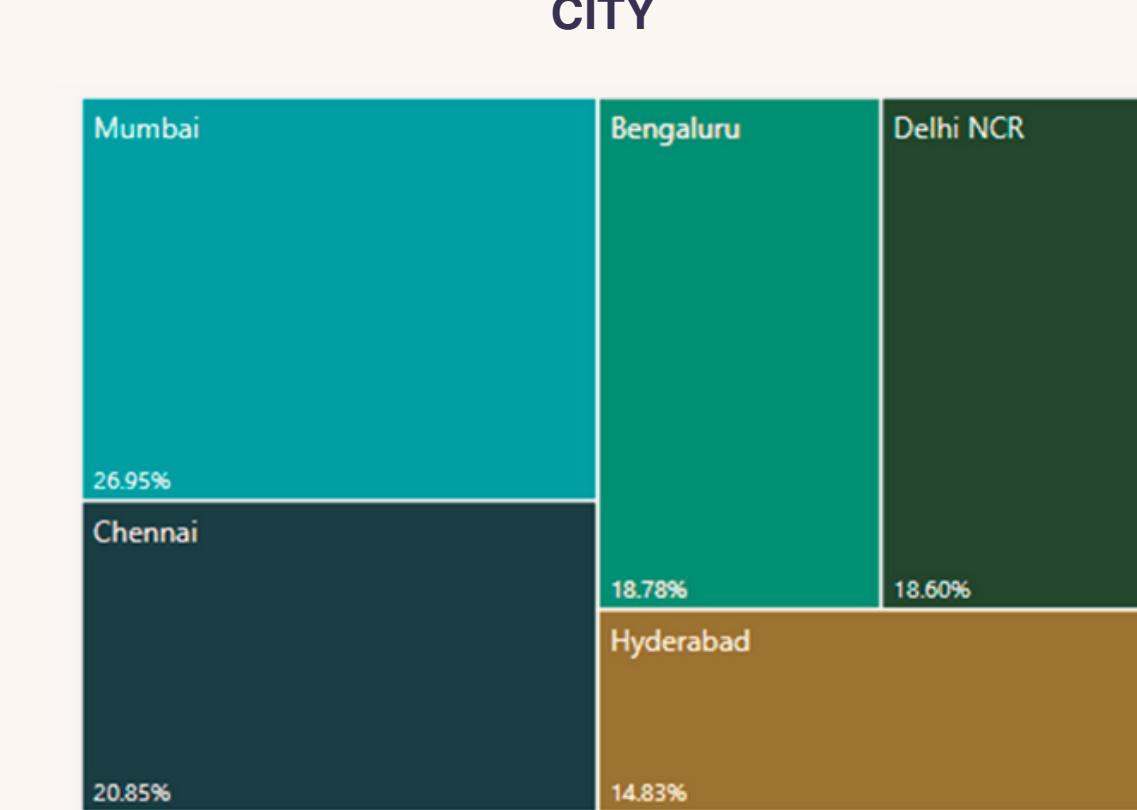
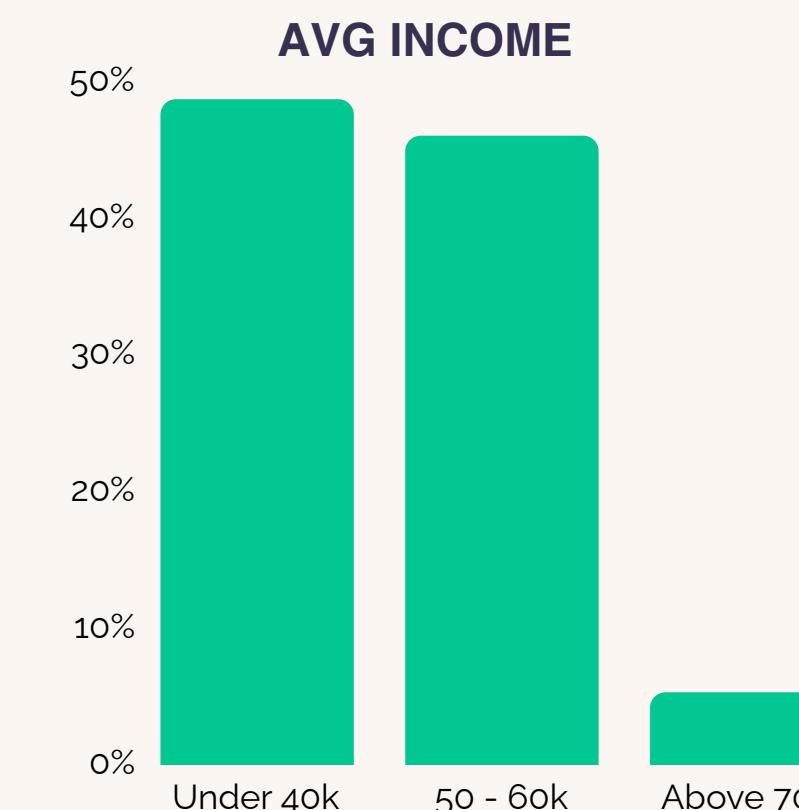
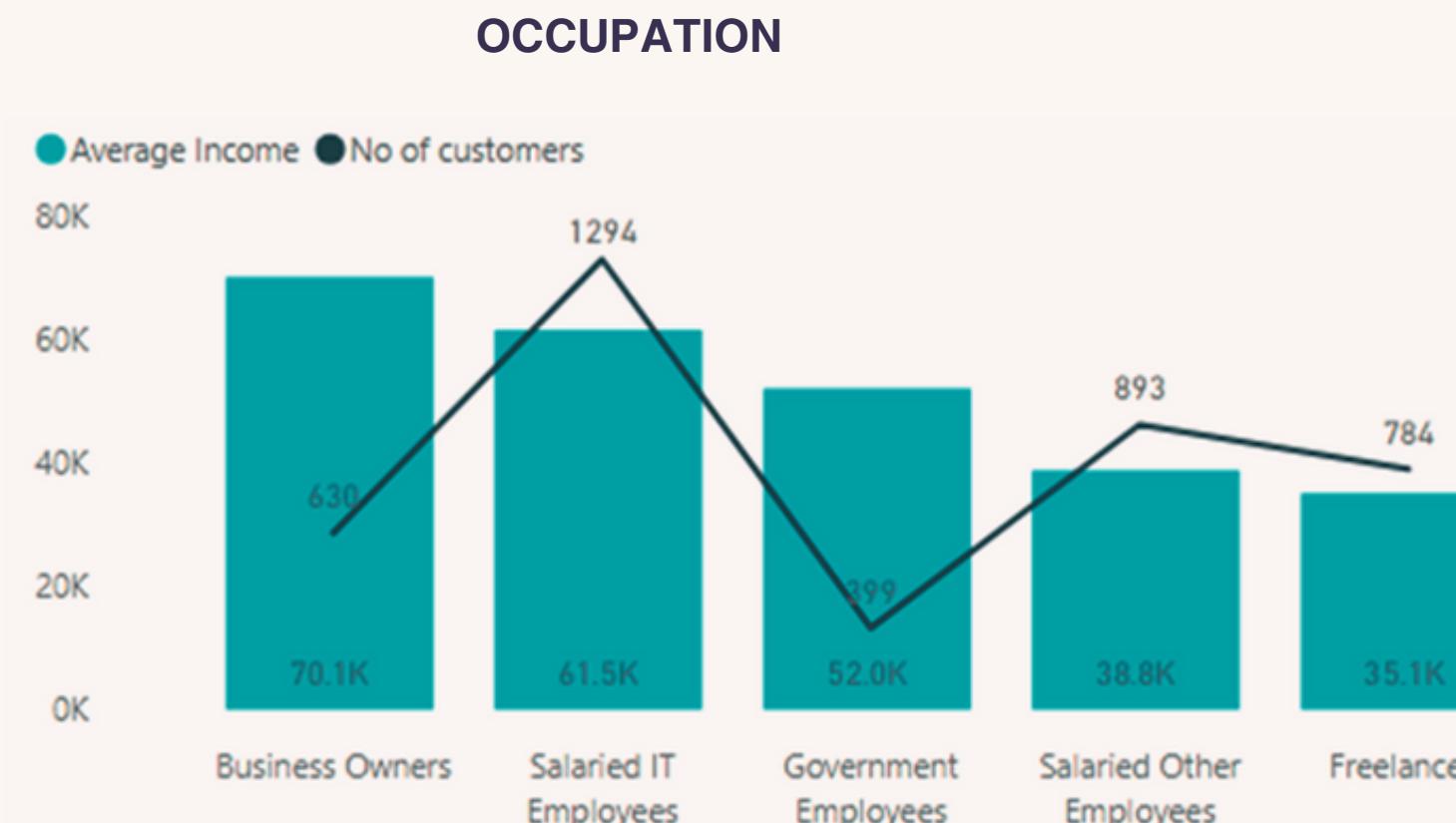
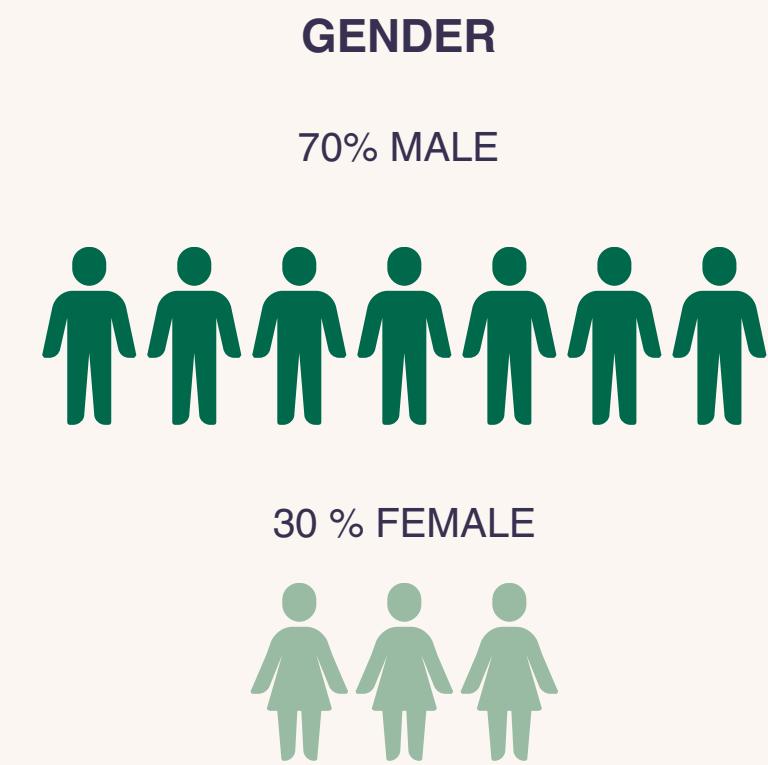
Analysis Goals: AtliQ Data Services propose development strategy for new line of credit cards based on analyzing customer demographics, spending behaviors.

Dataset: sample dataset of 4000 customers across five cities on their online spending and other details.

CUSTOMER DEMOGRAPHICS



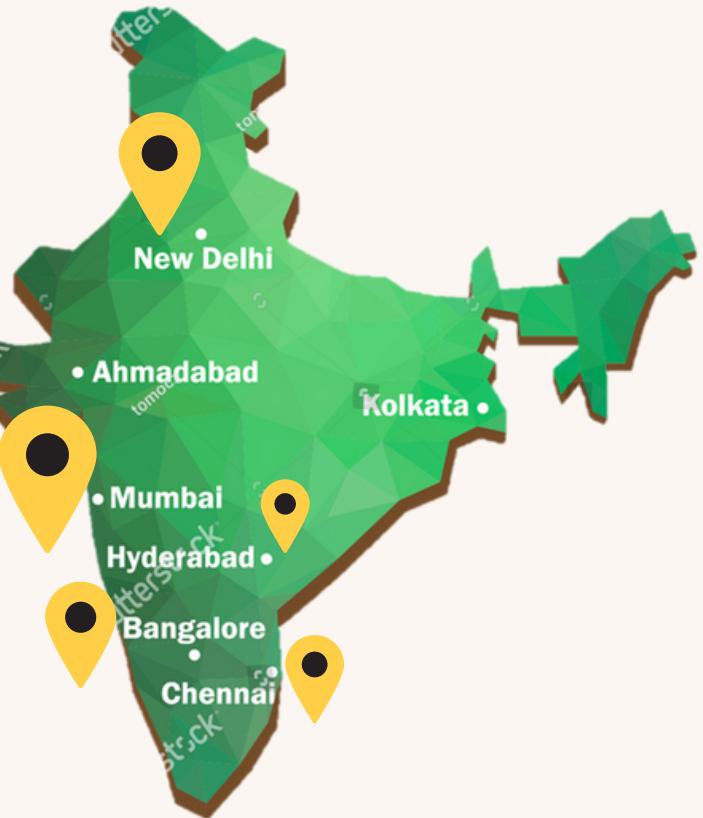
- Most of customer are **Female**, with a significant portion of total customers falls within the **25-34 age segment**, and nearly **80% are married**.
- Mumbai and Chennai** cities combined contribute almost half of the total customer base, with 27% and 21% of the customers, respectively.
- The most popular occupation is **Salaried IT employees**, followed by **Salaried other employees** and **Freelancers**, while **Business Owners** and **Salaried IT employees** are those have highest income.
- The majority of customers fall within the **under 40k INR** category, followed closely by the **50-60k INR** group.



SPENDING BEHAVIOR

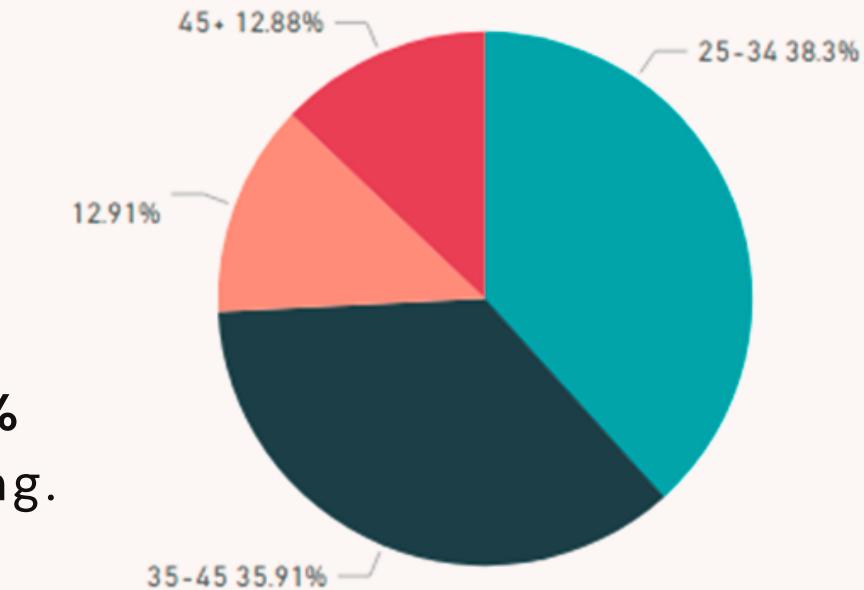
- **Mumbai and Delhi NCR**

exhibit the highest spending levels, align with Mumbai's total customer while Delhi NCR only has the second lowest proportion.



- **25 - 45**

age segment account for **75% of total spending.**



- **Male customers**

spend **double the amount** compared to female customers.

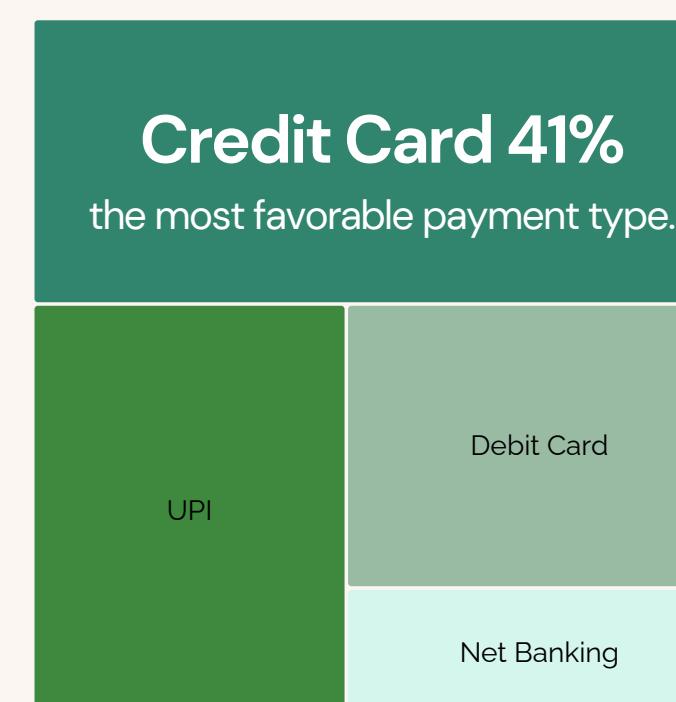
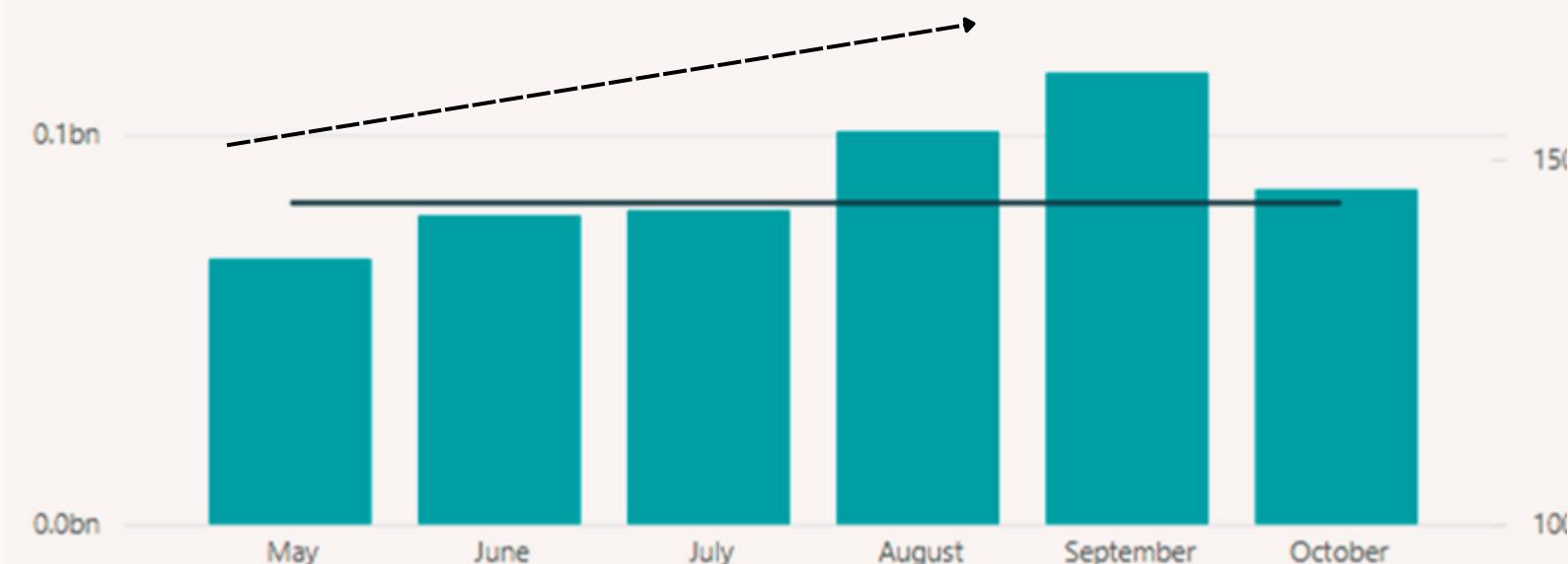


- **Salaried IT Employees**

accounts for nearly **50% of total spending.**

● Total Spending ● No. of Transaction

- **Increasing trend from May, peak high season at September**



- **Top Categories**

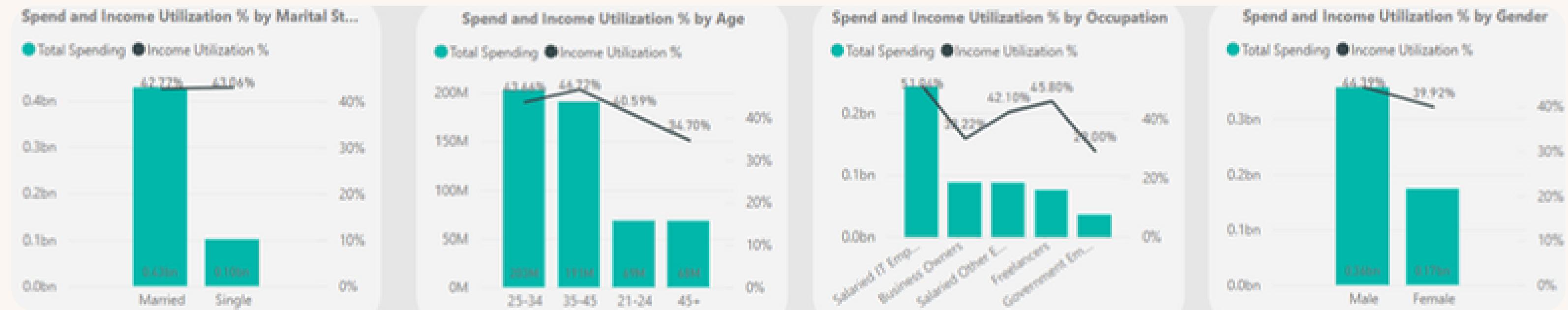
50% of total Spending

- Bills
- Groceries
- Electronics

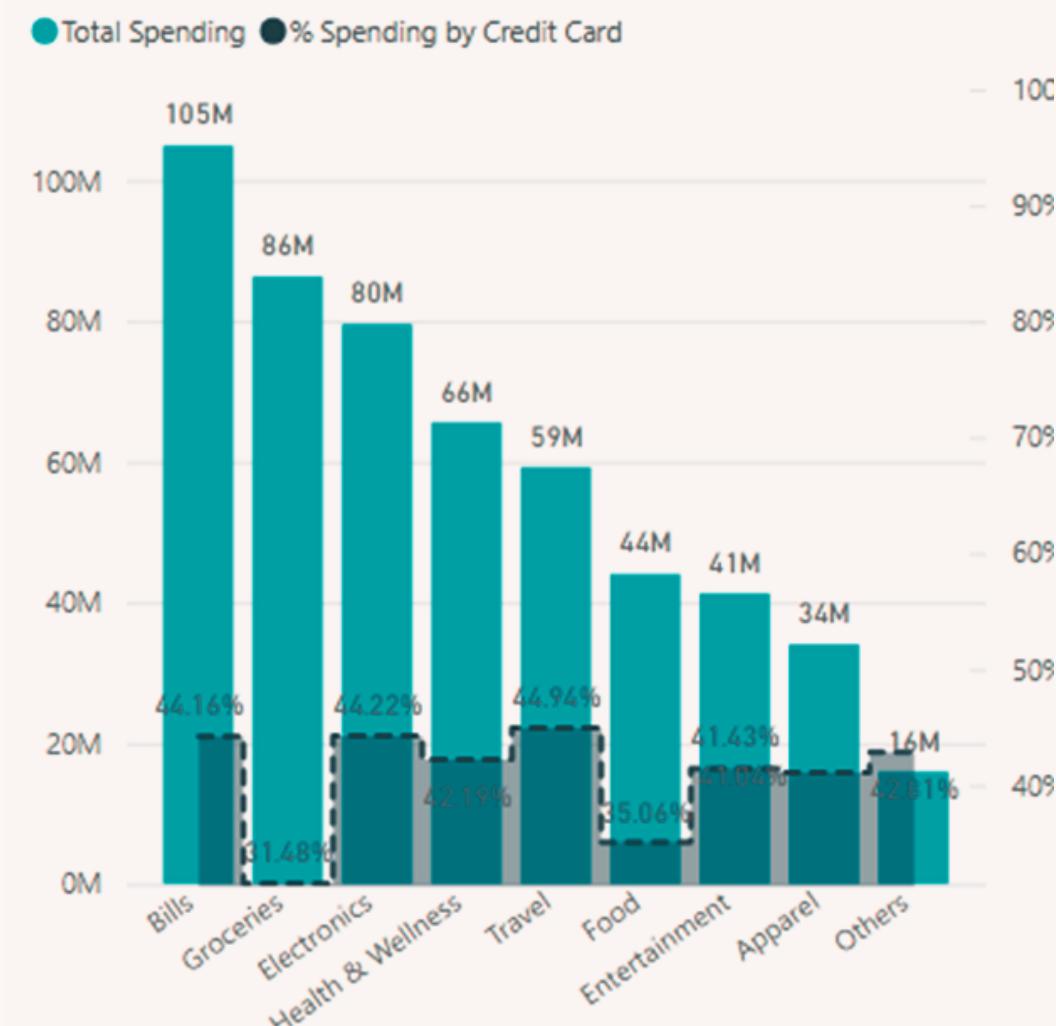


SPENDING BEHAVIOR

Significant expenditure allocation with 42% utilization rate, and primarily using credit cards for bills, electronics, and travel.



Total Spending by Category



- Customers allocate a significant portion of their income towards expenditures with average income utilization rate at 42%.
- There are some customer groups that have significant high utilization rate compared to others such as **Males** customers, customers in the **34-45** years old segment and **Salaried IT employees**. It indicate that they are utilizing a larger proportion of their income for spending purposes and their ability to use credit cards for their purchases.
- Interestingly, **Freelancers** have lower income but utilization rate rank 2nd high at 46%, this is maybe a potential group for using credit cards due to their high utilization rate.
- In terms of payment type, customers predominantly use credit cards for paying their **bills, electronics, and travel** expenses - with more than 44% of total spending.

KEY CUSTOMER SEGMENT

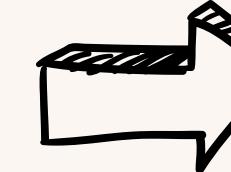
01. High value customer group: *high income - high utilization rate*



The illustration shows a person sitting at a desk, working on a computer. On the desk, there is a glowing lightbulb with three yellow dots inside, symbolizing ideas or innovation. A dashed line connects the lightbulb to a stack of bills labeled 'BILL' and a dollar sign, representing financial management. Another dashed line connects the lightbulb to a grocery bag filled with various items like a tomato, a banana, and a bottle, representing grocery spending.

- Salaried IT employees
- Male
- 35-45 years old
- Main category for spending: Bills, Groceries & Electronics
- Location: Mumbai, Delhi NCR

Purpose: Maintain and Enhance spending habits



- **Accelerated Rewards:** Earn higher reward points or cashback on bills, groceries, electronics and travel purchases, providing attractive incentives for their main spending categories.
- **High Credit Limits and Flexibility:** Assign a generous credit limit to allow cardholders the flexibility to make substantial purchases and further boost their spending.
- **Exclusive Merchant Offers:** Partnering with merchants to run exclusive promotions in sectors such as travel, dining, luxury goods, and entertainments. These offers encourage cardholders to maintain and increase their expenditure.
- **Concierge Services:** Offer dedicated concierge services that assist cardholders with personalized recommendation to enhance the overall customer experience and encourages continued spending.

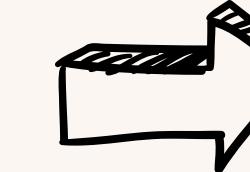
KEY CUSTOMER SEGMENT

02. Potential customer group: *high income - low utilization rate*



- Business Owner
- Male
- 25-34 years old
- Main category for spending: Bills, Groceries & Electronics
- Location: Mumbai, Delhi NCR

Purpose: Boost spending and Increase card usage



- **Spend More, Earn More Rewards:** Implement a tiered rewards program, after reaching predefined spending thresholds, gain more points, or higher cashback rates to incentivize them to spend more.
- **Exclusive Merchant Offers:** Partnering with merchants to run promotions for exclusive offers based on personalized preferences as Groceries, Bill, Travel and Entertainment.
- **Annual Fee Waivers:** incentivize cardholders to spend more by waiving the annual fee for those who meet spending requirements.
- **Enhanced Purchase Protection:** offers comprehensive benefits like extended warranty coverage, and guaranteed returns. It boosts cardholders' confidence in making high-value purchases.