

Demographic Analysis - Insights

- **Target Audience :**

The data indicates that the bank's products and services are particularly attractive to **married** individuals, **males**, and those in the **25-34** and **35-45** age groups. The high representation of '**Salaried IT Employees**' suggests a tech-savvy customer base.

- **Geographical Insights :**

Mumbai has the largest customer base, indicating a strong market presence. **Chennai**, **Bengaluru**, and **Delhi NCR** also have significant numbers, suggesting these cities as key focus areas for customer engagement and marketing strategies.



Income, Spend and Saving Analysis - Insights

- **Gender Spending Patterns :**

- **Male** customers spend significantly **more than female** customers across most categories, especially in essentials like **bills** and **groceries**.
- **Female** customers prioritize spending on **health and wellness**.

- **Income and Savings Disparities :**

- Despite similar average incomes, **female** customers have a **slightly higher savings rate** compared to male customers, indicating more prudent financial management.
- **Married** customers exhibit a **higher average spend** but also maintain a slightly higher savings rate compared to single customers.

- **Occupation and Age Group :**

- **Government employees** and **business owners**, especially in older age groups, show the highest savings rates, indicating financial stability and conservative spending habits.
- **Younger** age groups, particularly **salaried IT employees**, tend to have lower savings rates, possibly due to higher discretionary spending.

- **Geographic Variations in Income :**

- **Bengaluru** has the **highest income variability**, especially among male customers, suggesting a diverse income range in this city. But **Chennai** has a **lower standard deviation** in income compared to Bengaluru.
- The lower income variance in Chennai suggests that the majority of customers have similar financial situations. This makes it easier to design a credit card that meets the needs of a large portion of the population without having to cater to widely varying income levels

Income Utilization Analysis - Insights

- **Overall Utilization and Savings :**

- The overall **income utilization** is moderate at **42.82%**, with a relatively high savings rate

- **City-Specific Behavior :**

- **Mumbai** and **Delhi NCR** residents tend to utilize a higher percentage of their income, indicating potentially higher cost of living or spending habits in these cities

- **Spending Patterns :**

- Essentials like **Bills** and **Groceries** dominate spending, showing that basic needs consume a significant portion of income.
- Discretionary spending, as indicated by categories like **Entertainment** and **Apparel**, is lower, reflecting either cautious spending or limited disposable income.

- **Seasonal Variations :**

- There's a noticeable **increase** in income utilization from **May to September**, which might be attributed to seasonal expenses or holidays.

- **Occupation and Income Utilization :**

- **Salaried IT Employees** have the highest utilization rate, possibly due to higher disposable incomes or lifestyle choices.
- **Government Employees** have a significantly lower utilization rate, which may reflect more stable and conservative financial behavior

- **Age and Gender Dynamics :**

- **Younger males (35-45)** show **higher utilization**, possibly indicating higher expenditures on lifestyle or family needs.
- **Older females (45+)** show more **conservative spending**, which could reflect a focus on savings or different financial priorities.

Credit Card Utilization Analysis - Insights

• Credit Card Preference :

- **Credit cards** are the preferred payment method, indicating trust and reliance on credit facilities for transactions

• Demographic Trends :

- Younger males (**25-34 and 35-45**) are the most active users of credit cards, possibly reflecting **higher disposable incomes** and spending power.
- **Female** cardholders have slightly **higher credit card utilization** rates, suggesting a stronger reliance on credit for their expenditures.

• Seasonal Spending :

- There is a notable **increase in credit card spending** towards the end of the year, especially in **September** and **October**, which may coincide with festivals, sales, or vacation periods.

• Occupational Impact :

- **Government employees**, especially those who are **married**, show the highest credit card utilization, potentially indicating stable incomes and spending patterns.

• Category Utilization :

- High credit card utilization in categories like **Travel** and **Electronics** suggests that these are major expenditures often financed through credit, perhaps due to their higher costs.

• Geographical Variations :

- While credit card utilization is **fairly consistent** across major cities, slight variations could reflect differences in economic activity, consumer confidence, and financial behavior.

Executive Analysis - Insights

- **Income Utilization and Credit Card Usage :**

- The age group **25-34** shows the highest credit card utilization, indicating this demographic's tendency to rely more on credit for spending.
- **Government employees** have the highest credit card utilization percentage among all occupations, potentially reflecting their stable income and spending confidence.

- **City-wise Financial Behavior :**

- Despite having the highest total income, **Mumbai**'s credit card utilization percentage is lower compared to **Chennai**. This might suggest that Mumbai residents are more diversified in their payment methods.

- **Customer Segment Analysis :**

- High credit card utilization is concentrated among **younger customers (25-34)**, especially married females, suggesting a higher propensity to use credit for transactions within this demographic.

- **Top and Bottom Customers :**

- There is a significant variance in credit card utilization between the **top** and **bottom** customers. Top customers have utilization rates around **50%**, while bottom customers are closer to **26%**, indicating a wide range of reliance on credit cards across the customer base.