

Credit Card Customer Report

Analyzed by- Saddam Ansari

Customer Transaction

Gender

F M

Marital Status

Married Single

Unknown

House Owner

No Yes

Customer_Job

Blue-collar Business...

Govt Retirees

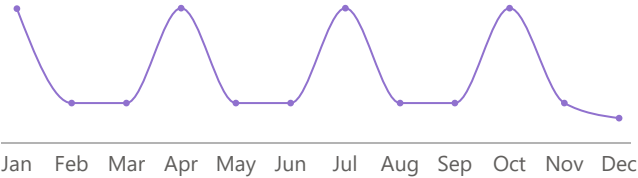
Selfemplo... White-...



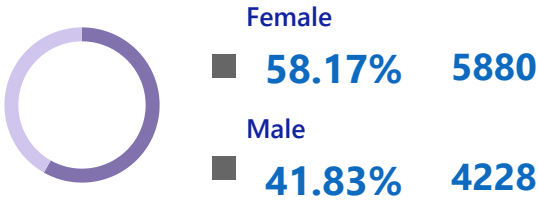
Last Refresh |Monday, 29 April, 2024

Total Customers

10108



Gender Distribution

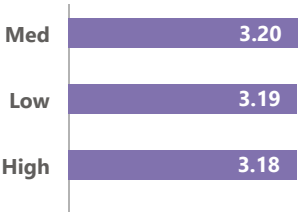


AVG Customer Satisfaction Score

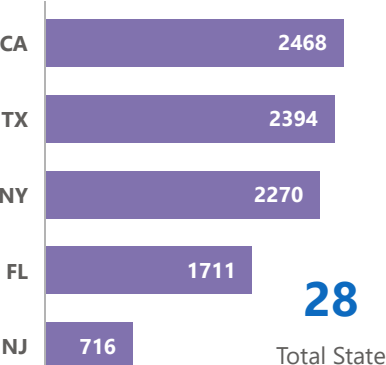
3.19



CSS Score by Income Group



Top Five State by Customer

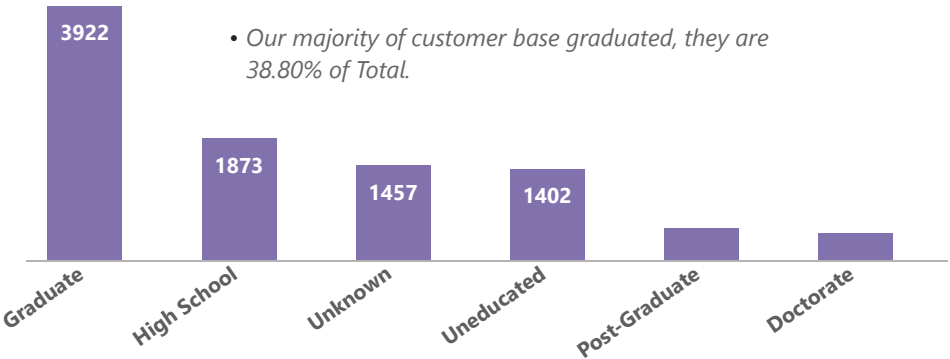


28
Total State

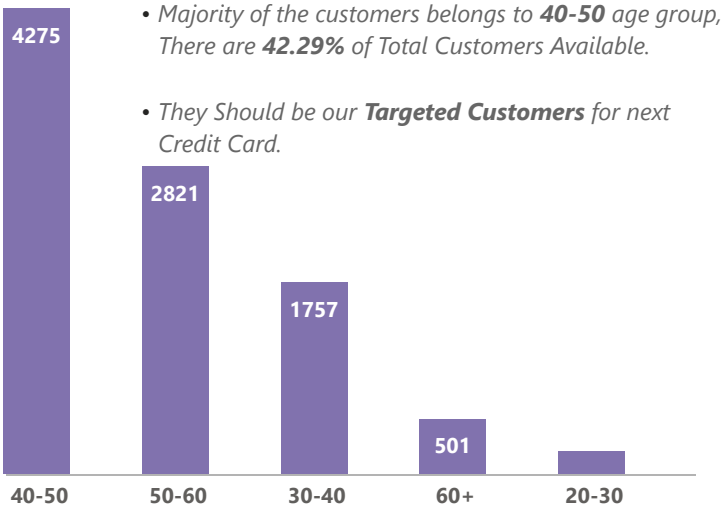
Customers by Job Type

| Customer Job | Customer | % of Total |
|--------------|----------|------------|
| Selfemployed | 2575 | 25.47% |
| Businessman | 1901 | 18.81% |
| Blue-collar | 1579 | 15.62% |
| White-collar | 1542 | 15.26% |
| Govt | 1525 | 15.09% |
| Retirees | 986 | 9.75% |

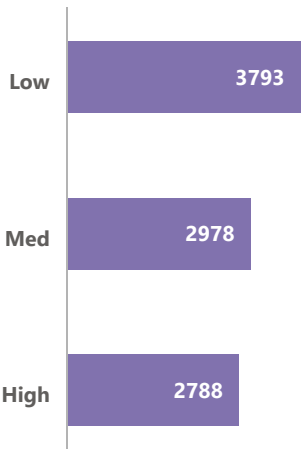
Customers by Education Level



Customers by Age Group



Customers by Income group



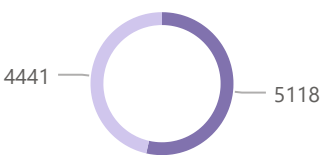
- The analysis revel that majority of customers have **Low to mid** income level. After **Combine Low and mid** income customers they total **67%** of Total.
- Our new credit card should be tailored of based on these income group customers .

Important Tips-

- Low Income Indicate that Income less then 35000.
- Med Income Indicate that income between 35000 to 70000.
- High Income Indicate that Income higher than 70000.

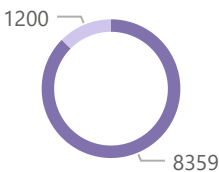
Customers by House Holder Status

No Yes



How Many Customers that have Personal Loan

NO Yes



Credit Card
Transaction Report

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Customer Transaction

Week Start Date
All

Gender

F M

Marital Status

Married Single

Unknown

Customer_Job

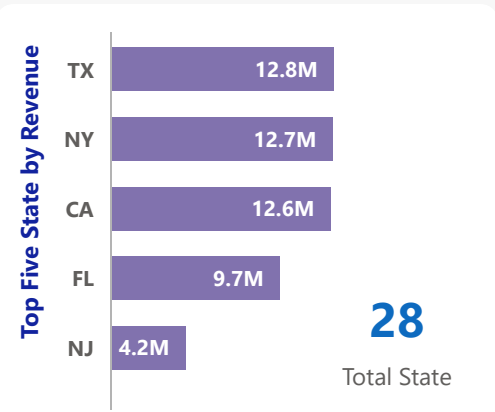
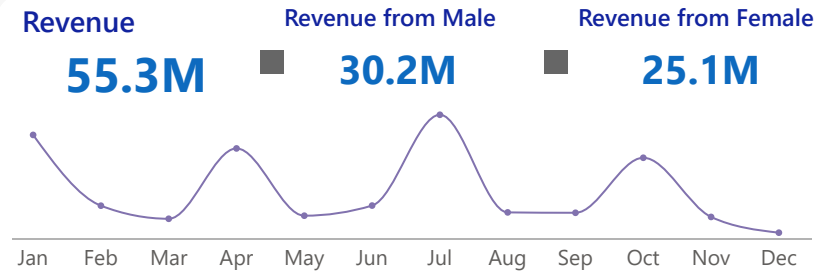
Blue-collar Business...

Govt Retirees

Selfemplo... White-...



Last Refresh |Monday, 29 April, 2024



Revenue by Job Type

| Customer Job | Revenue | Transaction |
|--------------|---------|-------------|
| Blue-collar | 6.9M | 96K |
| Businessman | 17.4M | 154K |
| Govt | 8.1M | 105K |
| Retirees | 4.5M | 64K |
| Selfemployed | 8.3M | 125K |
| White-collar | 10.1M | 112K |

