# Mitron Bank Customers Data Analysis

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.
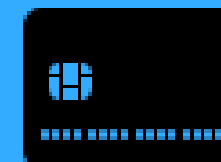
This Dashboard provides insights on the customer data analysis of Mitron Bank. A total of 4000 customers details and the spend habits has been analyzed and provided insights and recommendations
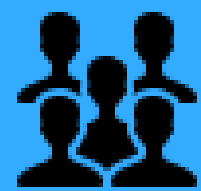
Demographics   Income Utilization   Spending Analysis   Recommendations

Customer Demographics
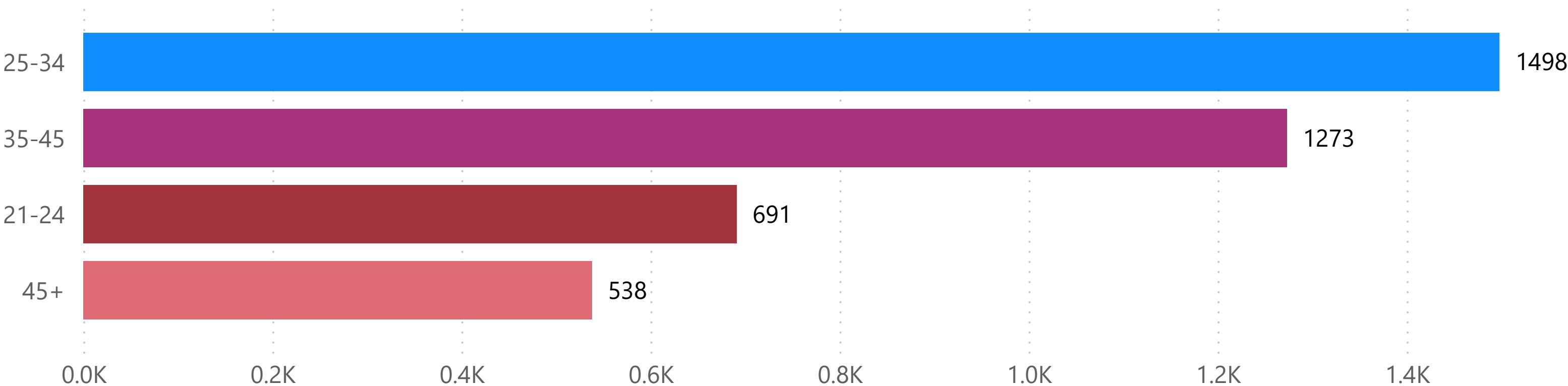
Total Customers
4000

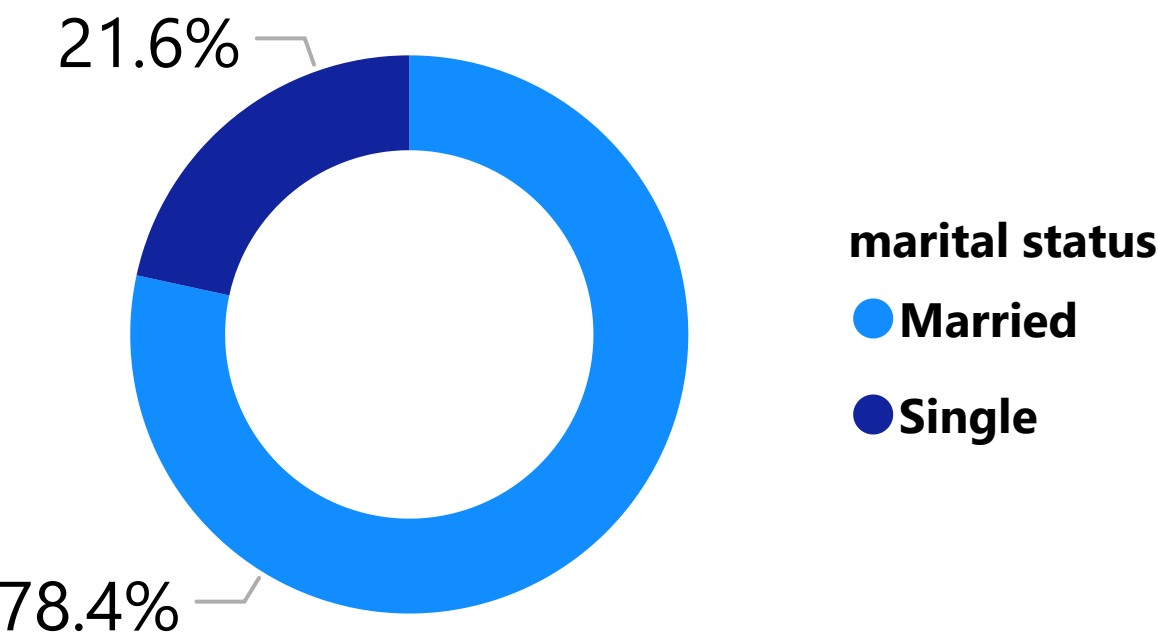**Total Female Customers**
1403

Total Male Customers
2597

city	Total customers
Mumbai	1078
Chennai	834
Bengaluru	751
Delhi NCR	744
Hyderabad	593

customers by age_group

age_group	customers
25-34	1498
35-45	1273
21-24	691
45+	538

Customers by marital status

21.6%

78.4%

marital status
- Married
- Single

Customers by occupation

Occupation	Customers
Salaried IT Employees	1294
Salaried Other Employees	893
Freelancers	784
Business Owners	630
Government Employees	399
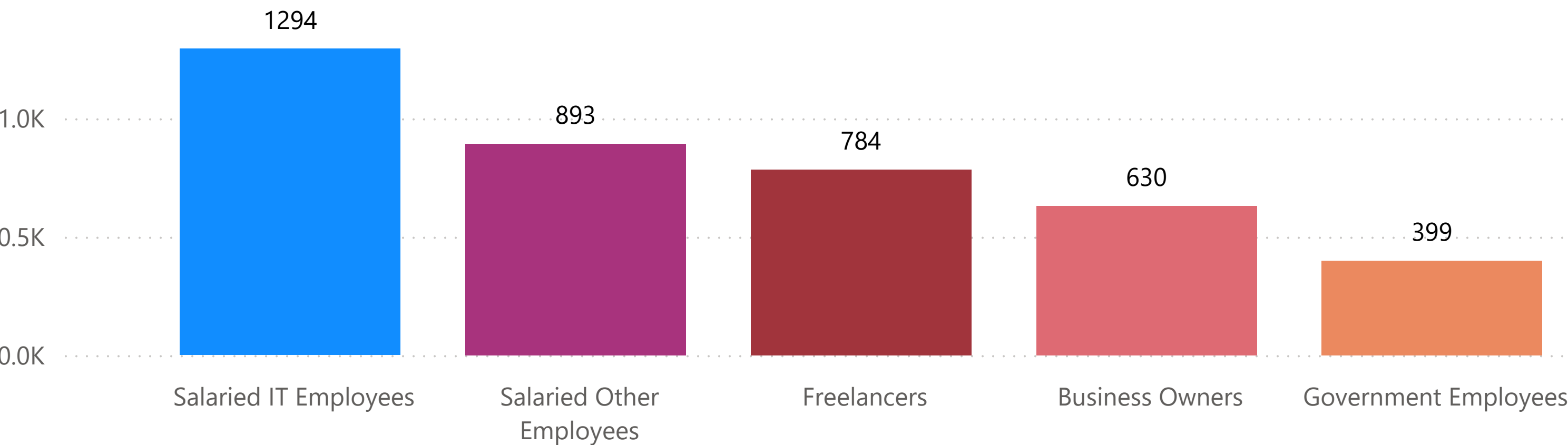
Income Utilization

Total customers
4000

Avg Monthly Income
51.66K₹

Avg income Utilization
51.84

city	Total customers	Average income	Income_utilization in %
Bengaluru	751	51,073.26₹	19.08%
Chennai	834	51,321.39₹	20.90%
Delhi NCR	744	51,982.66₹	18.42%
Hyderabad	593	52,344.81₹	14.57%
Mumbai	1078	51,720.31₹	27.03%

Income utlization by occupation

occupation
- Salaried IT Emplo...
- Salaried Other E...
- Freelancers
- Business Owners
- Government Emp...

32.35%
22.33%
19.6%
15.75%
9.98%
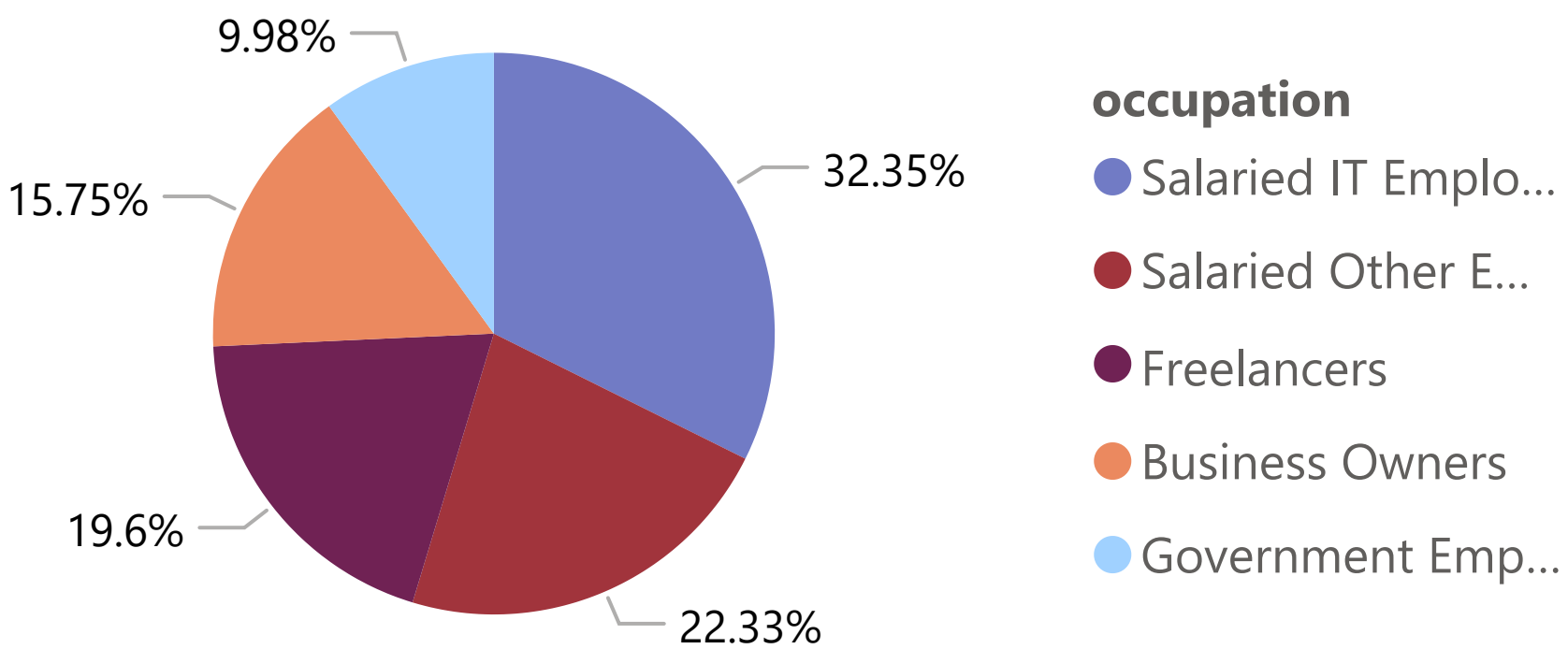
Average income by occupation

80K₹
70K₹ — Business Owners
61K₹ — Salaried IT Employees
60K₹
52K₹ — Government Employees
39K₹ — Salaried Other Employees
40K₹
35K₹ — Freelancers

occupation
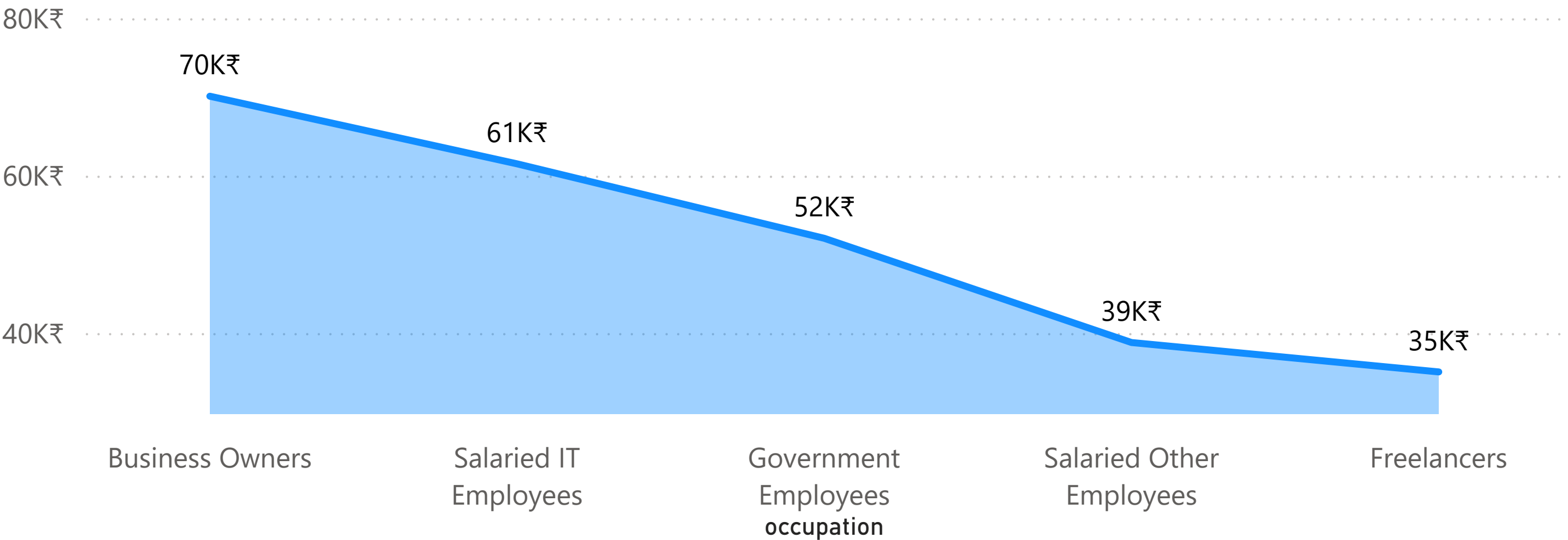
Income utilization by age group

0.0K
19.4 — 25-34
16.5 — 35-45
9.0 — 21-24
7.0 — 45+
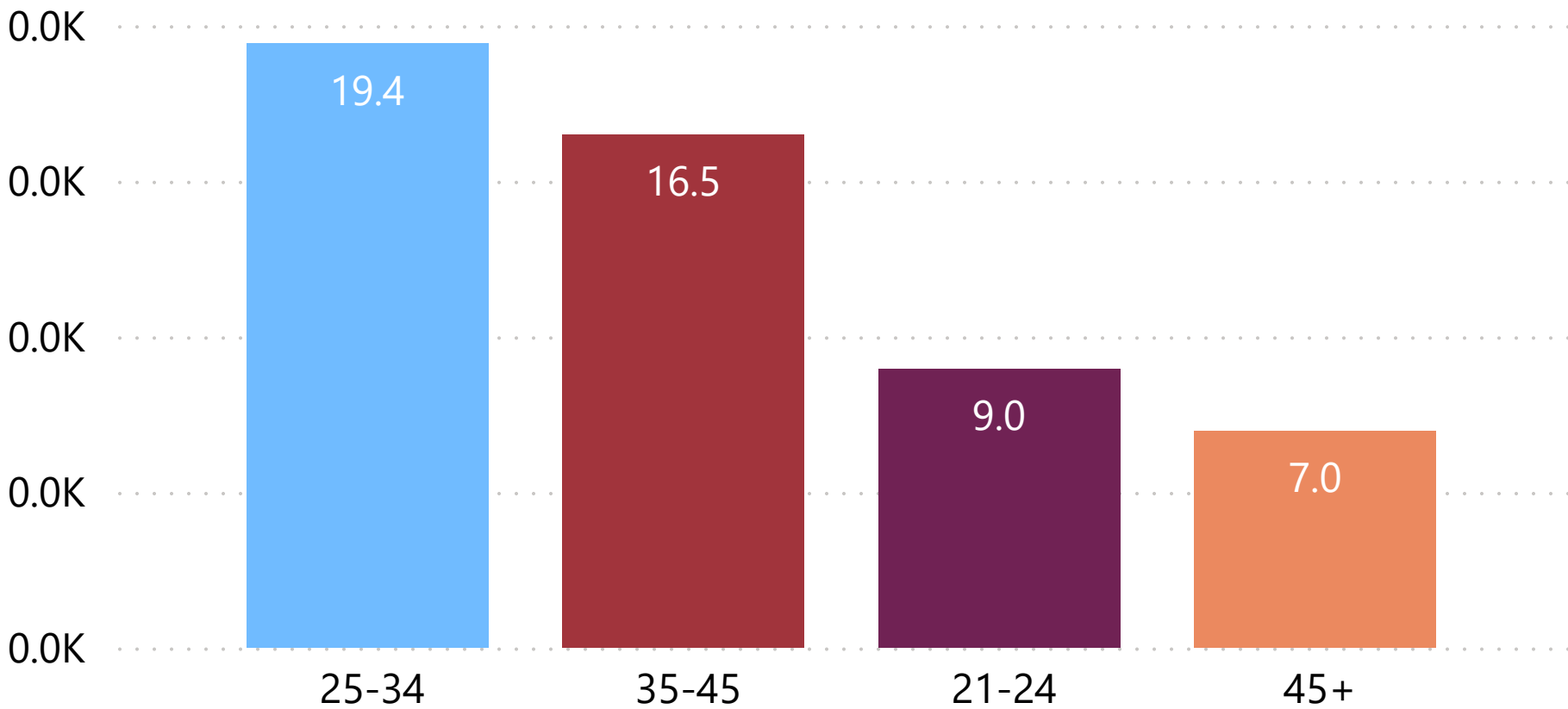
Spending Analysis

Total Customers

4000

Average Spendings

614.46₹

Total Income

206.63M₹

city	Total customers	Average of spend
Bengaluru	751	616.57₹
Chennai	834	443.38₹
Delhi NCR	744	693.51₹
Hyderabad	593	527.14₹
Mumbai	1078	738.84₹

Avg earnings and spendings by occupation

● Average spend per day ● Average income

1,000₹

871.97₹ 70K₹

61K₹ 646.71₹ 39K₹ 35K₹ 52K₹

500₹ 453.69₹ 446.07₹ 419.13₹

| Salaried IT Employees | Business Owners | Salaried Other Employees | Freelancers | Government Employees |

occupation
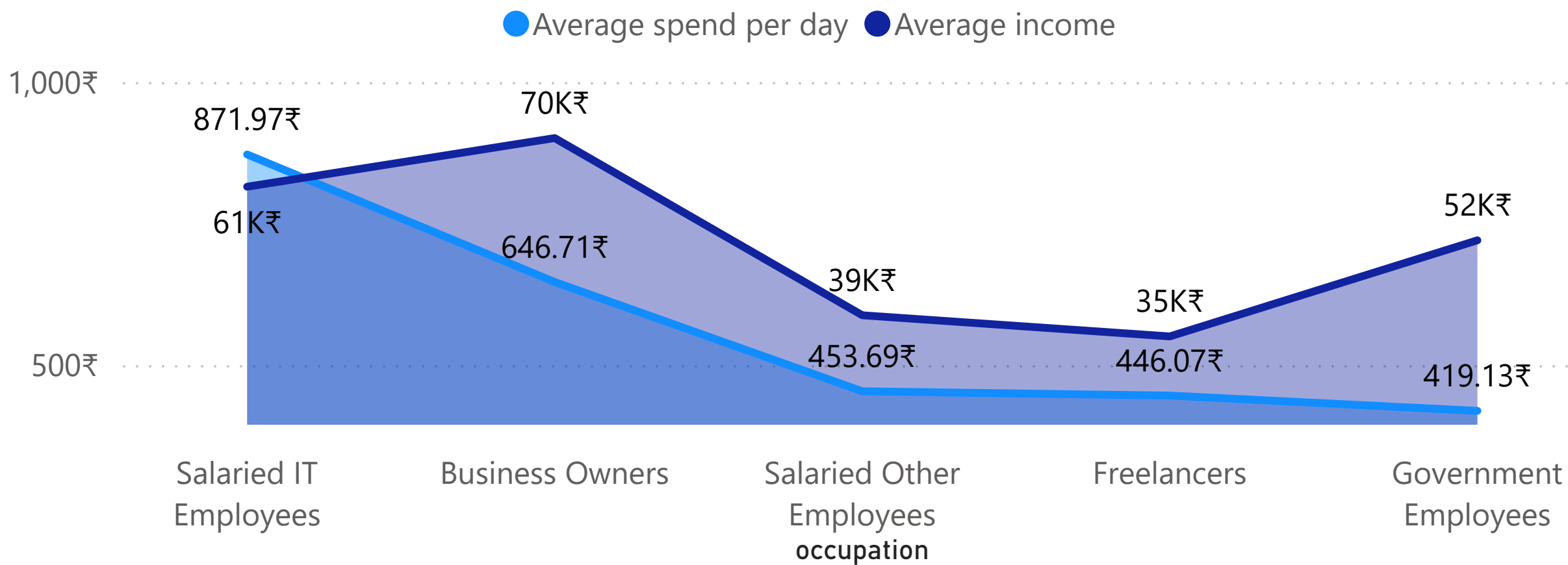
Average spendings by category

Average of spend 0.17K₹ ▓▓▓ 1.09K₹

0.63K₹

1,092.84₹
899.00₹
828.77₹
683.33₹
616.91₹
458.47₹ 430.10₹
354.54₹
166.22₹

1,000₹

500₹

0₹

Bills Grocer... Electro... Health... Travel Food Entert... Apparel Others
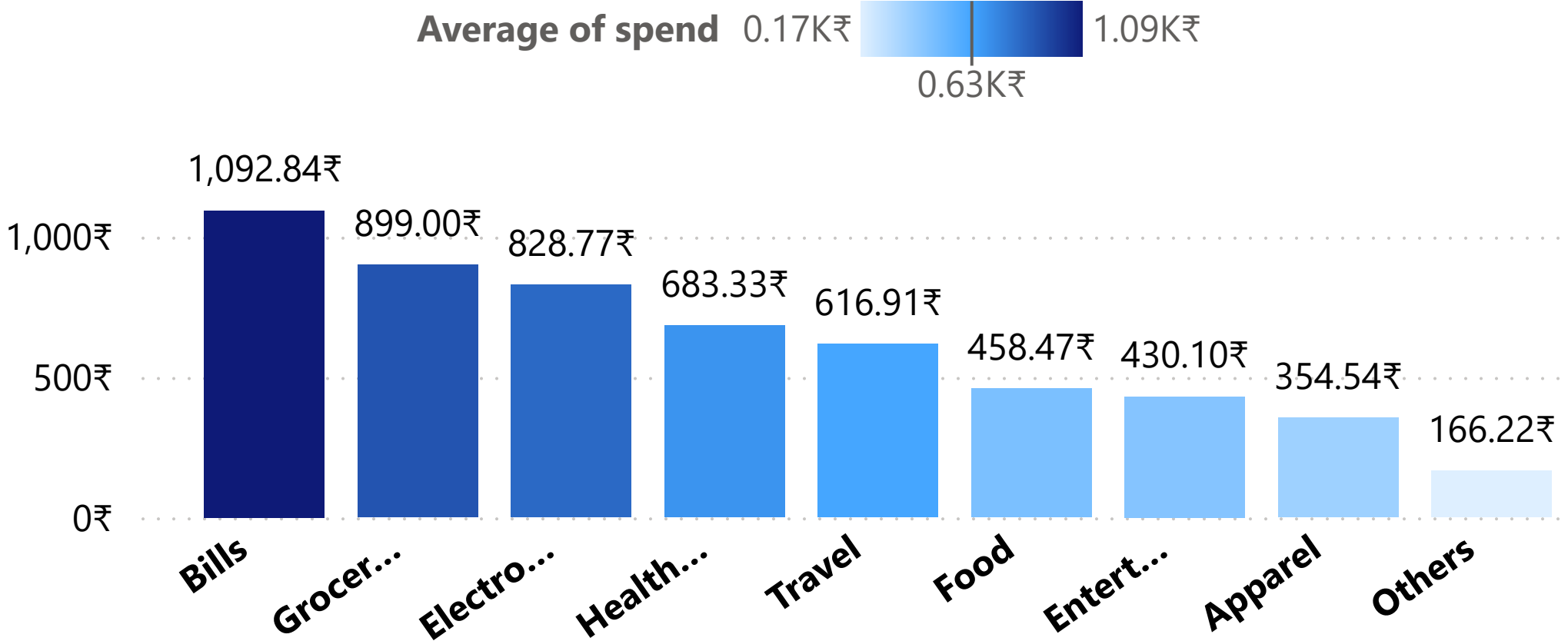
Spendings by payment type

payment_type

Credit Card — 1,001.4₹
UPI — 652.0₹
Debit Card — 553.5₹
Net Banking — 251.0₹

0₹ 500₹ 1,000₹

Average of spend

Spendings by age group

693.32₹ 628.48₹ 588.41₹ 459.10₹

600₹

400₹

200₹

0₹

35-45 25-34 45+ 21-24
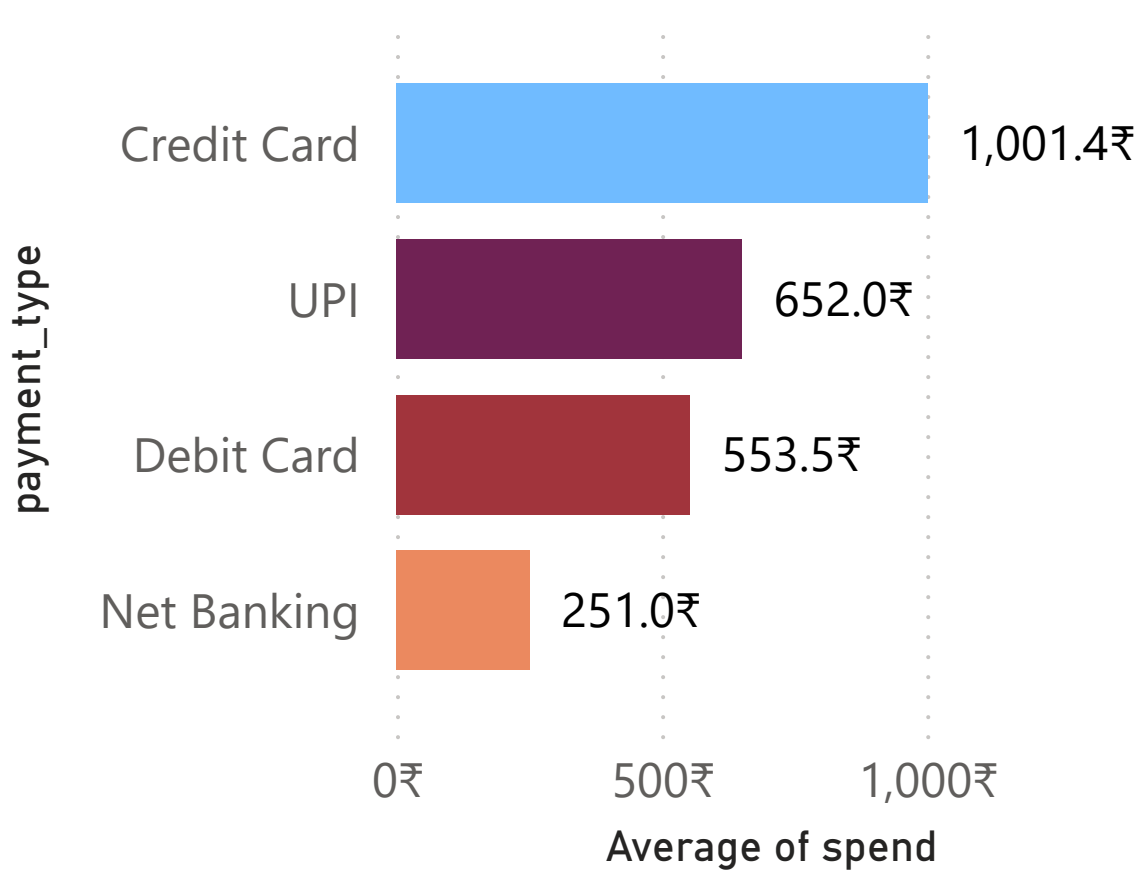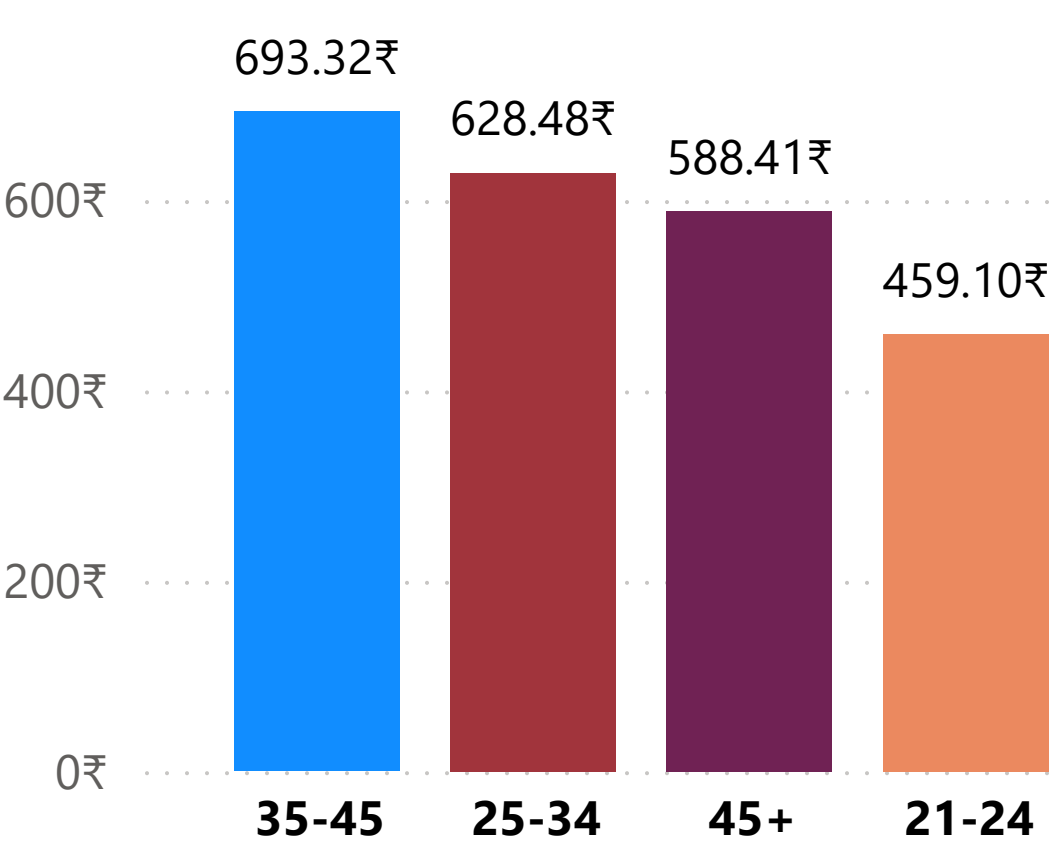
Insights and Recommendations

Demographic insights

- A Total of **4000** customers details across different cities and their spending habits has been analyzed, out of which **64.93%** of customers are **male** and remaining **35%** are **female** customers
- **Mumbai** stands as hotspot for Mitron bank, accommodating 1078 customers followed by **Chennai** with 834 customers.
- **37.45%** of customers fall under the age group of **25 to 34 years** and approximately **32%** of the customers belong to **Salaried IT employees** occupation category
- Under marital status, **78%** of the customers are **married** and remaining **21%** of the customer are **single**.

Income Utilization insights

- The **average income** of a person across various cities and occupation stands at **51.6k rupees** and the average **income utilization** of the customers stands at **51.8%.**
- **Business owners** exhibit the highest average income of **70k** and **freelances** fall under the lowest income category with average income of **35k.**
- Customers of age group **25 to 35 years** have the highest income utilization of **19%.**
- **Salaried IT employees** take the lead in income utilization, contributing a **32.3%** to the overall utilization.

Spending Insights

- Customers aged between **35-45 yrs** are the **highest spender** in the age demographics, outpacing the other age groups in terms of expenditure.
- **Credit cards** are the preferred payment method among the customers, accounting for **40%** of all the transactions. The convenience and reward incentives associated with credit card usage make it a dominant choice.
- **Salaried IT employees** are our highest spenders, leading all customer segments in terms of expenditure. With an average monthly income of ₹61,000, they have substantial purchasing power. On average, they spend ₹800 per day, highlighting their significant contribution to our revenue.
- Customers allocate a significant amount of money towards **bill payments**, followed by **groceries** from their monthly income.

Recommendations

- Targeting customers aged **25 to 45 yrs** is essential, as this demographic not only has a **higher average monthly income** but also demonstrates **higher spending compared** to other age groups.
- We can offer tailored credit card solutions to **salaried IT employees**, who are our highest earners and spenders. By providing credit card offers with attractive rewards and benefits tailored to their lifestyle, we can tap into their **financial potential, increase customer loyalty,** and **drive higher transaction volumes**.
- **43%** of the customers fall under **low income category**, so ensure interest rates align with their financial circumstances.
- Design credit cards that provide **rewards and cashback** on **bill payments, groceries, and health.**