



Mitron Bank Credit Card Strategy Analysis



Demographical
Analysis



Income Insights
Analysis



Spending
Analysis



Payment Insight
Analysis



Recommendations



Demographic Analysis



All Group

All

Total Customers

4000

Total Income

207M

Total Spends

531M

Females

1403

Males

2597

Gender

All

City

All

Payment Type

All

Occupation

All

Marital Status

All

Months

All

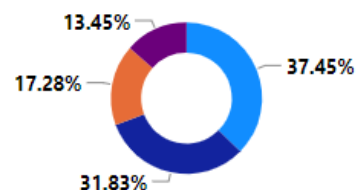
Customer Vs Gender

Male Female



Customer Vs Age Group

25-34 35-45 21-24 45+

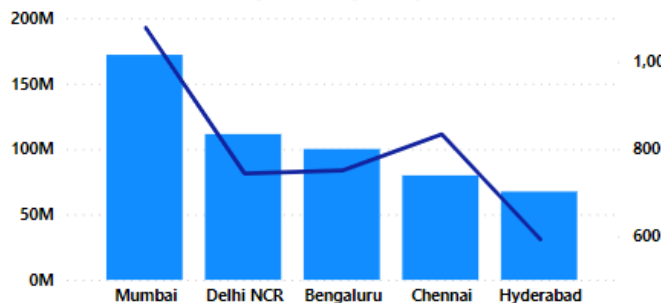


Customer Vs Marital Status

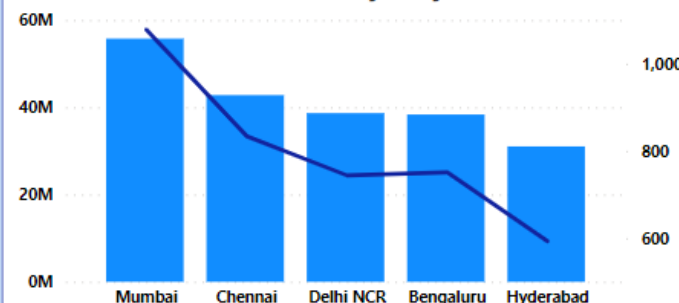
Married Single



Customer spend by City With Count



Customer Income by City With Count





Income Insights Analysis



All Group

All

Total Customers

4000

Total Income

207M

Total Spends

531M

Females

1403

Males

2597

Gender

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Payment Type

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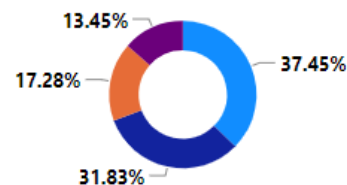
Income Insights by Gender

Male Female



Income Insight by Age Group

25-34 35-45 21-24 45+

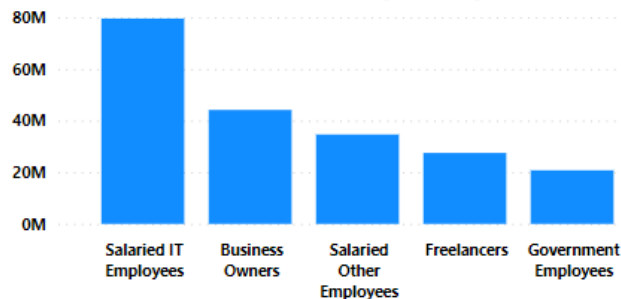


Income Insight by Marital Status

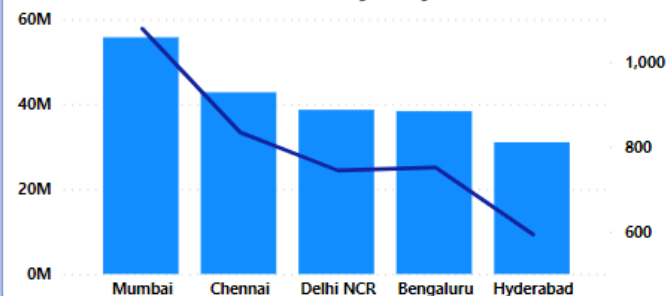
Married Single



Customer Income by Occupation

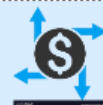


Customer Income by City With Count





Spending Analysis



All Group

All

Gender

All

City

All

Payment Type

All

Occupation

All

Marital Status

All

Months

All

Total Customers

4000

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207M

Total Spends

531M

Females

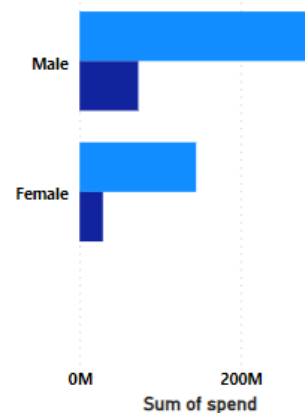
1403

Males

2597

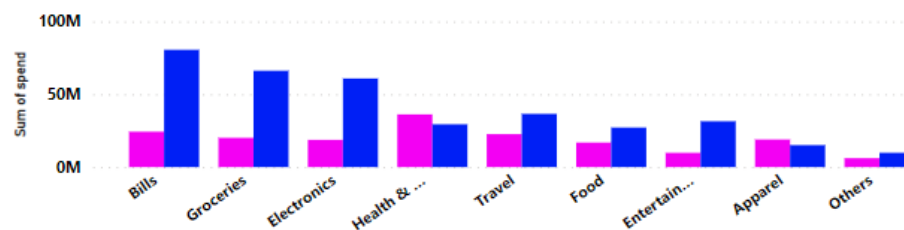
Spending by Marital Status & Gender

● Married ● Single



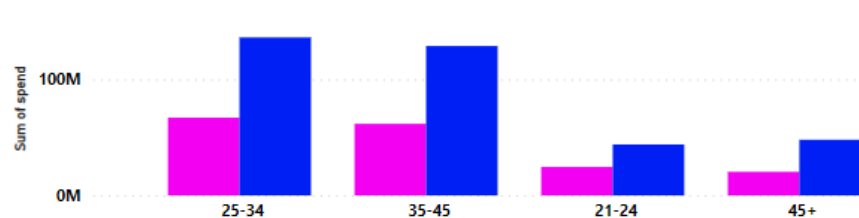
Spending by Category & Gender

● Female ● Male



Spending By Age Group and Gender

● Female ● Male





Payment Insights Analysis



All Group

All

Total Customers

4000

Total Income

207M

Total Spends

531M

Females

1403

Males

2597

Gender

All

City

All

Payment Type

All

Occupation

All

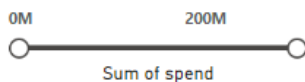
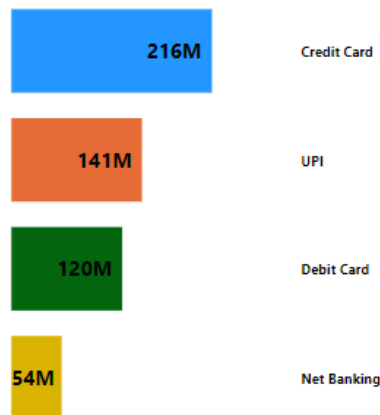
Marital Status

All

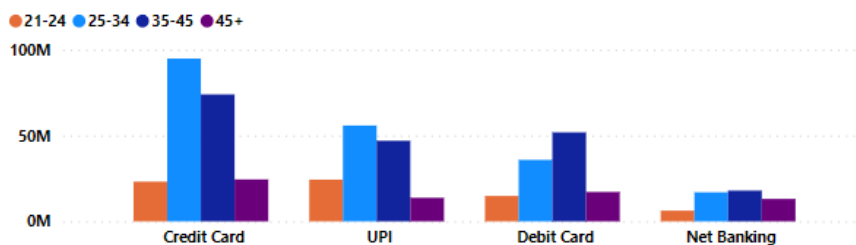
Months

All

Spend by Payment Type



Spend by Age Group & Payment_type



Spend by Occupation & Payment_type

