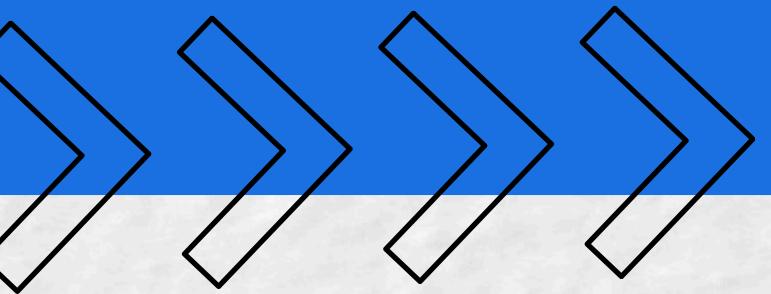


# BANKING DATA ANALYSIS PRESENTATION



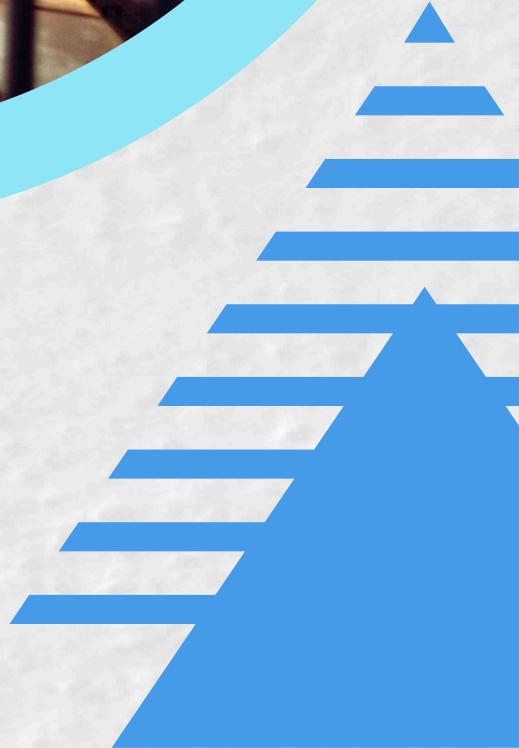
Presented by: Aditi Sharma



# BANKING DATA ANALYSIS USING SQL

Comprehensive insights into account,  
transaction, and branch operations.

Presented by: Aditi Sharma



# OBJECTIVE



ANALYZE BANKING DATASETS TO  
DERIVE INSIGHTS ON CUSTOMER  
BEHAVIOR, TRANSACTION PATTERNS,  
AND BRANCH PERFORMANCE.



PROVIDE ACTIONABLE  
RECOMMENDATIONS BASED  
ON THE DATA.

# OVERVIEW OF TABLES



Employees: Details about employees, their positions, and branch assignments.



Accounts: Contains details about accounts such as balance, account type, and branch.



Transactions: Includes transaction details like amount, type, and date.



Customers: Stores customer information such as name, address, and contact

Branch: Contains branch-specific data like location and manager.

# IDENTIFYING INACTIVE CUSTOMERS

## QUERY:

List customers who haven't made any transactions in the past year.

## APPROACH:

- Use the transactions table to find customers with no activity in the past year.
- Cross-check with the customers table.

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# TRANSACTION VOLUME ANALYSIS

## QUERY:

Summarize daily transaction volume for the past month.

## APPROACH:

- Use the `SUM(amount)` function grouped by `transaction_date`.
- Filter for the last month's transactions.



# RANKING BRANCHES

## QUERY:

Rank branches based on the total deposits made in the last quarter.

## APPROACH:

- Filter transactions by Deposit type.
- Group by branch\_id and rank using RANK().

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# CUSTOMER SEGMENTATION BY AGE GROUP



## QUERY:

Calculate the total transaction amount for each age group in the past year.

## AGE GROUPS:

- 0-17
- 18-30
- 31-60
- 60+

## APPROACH:

- Derive age from date\_of\_birth in the customers table.
- Group and sum transactions by age group.

# RECOMMENDATIONS

## 1. Engage Inactive Customers:

- Offer incentives or tailored products to re-engage customers without recent transactions.

## 2. Optimize Branch Operations:

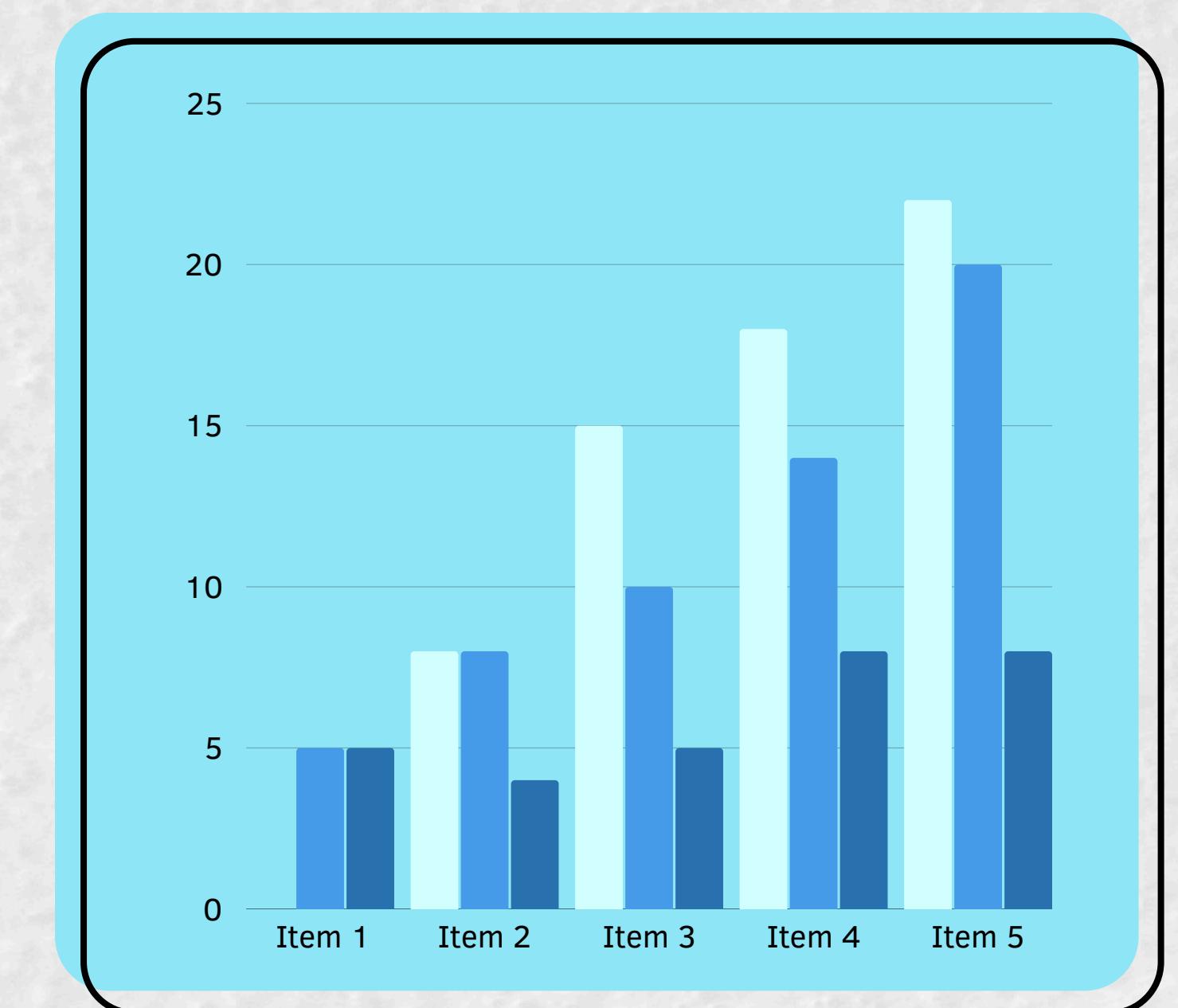
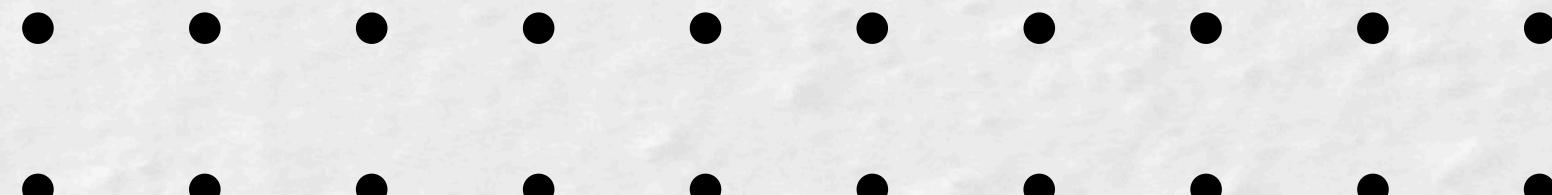
- Focus on branches with high transaction activity and allocate more resources.

## 3. Target Marketing Campaigns:

- Leverage insights from age-based transaction patterns to personalize offers.

## 4. Fraud Detection:

- Monitor accounts with unusually high daily transactions for potential fraud.



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# CONCLUSION

- ▶ • Analyzed customer behavior and branch performance.
- ▶ • Identified key areas for optimization and engagement.
- ▶ Future Work:
  - ▶ • Automate reporting using dashboards.
  - ▶ • Implement advanced analytics for predictive modeling.

# THANK YOU!

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