Customer Analysis Project

This project is based on the bank customer dataset and analyse the dataset to find out the trends between the target customers. With the help of this analysis we would be able to get the optimum number of people which are most likely to signup for the bank account.

Preprocessing

Remove the Customer ID column from the table

Merge the Name and Surname column and change the column header as customer name

Create a new column to get the age group of the customers (11-20, 21-30, 31-40, 41-50, 50+)

Dashboard

Visualize the trend analysis of balance by age and gender

Create a chart to visualize number of customers by age and gender

Create a chart to visualize count of region

Visualize number of customers by job type

Show the balance by region

Visualize balance by gender

Create a trend analysis to visualize customer name by date

Create a card to show maximum balance by age

Create a card to show minimum balance by age

Create a card to visualize maximum customers by gender

You can customize the format of the chart based on your wish