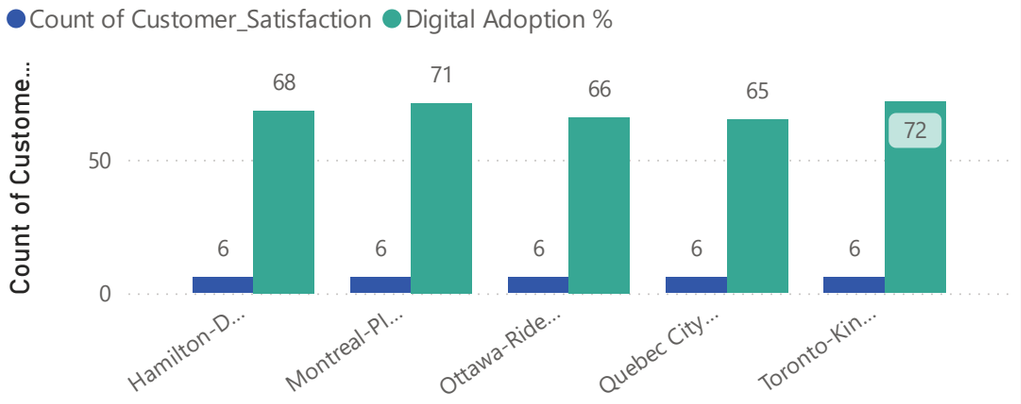
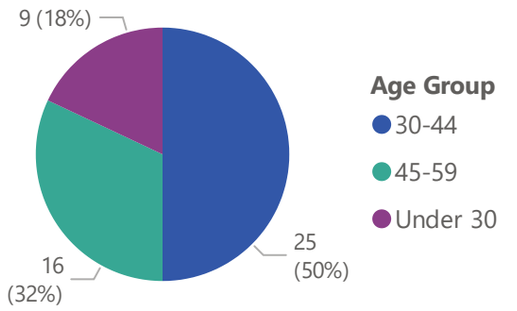
50	8.13	36.00	68.43	31.08
Total Customers	Avg Satisfaction	Young Customer %	Digital Adoption %	Revenue Growth %

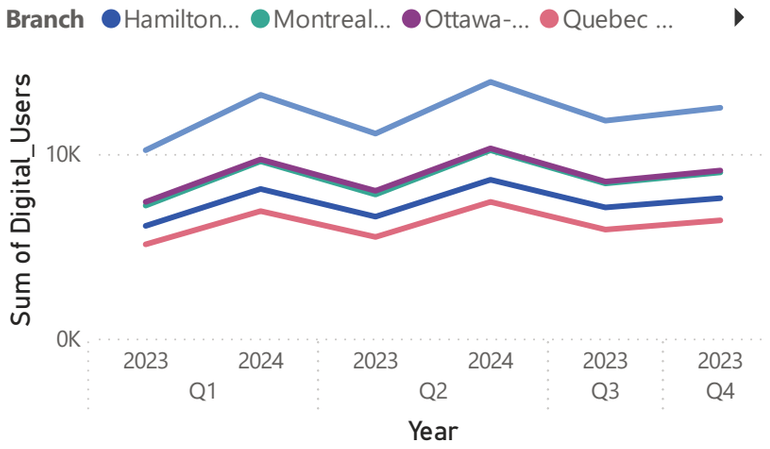
Branch Performance Comparison



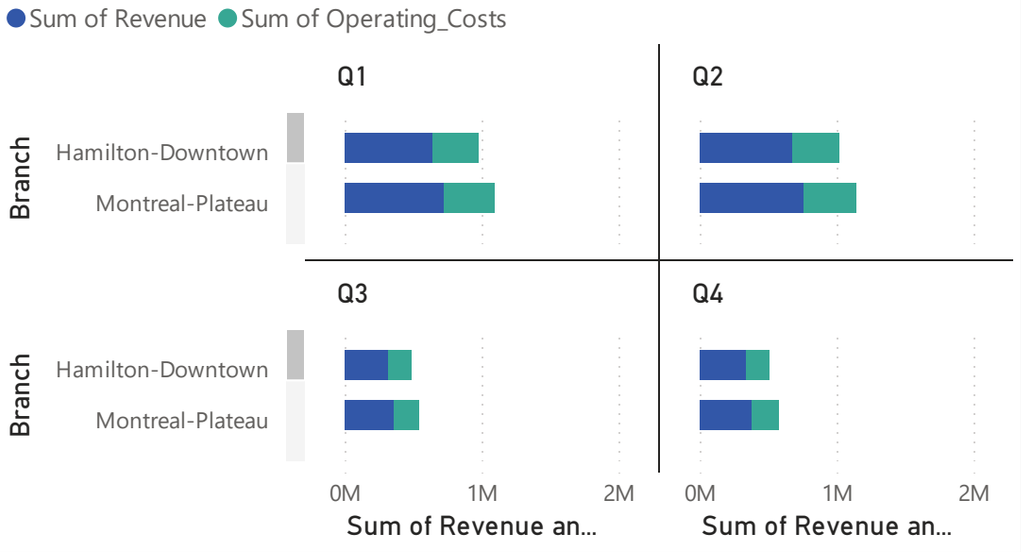
Customer Demographics Analysis



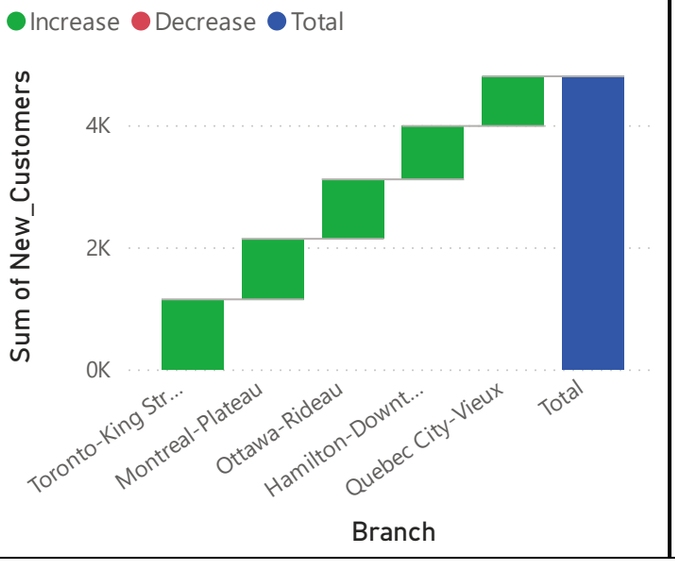
Digital Engagement Trends Over Time



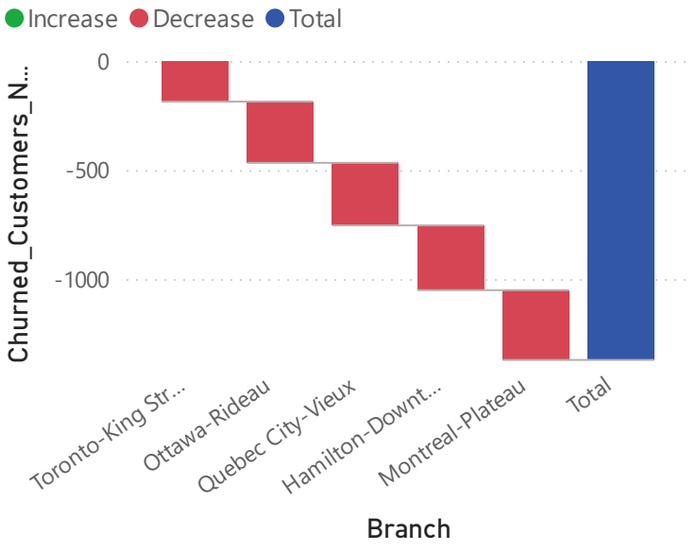
Revenue vs Operating Costs Analysis



Customer Acquisition



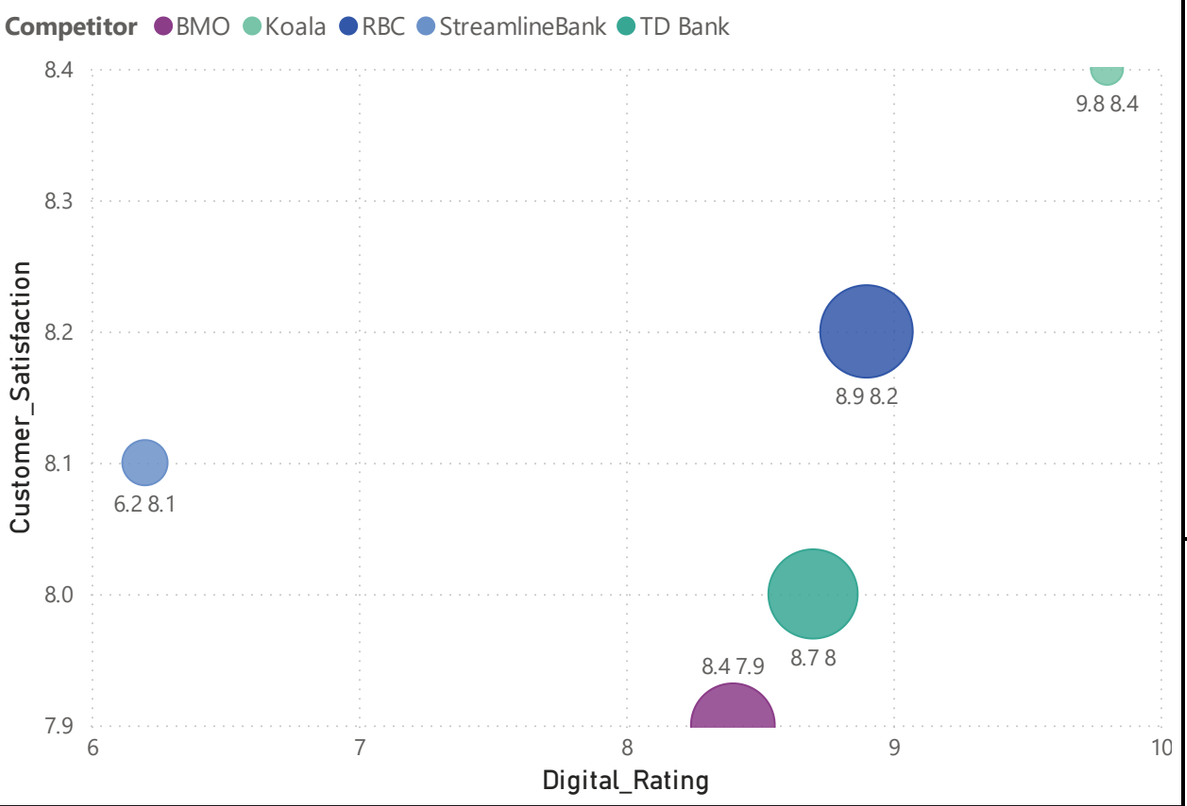
Churn Analysis



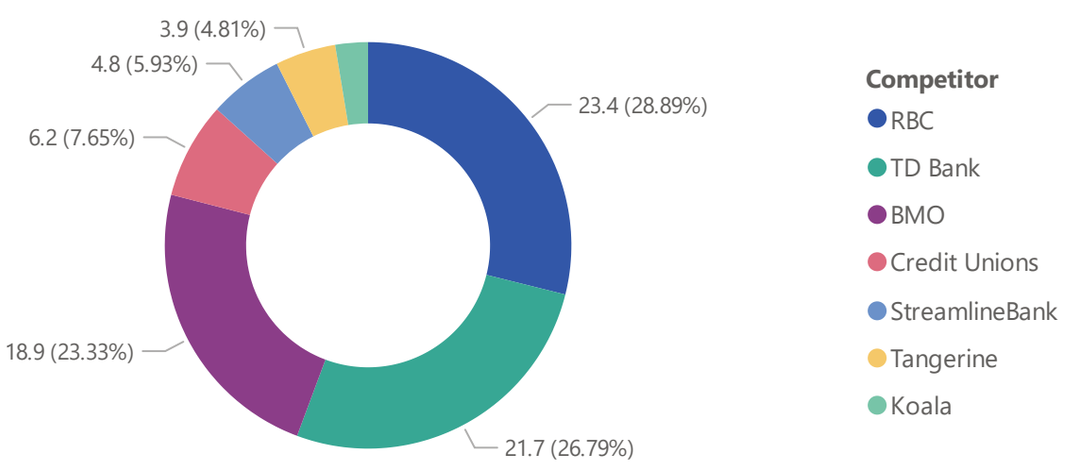
Interactive Drop Down

All

Digital Rating Scatter Plot



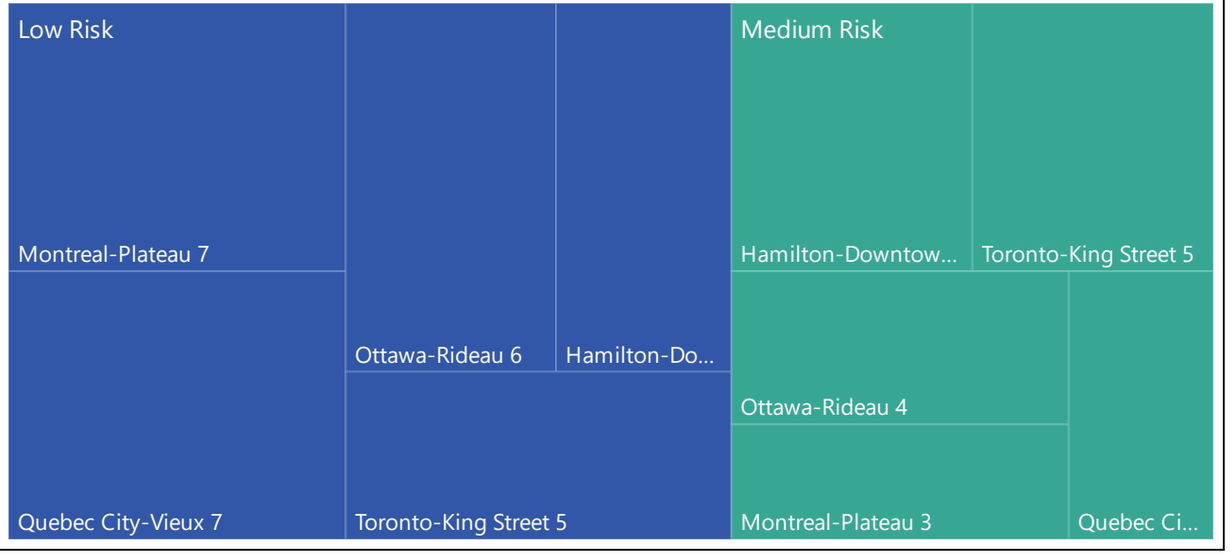
Market Share Comparison



Branch Efficiency Matrix

Branch	Avg_Satisfaction_By_Branch	Average of Digital_Adoption_Rate	Sum of Revenue
Hamilton-Downtown	8.00	68.35	1978000
Montreal-Plateau	8.15	71.08	2227000
Ottawa-Rideau	8.17	65.97	2405000
Quebec City-Vieux	8.18	65.03	1772000
Toronto-King Street	8.13	71.72	3240000
Total	**8.13**	**68.43**	**11622000**

Customer Segmentation by Risk Category



StreamlineBank Digital Transformation: Critical Findings

CRITICAL FINDINGS:

- **Revenue Leader:** Toronto-King Street ($3.24M) - 45% above network average
- **Digital Champion:** Montreal-Plateau (71.08% adoption) - Best practice model
- **Balanced Performer:** Hamilton-Downtown - Highest satisfaction (8.00) with strong digital uptake
- **Opportunity Gap:** 40-point spread in digital adoption across branches (65%-71%)
- **Demographic Alert:** Young customer representation varies significantly by location
- **Customer base aging:** Under-35 customers at 36% vs industry 45% - Digital gap: 2.7 points behind RBC (6.2 vs 8.9 rating) - Revenue concentration: Toronto-King Street generates 28% of total revenue - Risk exposure: 5% high-risk customers require immediate intervention

Competitive Position

MARKET POSITION:

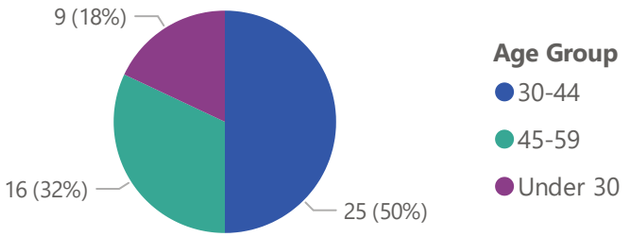
- **Market Share:** 4.8% (vs RBC 23.4%, TD 21.7%)
- **Digital Rating:** 6.2 (Industry leaders: 8.7-8.9)
- **Customer Satisfaction:** 8.1 (Competitive advantage maintained)
- **Innovation Gap:** 2.9 points behind fintech leaders

Branch Performance Rankings

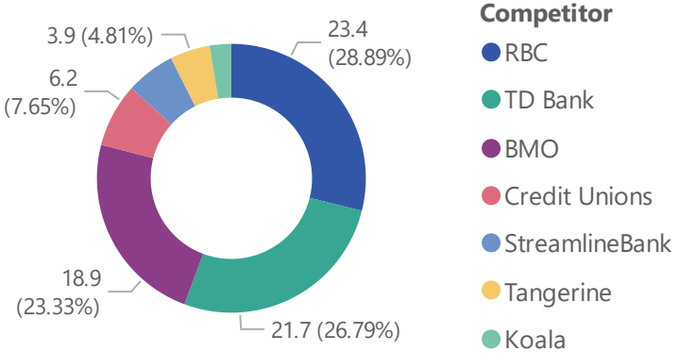
BRANCH PRIORITY MATRIX:

1. **Toronto-King Street:** Highest Revenue ($324K) - Digital Investment Focus
2. **Hamilton-Downtown:** Best Digital Adoption (68.35%) - Model Branch
3. **Ottawa-Rideau:** Balanced Growth (65.37% digital) - Scalable Expansion
4. **Montreal-Plateau:** Revenue Optimization Needed
5. **Quebec City-Vieux:** Digital Infrastructure Required

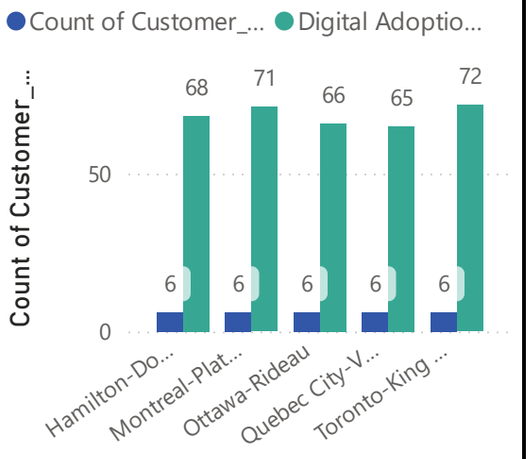
Customer Demographics Analysis



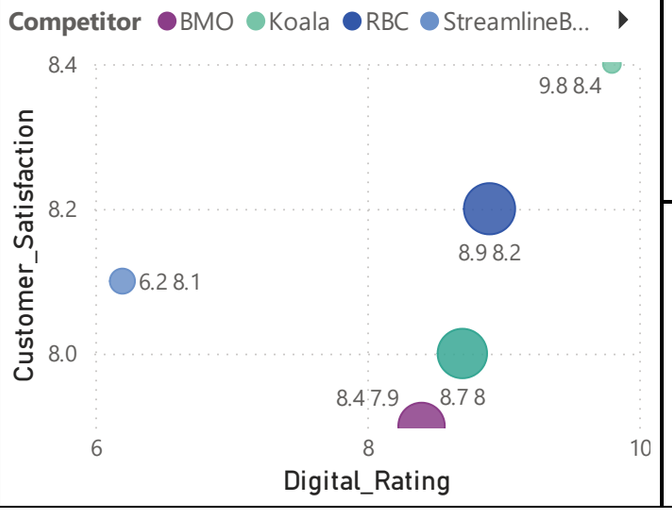
Market Share Comparison



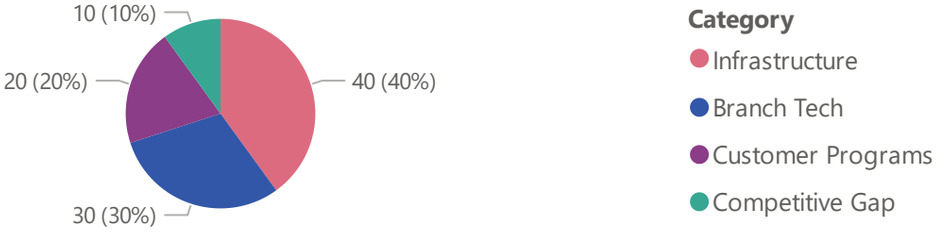
Branch Performance Comparison



Digital Rating Scatter Plot



Investment Allocation



Branch	Sum of Revenue	Digital Adoption %	Avg_Satisfaction_By_Branch	Branch Risk Level
Hamilton-Downtown	1978000	68.35	8.00	Low Risk
Montreal-Plateau	2227000	71.08	8.15	Low Risk
Ottawa-Rideau	2405000	65.97	8.17	Low Risk
Quebec City-Vieux	1772000	65.03	8.18	Low Risk
Toronto-King Street	3240000	71.72	8.13	Low Risk
Total	**11622000**	**68.43**	**8.13**	**Low Risk**