Bank Customer Segmentation Dataset Proposal

1: Introduction :

Most banks have a large customer base - with different characteristics in terms of age, income, values, lifestyle, and more. Customer segmentation is the process of dividing a customer dataset into specific groups based on shared traits.

According to a report from Ernst & Young, "A more granular understanding of consumers is no longer a nice-to-have item, but a strategic and competitive imperative for banking providers. Customer understanding should be a living, breathing part of everyday business, with insights underpinning the full range of banking operations.

2: Overview :

This dataset consists of 1 Million+ transaction by over 800K customers for a bank in India .

3:The Description of columns :

The data contains information such as :

 - customer age (DOB)

- location

- gender

- account balance at the time of the transaction

- transaction details

- transaction amount

4:Interesting Analysis Ideas :

The dataset can be used for different analysis, example -

1. Perform Clustering / Segmentation on the dataset and identify popular customer groups along with their definitions/rules
2. Perform Location-wise analysis to identify regional trends in India
3. Perform transaction-related analysis to identify interesting trends that can be used by a bank to improve / optimi their user experiences
4. Customer Recency, Frequency, Monetary analysis
5. Network analysis or Graph analysis of customer data.