Client Data Audit Report

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Summary:  
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Total Clients Reviewed: 100  
  
Demographic Insights:  
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- Gender Breakdown:  
 Male: 51, Female: 49  
  
- Top 5 Client Locations:  
 Edinburgh, UK: 13, Leeds, UK: 11, Glasgow, UK: 10, Liverpool, UK: 10, Sheffield, UK: 10  
  
- Age Distribution:  
 Under 60: 12  
 60-70: 62  
 Over 70: 26  
  
Observations:  
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- The client base shows strong representation in urban centres such as Edinburgh, UK and Leeds, UK.  
- Female clients slightly outnumber male clients, indicating balanced outreach.  
- A significant portion of clients fall in the 60–70 age group, representing a key engagement demographic.  
  
Recommendations:  
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1. Tailor marketing efforts and services for the 60+ demographic.  
2. Continue to strengthen outreach in underrepresented regions.  
3. Maintain a balanced gender representation in promotional messaging.  
  
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