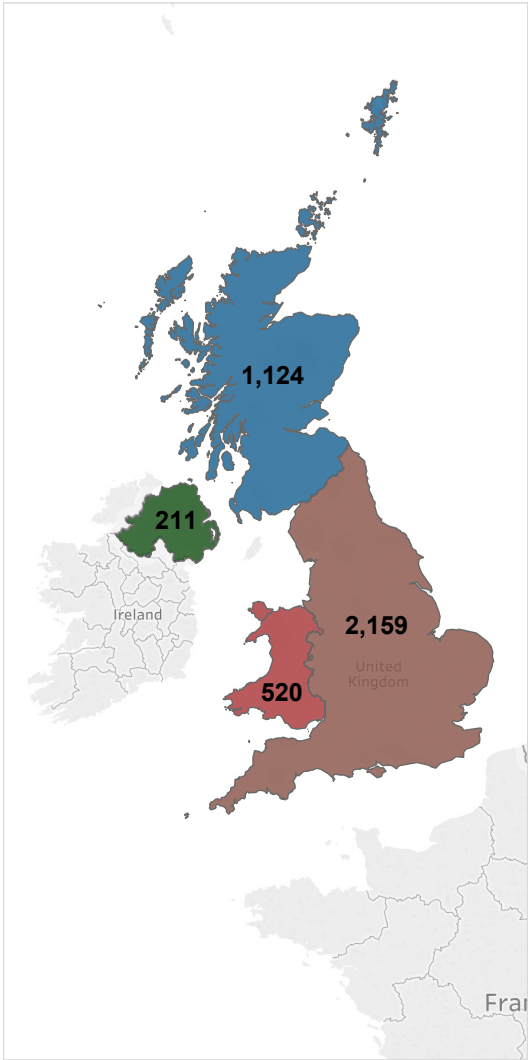


Clinet Retention Analysis Report

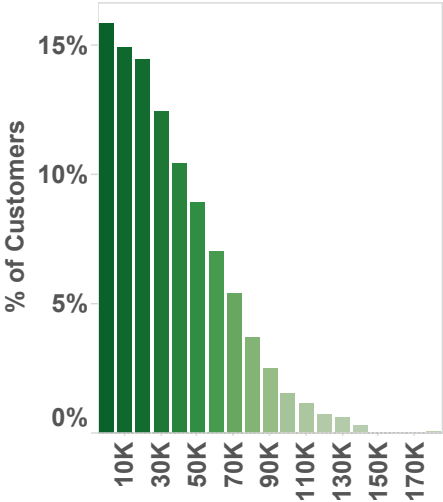
- By Aashish Joshi

This is the Bank's customer baseline	Region A - predominantly white collar workers (70%)	Region B - predominantly males in their late 40s and early 50s. Representation of white collar workers is low	Region C - an above average representation of mid-sized balances	Region D - is mostly represented by female customers in younger age groups
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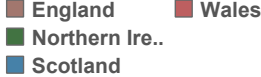
Map



Distribution by Balance



Region



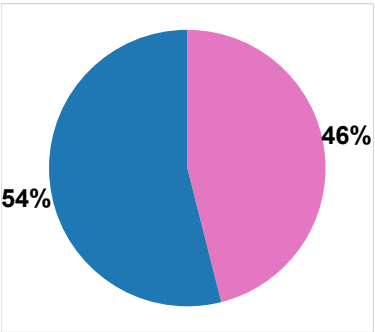
Balance Groups

10,000

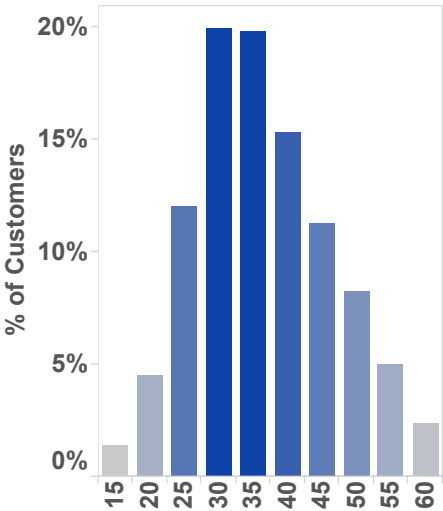
Age Groups

5

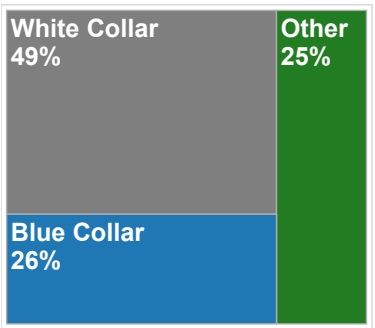
Gender



Distribution by Age



Job Classification

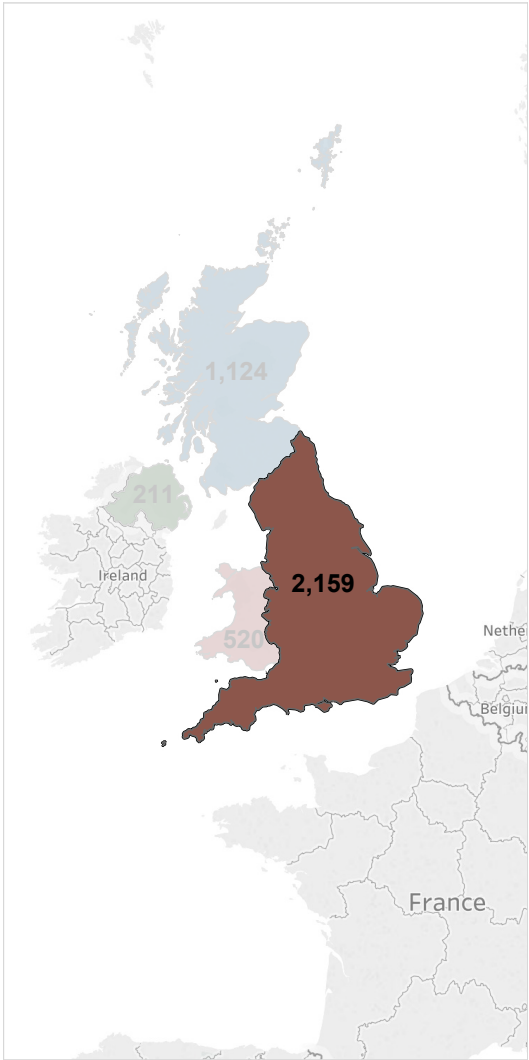


Clinet Retention Analysis Report

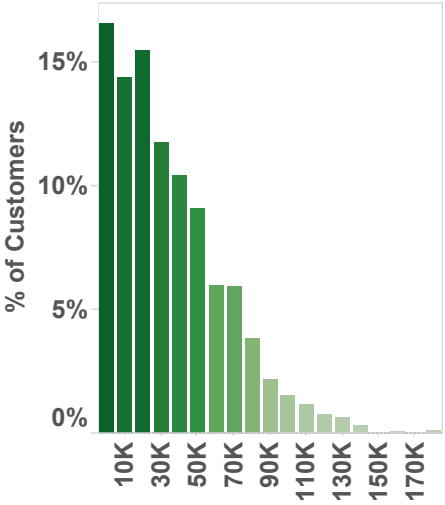
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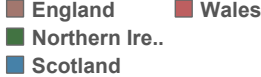
Map



Distribution by Balance



Region



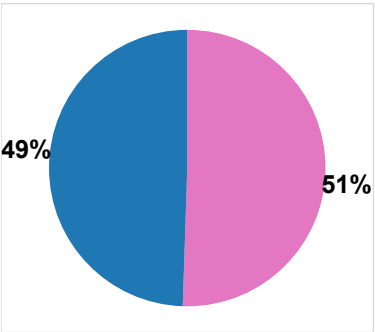
Balance Groups

10,000

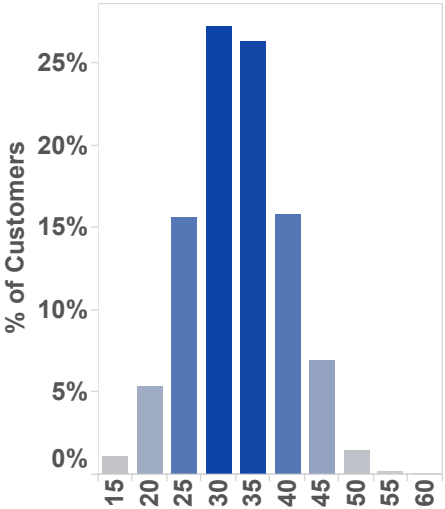
Age Groups

5

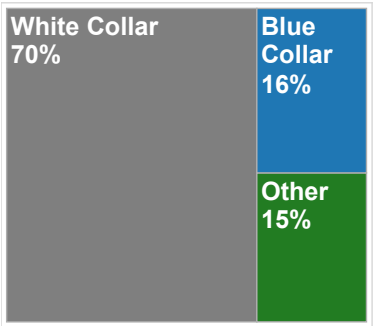
Gender



Distribution by Age



Job Classification



Clinet Retention Analysis Report

- By Aashish Joshi

This is the Bank's customer baseline

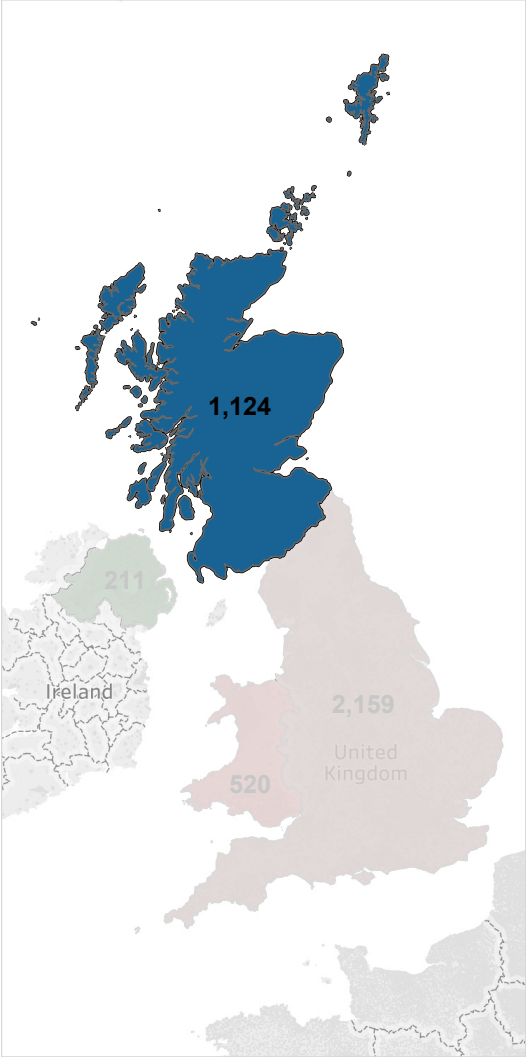
Region A - predominantly white collar workers (70%)

Region B - predominantly males in their late 40s and early 50s. Representation of white collar workers is low

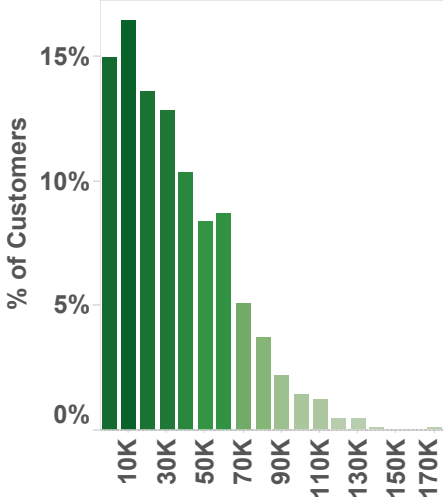
Region C - an above average representation of mid-sized balances

Region D - is mostly represented by female customers in younger age groups

Map



Distribution by Balance



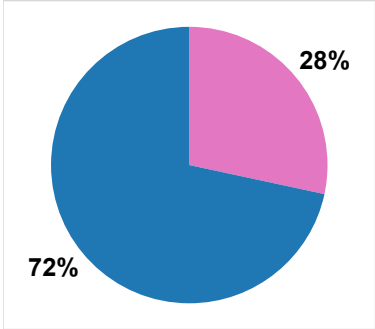
Region

England Wales
Northern Ire..
Scotland

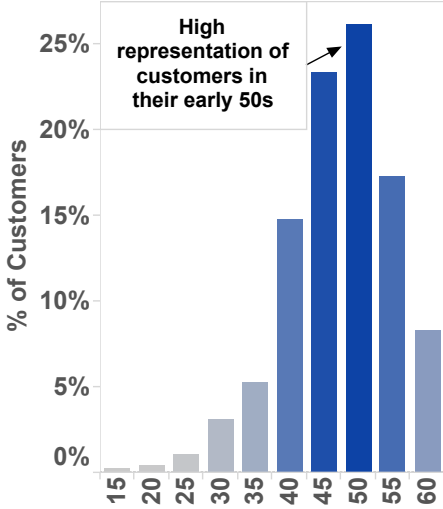
Balance Groups
10,000

Age Groups
5

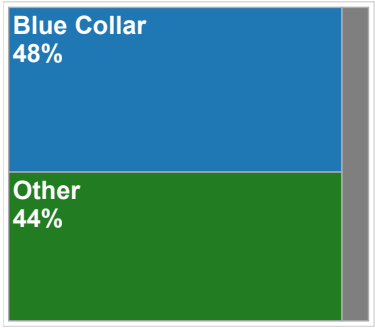
Gender



Distribution by Age



Job Classification

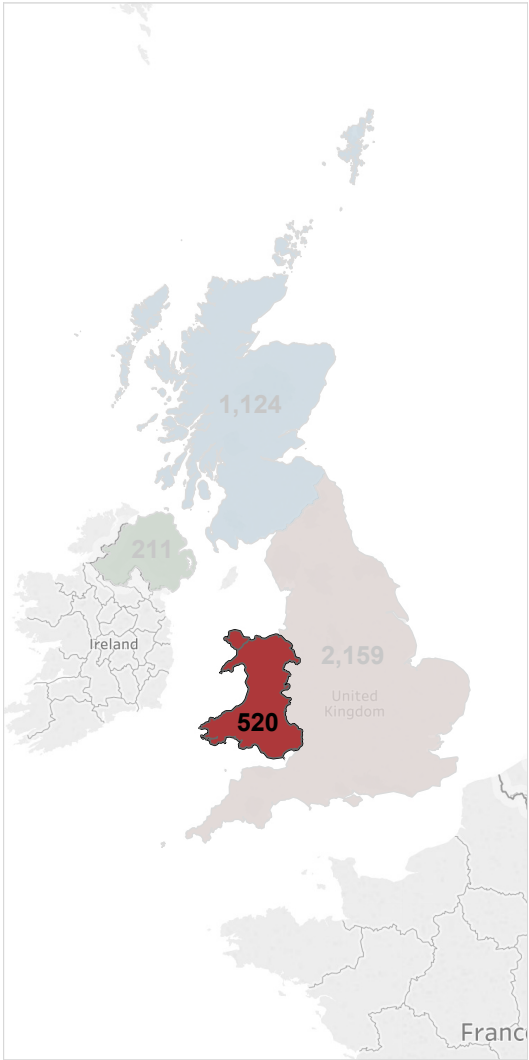


Clinet Retention Analysis Report

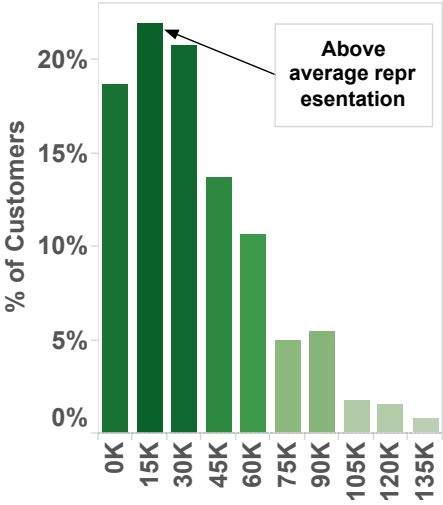
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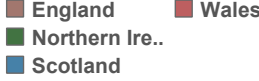
Map



Distribution by Balance



Region



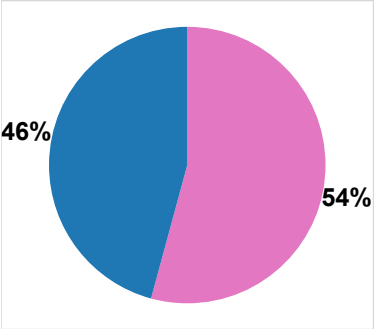
Balance Groups

15,000

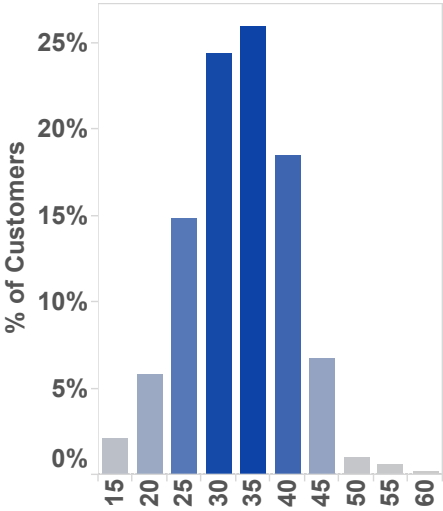
Age Groups

5

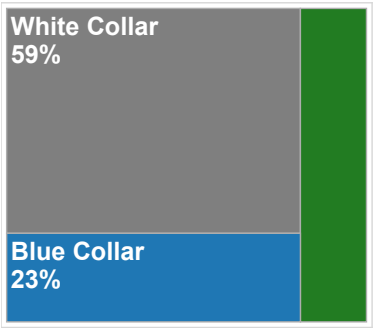
Gender



Distribution by Age



Job Classification

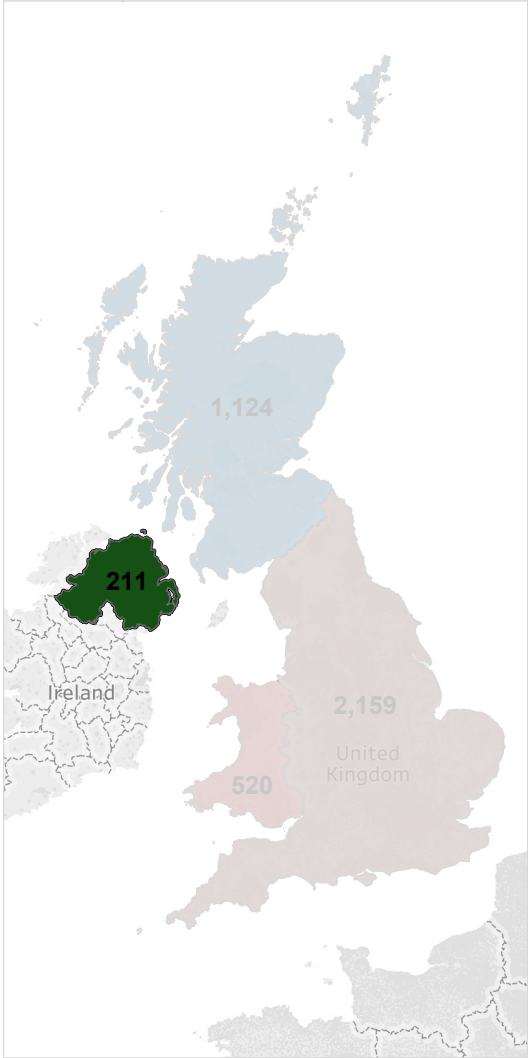


Clinet Retention Analysis Report

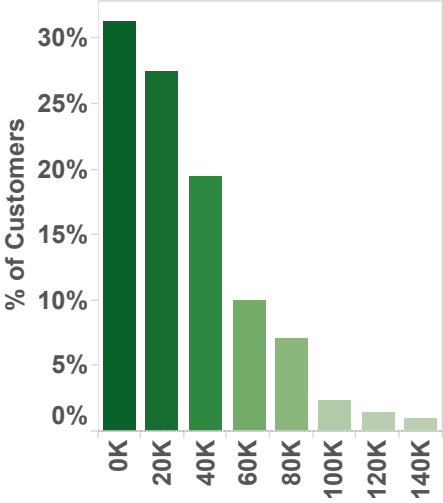
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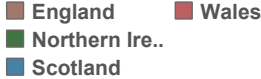
Map



Distribution by Balance



Region



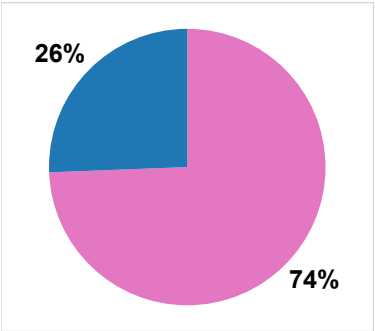
Balance Groups

20,000

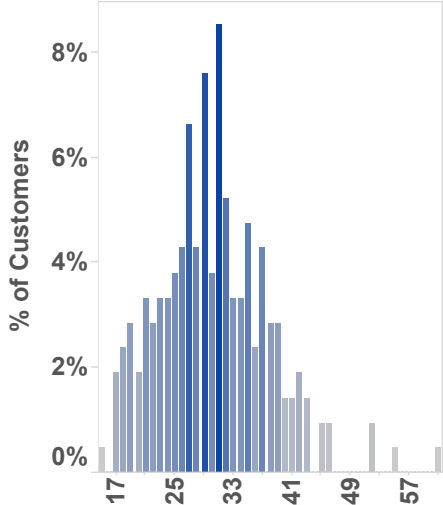
Age Groups

1

Gender



Distribution by Age



Job Classification

