Survey One-Pager: Economic Sentiment & Banking Behavior

Dataset Overview

- Responses: 3,262
- Columns: 29 (demographics, economic sentiment, banking behavior, satisfaction)
- Demographics: Mostly 30–34 yrs, married, trade/bachelor education, salaried employees
- Data Cleaning:
  - Removed duplicates & irrelevant columns
  - Combined multiple bank-related columns into primary_bank
  - Translated French/other languages → English
  - Filled missing responses with 'NA'

Economic Sentiment

Question	Key Insight
Job difficulty	Most report "same" difficulty
Large purchases	Mixed: "same" or "maybe"
Household expenses	Majority expect to meet them, some expect difficulty
Income & general economic outlook	Mostly "same", small minority expects worsening

Banking Behavior & Satisfaction

Metric	Insight
Primary Bank Usage	Varies strongly by country
Satisfaction	Moderate, gender differences evident
Recommendation Likelihood	Gender & country significant
Interface Preference	Clear favorite interfaces; lower-rated interfaces need improvement

Gender Differences (Chi-Square Highlights)

Question	Significant?	Effect Size
Satisfaction, recommendation, bank usage	**YES**	Moderate
Age, marital status, education	**YES**	Moderate

Country Differences (Chi-Square Highlights)

- Strong differences in bank usage, satisfaction, recommendation, demographics, and economic sentiment
- Country differences > gender differences in most responses

Practical Recommendations

1. **Targeted Marketing**
   - Promote preferred banks in each country
   - Gender-sensitive campaigns for satisfaction & recommendation
2. **Interface & Service Improvements**
   - Optimize low-preference interfaces
   - Analyze happy/unhappy experiences to fix pain points
3. **Economic Sentiment Monitoring**
   - Tailor communication or product offerings based on expectations

Automation Recommendations

- Python Scripts: Clean, merge, and analyze data; generate Excel dashboards
- Pipeline: Load → Clean → Merge → Analyze → Export → Dashboard