

From the data, we focused on two target markets: entrepreneurs and students. After analyzing the data, we found that there is a large market of entrepreneurs and students who do not have loans currently. Having more information on potential markets is essential. Our visualizations serve to organize the information the bank gave us in a way that is advantageous, profit generating, and simple. The visualizations presented work to outline two target markets we saw as lucrative and of high potential.

From the first visualization, we see a large cluster of data points representing students of various ages and with varying balances in their respective checking accounts. We see that no matter which age group we look at, there are more people with lower checking account balances that have no current loans than people with higher checking account balances. This can be advantageous for the bank because they can capitalize on this market. By targeting students with lower funds, the bank can advertise in ways that emphasize having extra money for emergencies, books/study materials, food, rent, and many other things. Knowing your target market is students can also serve as reason for select sales and events throughout the year. Back to school “deals” can generate extra revenue and offering grade based bonuses/incentives can even attract more of the market.

Our second visualization serves to outline a second target market: entrepreneurs. From our data, one noticeable piece of information is that there does not seem to be a trend between age and whether or not an entrepreneur has a loan. We can also see that those with above a secondary education are more likely to have a loan. This means there are a lot of entrepreneurs with only primary educations who do not have loans and can be targeted by the bank. The bank can offer small business loans to these entrepreneurs and run advertisements and deals specific to the market.