



education	% Total Customers	marital	Avg-balance	marital	% Customers	job	% Total Customers
secondary	51.32%	married	1425.93	married	60.19%	blue-collar	21.53%
tertiary	29.42%	single	1301.50	single	28.29%	management	20.92%
primary	15.15%	divorced	1178.87	divorced	11.52%	technician	16.80%
unknown	4.11%					admin.	11.44%
						services	9.19%
						retired	5.01%
						self-employed	3.49%
						entrepreneur	3.29%
						unemployed	2.88%
						housemaid	2.74%
						student	2.07%
						unknown	0.64%

**Executive Summary:**

This report provides insights into customer demographics and their corresponding account balances. By analysing various demographic factors such as marital status, age group, education level, job type, personal loan status, and housing loan status, we aim to understand patterns and trends in customer behaviours

**1. Balance by Marital Status:**  
Married customers have the highest average account balance compared to other marital status categories. The average account balance for married customers is [1425.93], followed by Singles with an average balance of [1301.50], and Divorced with an average balance of [1178.87].

**2. Customers by Age Group:**  
The majority of our customers fall into the Old age group, representing 97% of the total customer base. This is followed by Adolescents and Middle age.

**3. Customers by Education:**  
Customers with a secondary education level constitute the largest portion of our customer base, comprising 51.32% of total customers.

**4. Customers by Job:**  
Blue-collar jobs are the most common among our customers, representing 21.53% of the total customer base. This is followed by Management.

**5. Balance by Job:**  
Among different job types, customers in management positions have the highest average account balance

**6. Personal Loan and Housing Loan:**  
Customers with Housing loans constitute the highest portion of our customer base, representing 78% of total customers with loan. In contrast, customers with personal loans represent 22% of total customers with loan

**7. Customers by Marital Status:**  
Married customers make up the largest portion of our customer base, representing 60% of total customers. This is followed by Singles and Divorced

**Conclusion:**

Through the analysis of customer demographics and account balances, it is evident that certain demographic groups exhibit specific behaviours. Married customers tend to have higher account balances, while customers in management positions have the highest average balance by job type. Additionally, customers with Housing loans are more prevalent compared to those with Personal loans. These insights can inform targeted marketing strategies and personalized services to better meet the needs of our diverse customer base.

**Recommendations:**

Develop targeted marketing campaigns tailored to specific demographic groups, such as married customers and those in management positions. Offer personalized financial products and services to customers based on their demographic characteristics and banking preferences. Continue to monitor and analyse customer demographics to identify emerging trends and opportunities for growth.