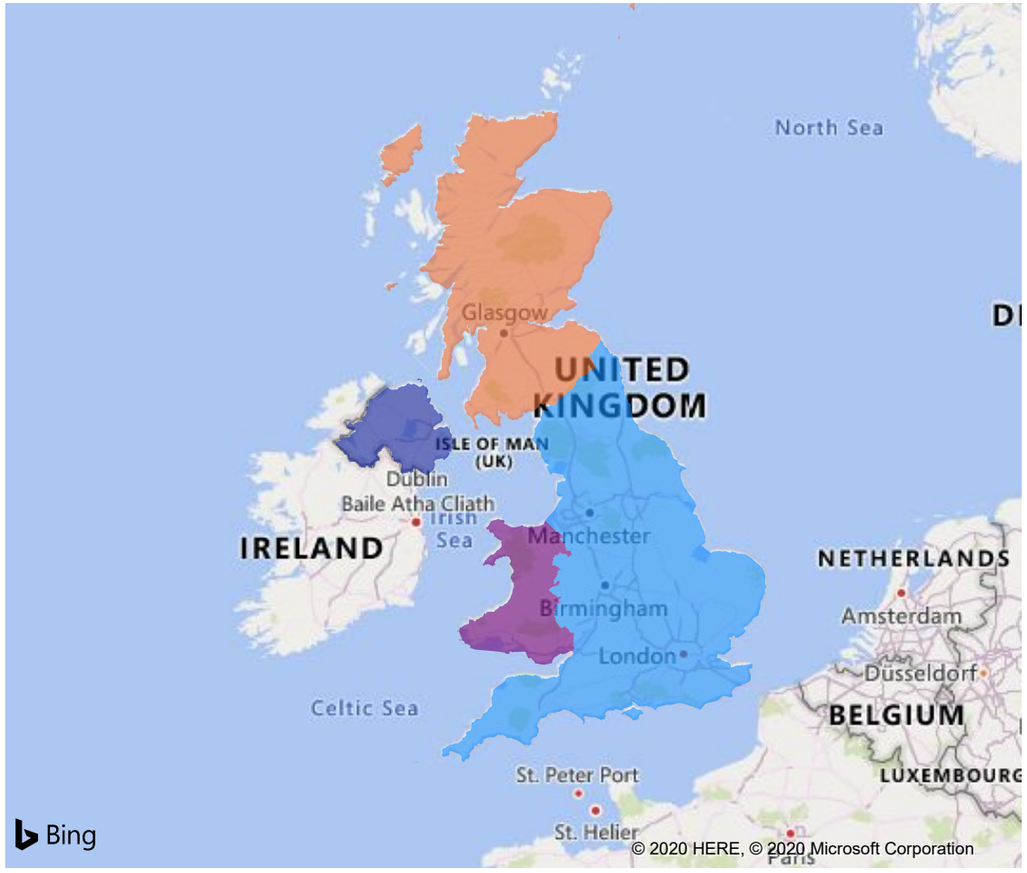
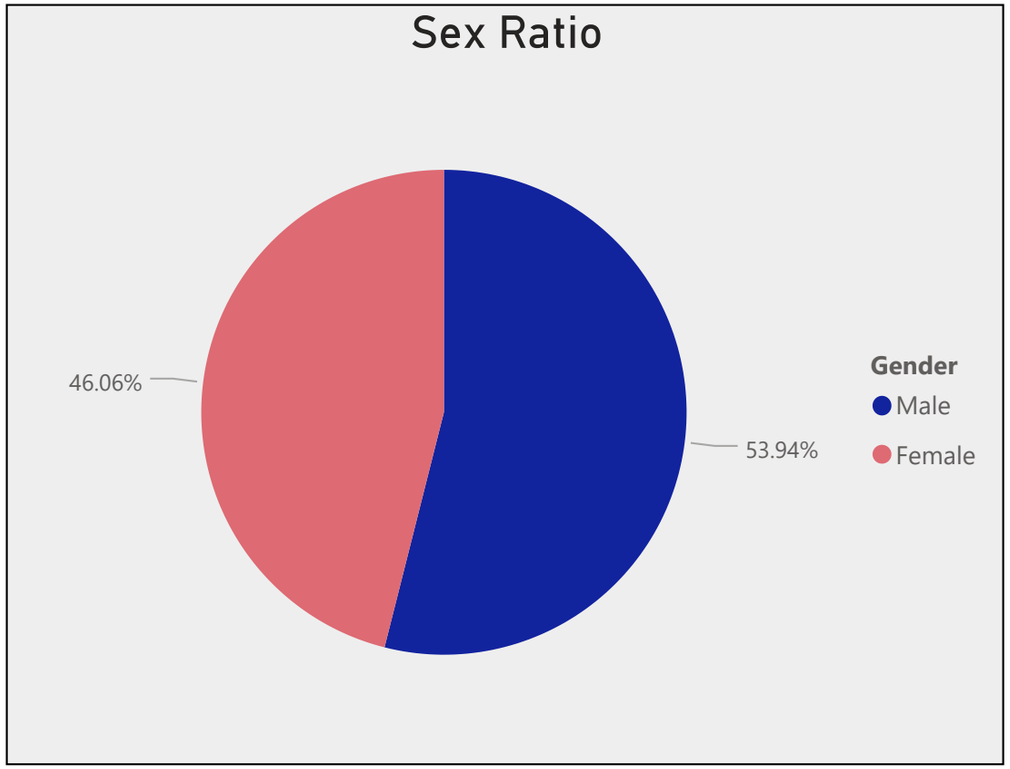
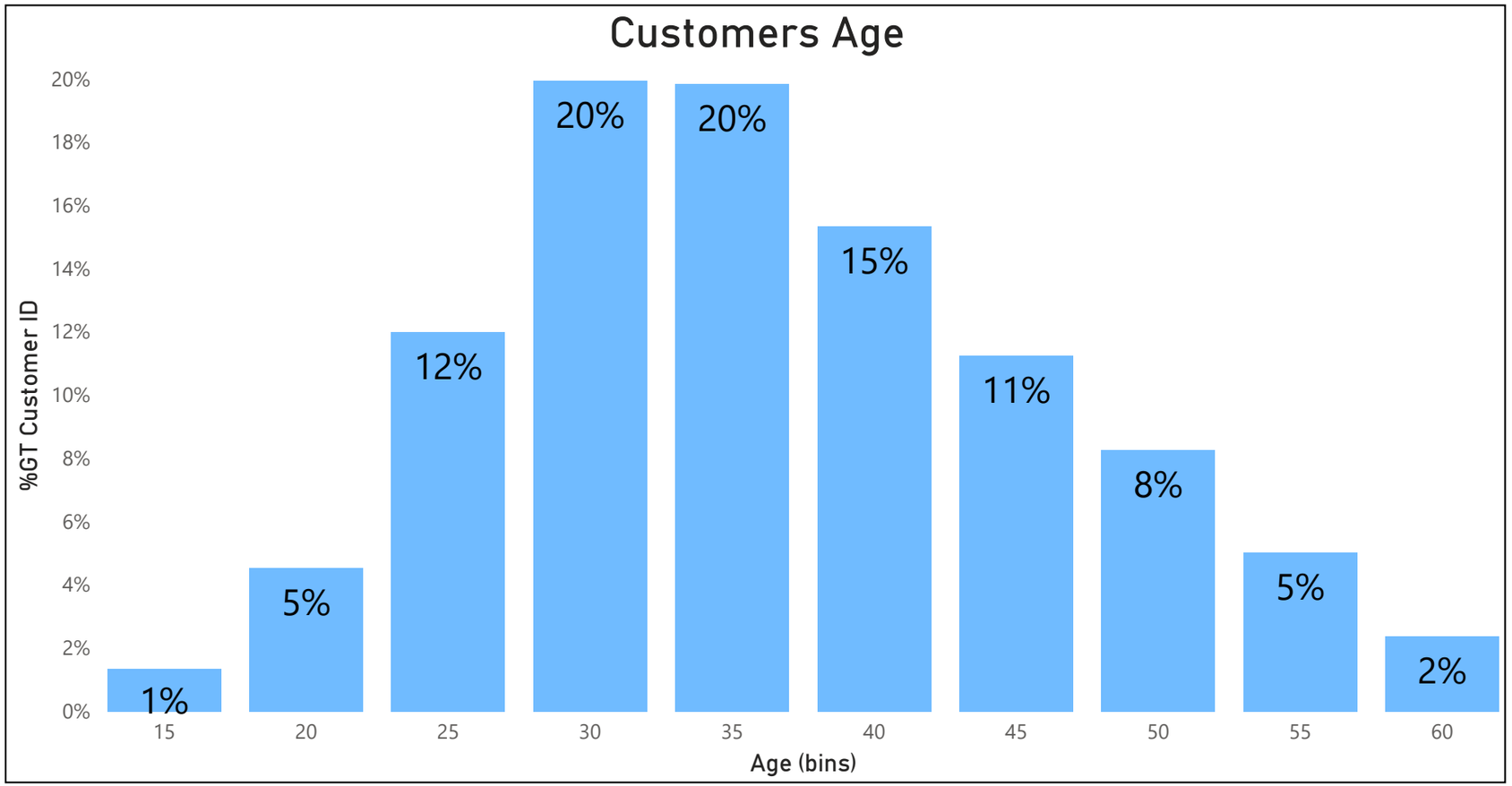
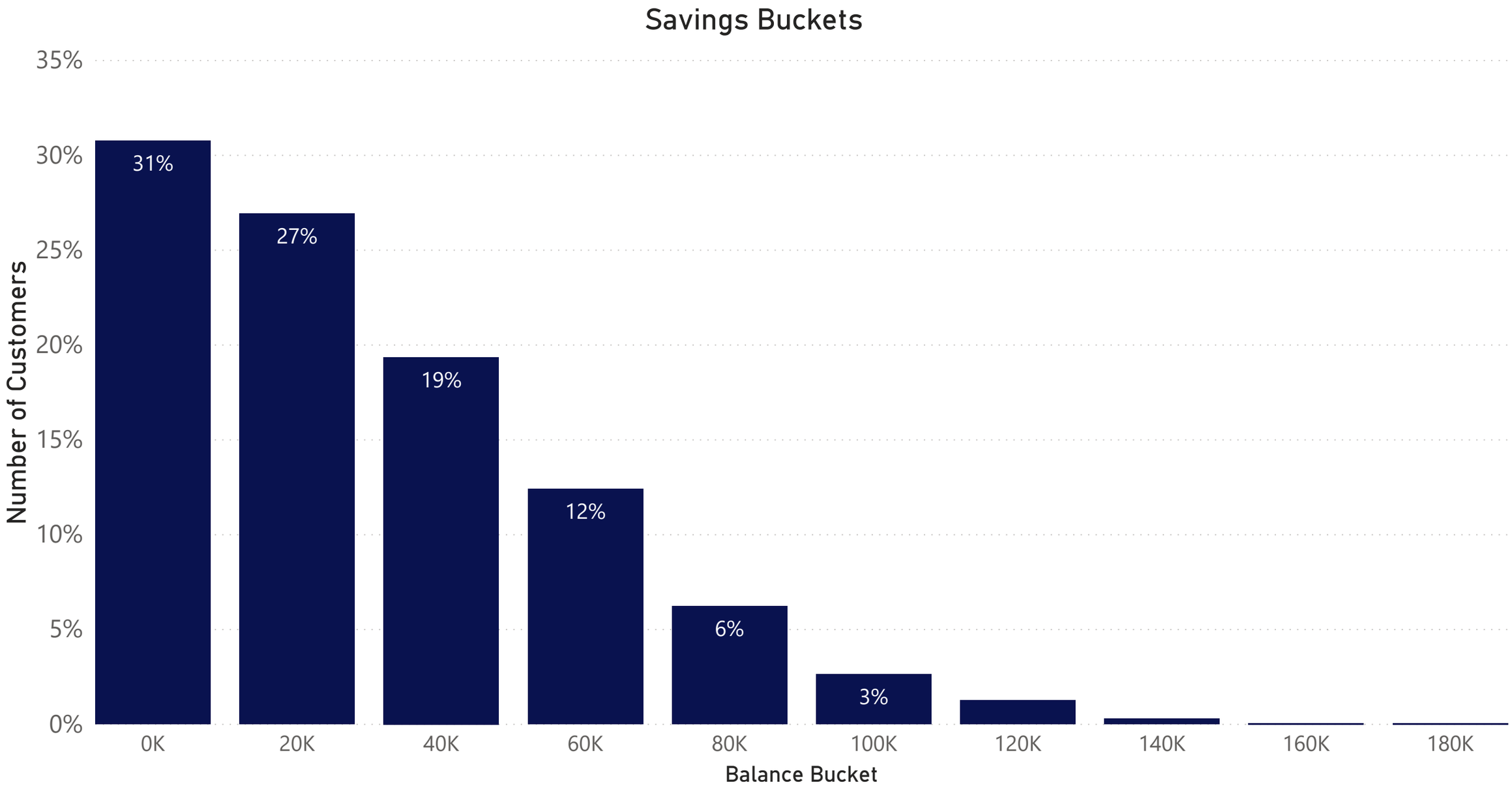
4014

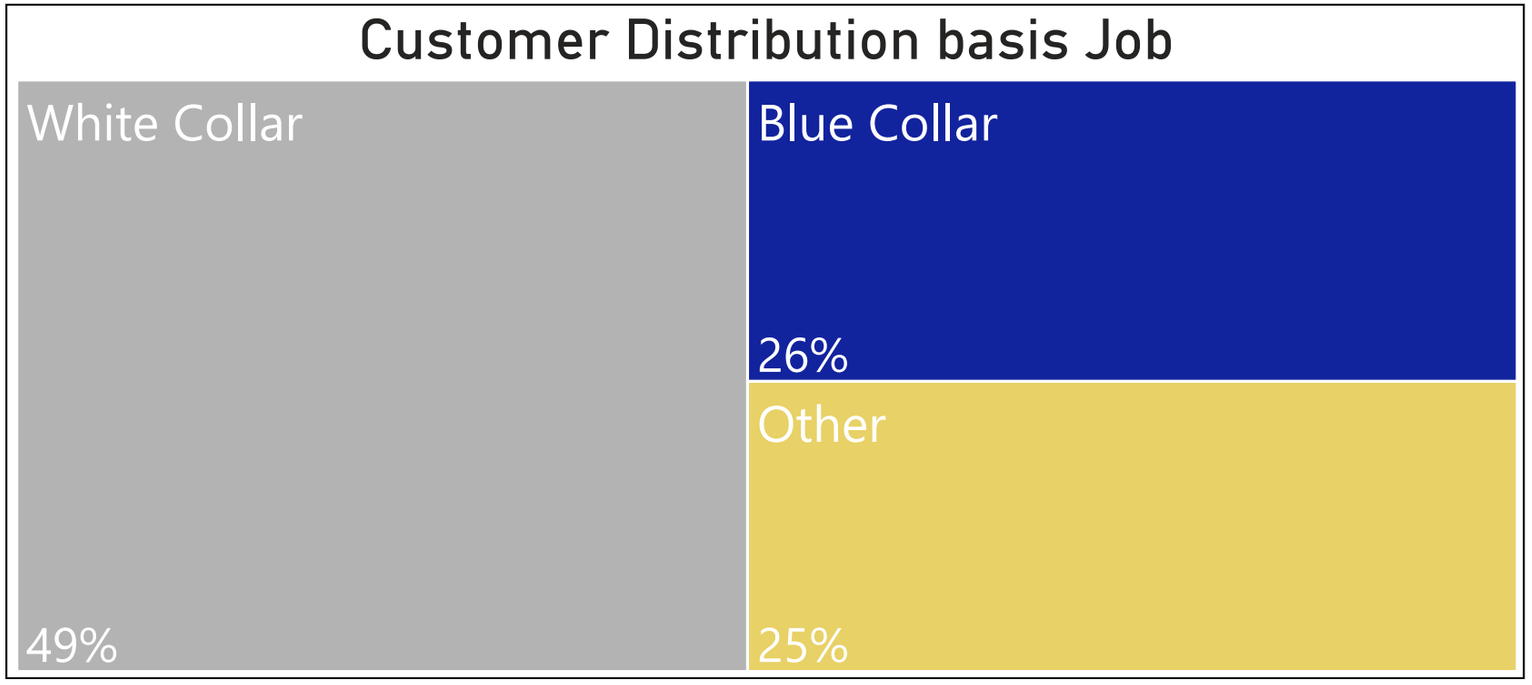
Regional Coverage



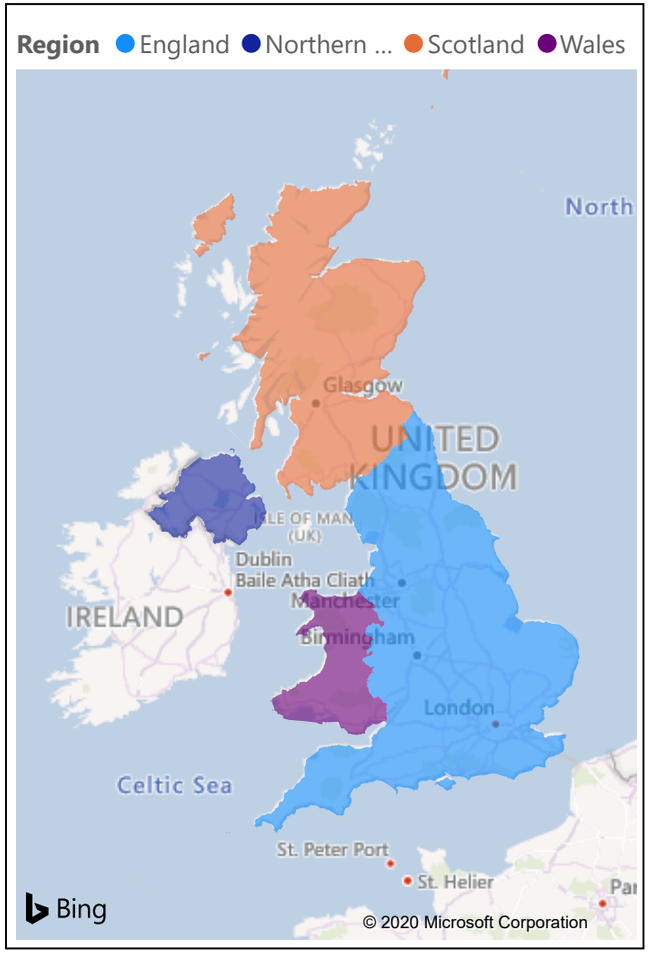

Sex Ratio
46.06%
53.94%
Gender
Male
Female


Customers Age
%GT Customer ID
20%
18%
16%
14%
12%
10%
8%
6%
4%
2%
0%
1%
5%
12%
20%
20%
15%
11%
8%
5%
2%
15
20
25
30
35
40
45
50
55
60
Age (bins)


Savings Buckets
35%
30%
25%
20%
15%
10%
5%
0%
Number of Customers
31%
27%
19%
12%
6%
3%
0K
20K
40K
60K
80K
100K
120K
140K
160K
180K
Balance Bucket


Customer Distribution basis Job
White Collar
49%
Blue Collar
26%
Other
25%

4014


Region England Northern ... Scotland Wales
North
Glasgow
UNITED KINGDOM
ISLE OF MAN (UK)
Dublin
Baile Atha Cliath
Manchester
IRELAND
Birmingham
London
Celtic Sea
St. Peter Port
St. Helier
Bing
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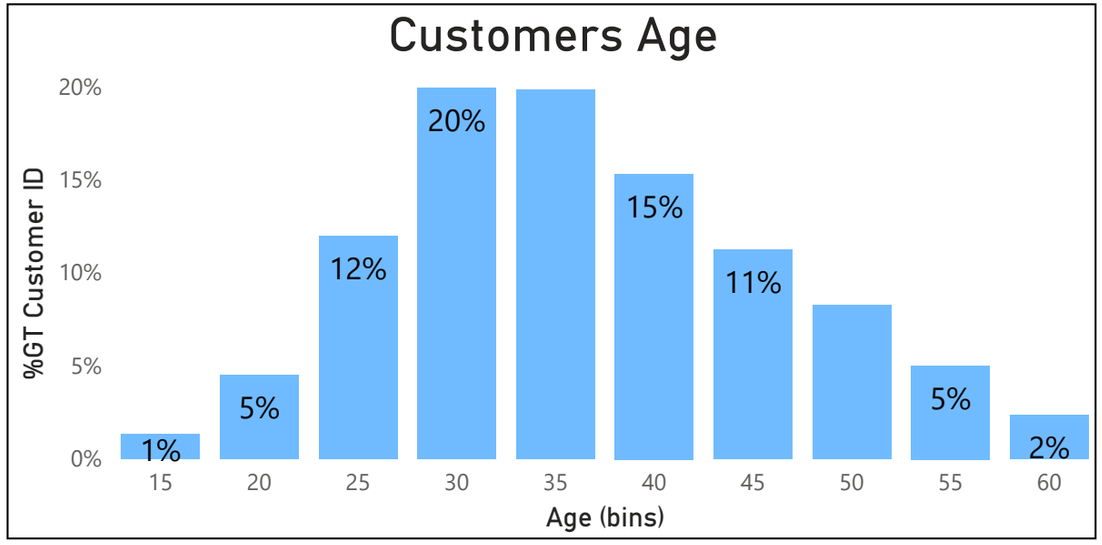
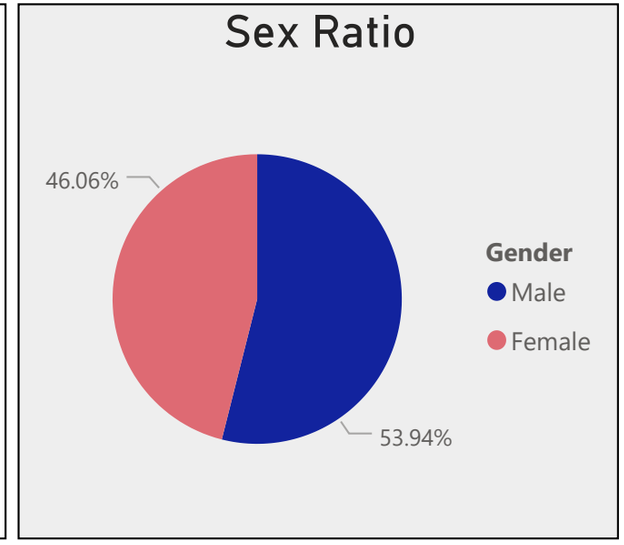
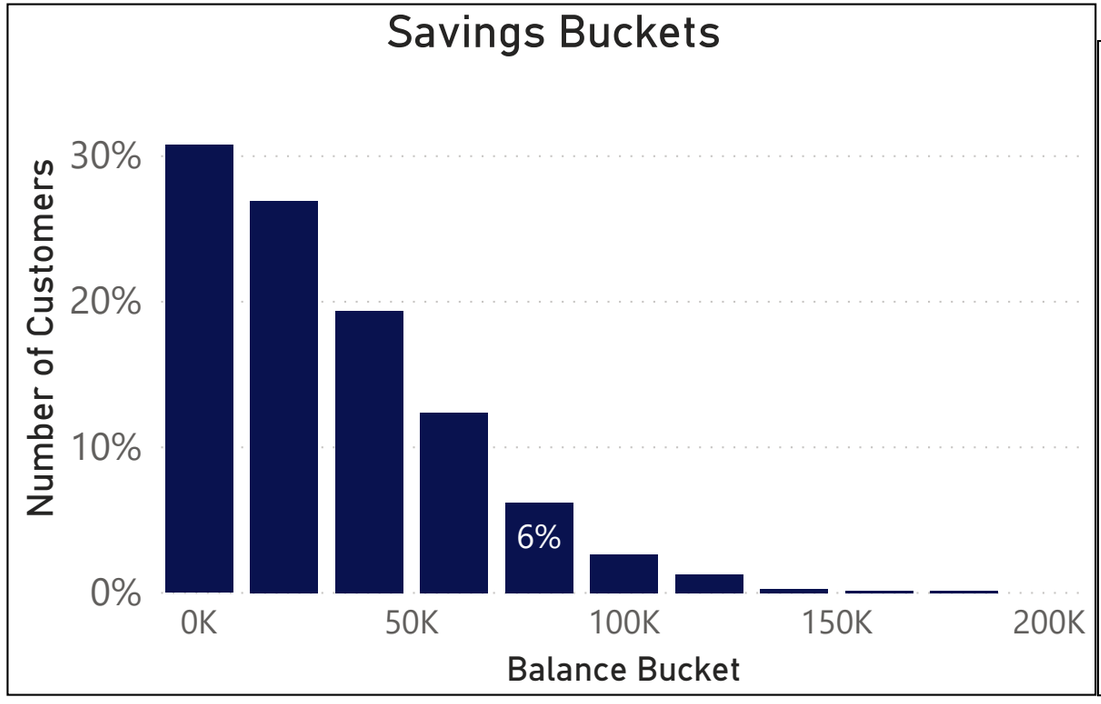
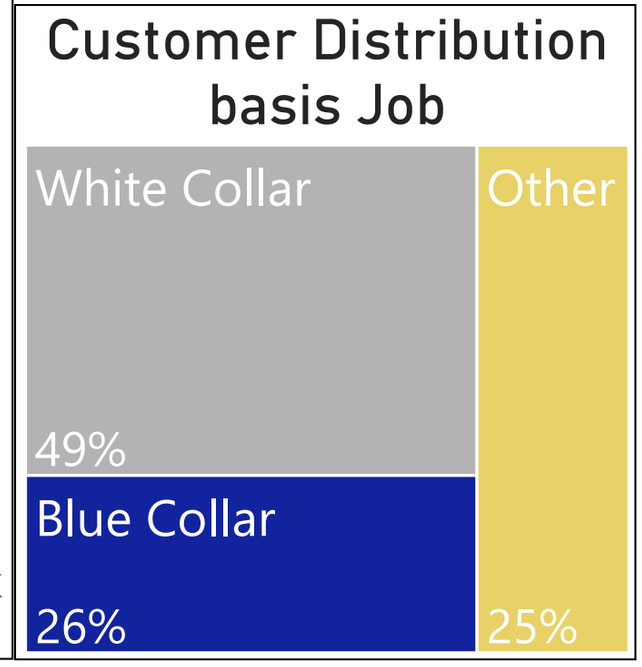

Customers Age
%GT Customer ID
20%
15%
10%
5%
0%
1%
5%
12%
20%
15%
11%
5%
2%
15
20
25
30
35
40
45
50
55
60
Age (bins)


Sex Ratio
46.06%
53.94%
Gender
Male
Female


Savings Buckets
Number of Customers
30%
20%
10%
0%
6%
0K
50K
100K
150K
200K
Balance Bucket


Customer Distribution basis Job
White Collar
49%
Other
Blue Collar
26%
25%