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UK Banks Reports

HANDS - ON PROJECT

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Introduction

This project is centered around a detailed analysis of customer data from a UK bank branch, focusing on customers from various regions and age groups. The management team is interested in gaining insights into their customer demographics, financial behaviors, and trends. Specifically, they are looking to understand the distribution of customers by region and gender, evaluate financial metrics based on job classifications and age ranges, and identify trends in customer acquisition throughout the year 2015. Additionally, they want to determine which customers hold the largest account balances to enhance their high-value client management strategies.

Understanding these insights is critical for the bank to improve customer service, tailor marketing strategies, and make informed decisions related to product offerings, customer engagement, and regional focus. By analyzing this data, the bank can identify potential areas of growth, optimize customer outreach, and ensure they are catering to the needs of their diverse customer base.

Objectives:

The primary objective of this project is to analyze the customer data from a UK bank branch, focusing on several key performance indicators (KPIs).

Key Performance Indicators (KPIs):

- ❑ Total customers
- ❑ Slicers:-
  - Region
  - Job Classification
  - Gender
  - Age(groups)
  - Quarter, Month
  - Balance

- ❑ Customer ID by Region
- ❑ Balance by Region
- ❑ Count of Customer ID by Quarter
- ❑ Balance by Job Classification and Gender
- ❑ Average of Balance by Age groups and Gender
- ❑ Count of Full name Job Classification and Gender
- ❑ Average of Age by Job Classification

4014
Total Customer

Region
- Select all
- England
- Northern Ireland

Job Classification
- Select all
- Blue Collar
- Other

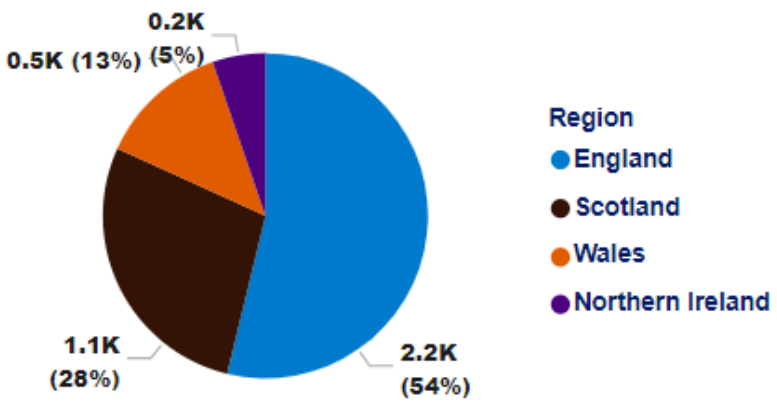
Gender
- Select all
- Female
- Male

Age (groups)
- Select all
- 15-18 Yr
- 19-25 Yr

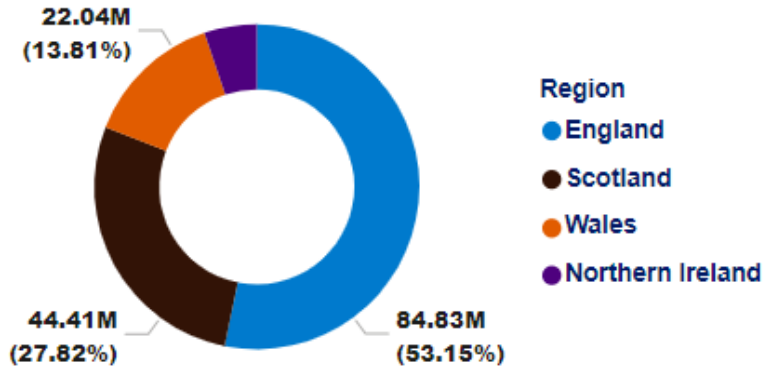
Quarter, Month
- Select all
- Qtr 1
- Qtr 2

Balance
11.52 — 1,83,467.70

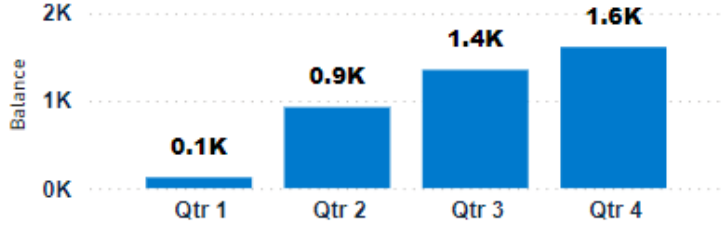
Customer ID by Region



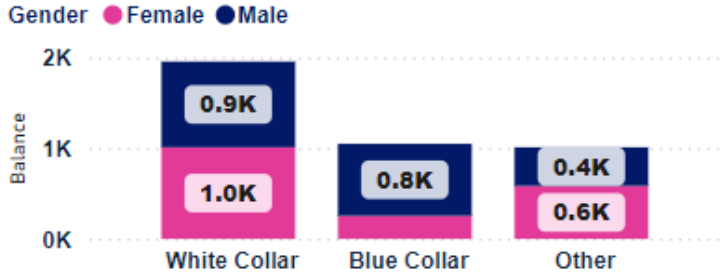
Balance by Region



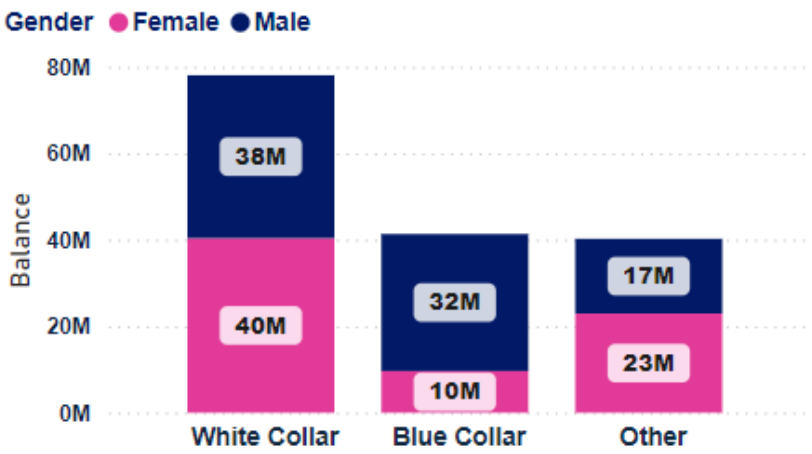
Count of Customer ID by Quarter



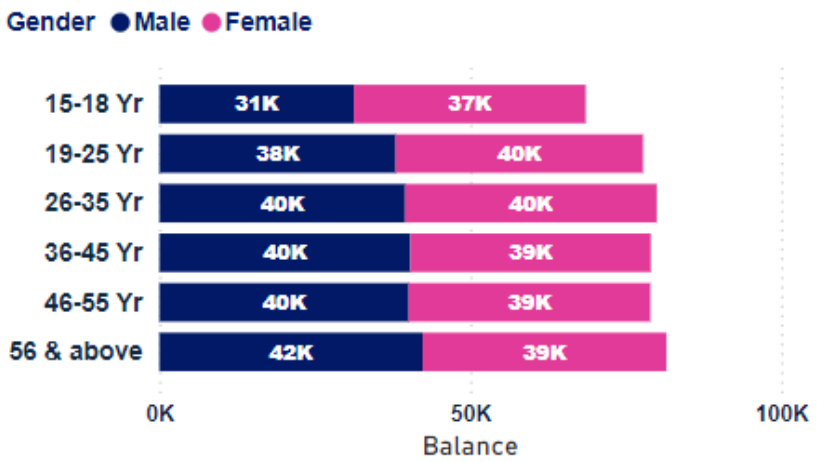
Count of Full Name by Job Classification and Gender



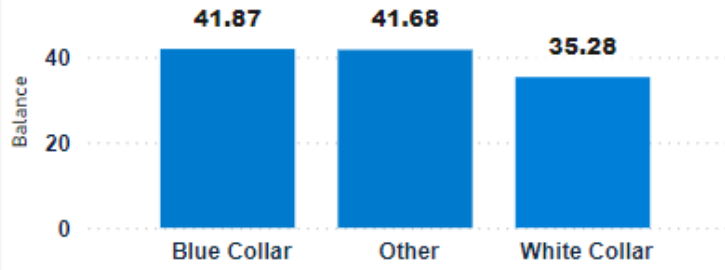
Balance by Job Classification and Gender



Average of Balance by Age groups and Gender



Average of Age by Job Classification



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Thank You!!