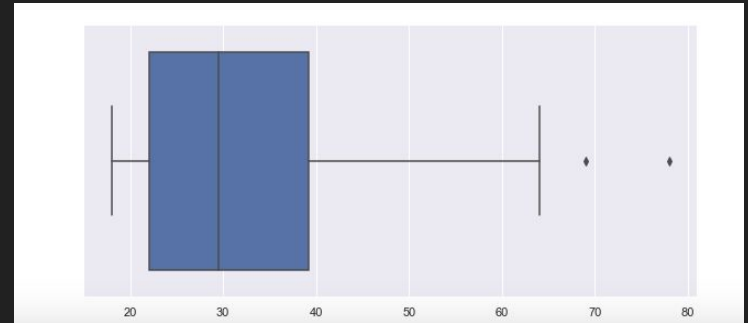
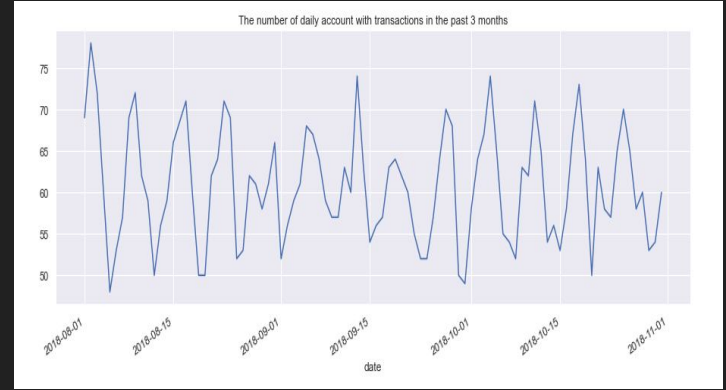


# DATA@ANZ

- Exploratory Data Analysis

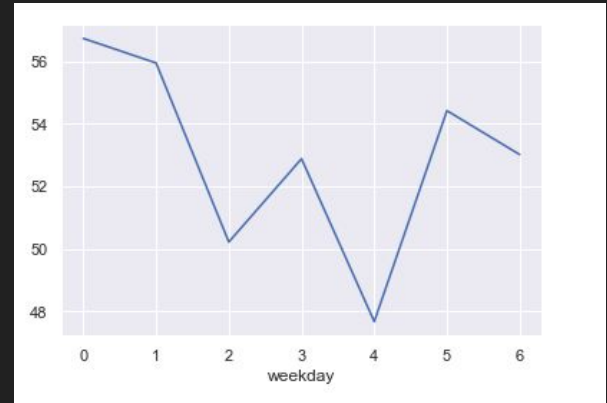
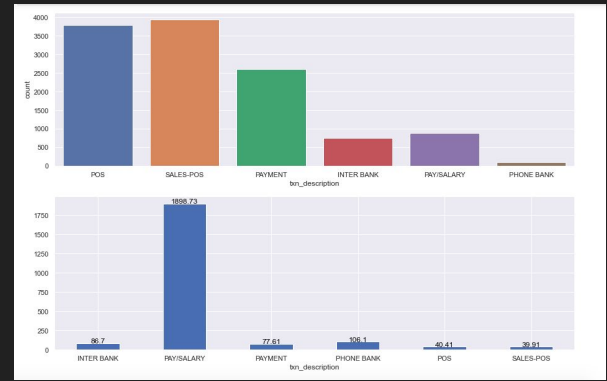
# Customers

1. The number of customers in this transactions dataset is 100.
2. From the age distribution, we can see that, about 75% of customers are below 40 years old. The number of customers above 60 years old is only 3(3%) with 224 transactions( $224/12043=1.86\%$ ).
3. The males are more than females.
4. The customers are mostly located in the big city, like Sydney, Melbourne.



# Amount

1. The average of the transaction amount is 187.93, but the median is only 29.00. From the distribution of txt\_description, we can see that, more than 60% of transactions happened in POS and SALES\_POS whose average of amount is about 30. The SALARY has the highest amount that influences the whole average. We can calculate that the number of amount above 100 is 1943 , and the ratio is 0.16.
2. From the weekday trends(exclude the SALARY), more average of amount happened in Monday, Saturday and Thursday.



# Transactions

1. The daily transactions graph shows that there is a regular and stable trend.
2. The daily average transactions is 132.34. The weekly average is 860.21. And the monthly is 4014.33.
3. Mostly, the transactions happen with debit card. There are some reasons: customers are likely to spend money with debit; merchant are likely to accept debit card; the transactions with salary don't accept debit card.

