Create 6 (six) demographic reports, of your choice in tabulated/summarised format based on the Client Data (vwClients) and related tables/views, and graph, plot, or visualise accordingly.

1. Age
2. Gender
3. Salary Interval
4. Annual Wage
5. State
6. Employment Type

Which of these reports are most suited for Marketing/Advertising Consideration and why?

Marketing would be most interested in the age demographic, as it shows that clients aged 58-77 draw 2.70 times as much per capita as the other ages. More specifically, ages 68-77 draw 1.67 times as much per capita as the next highest age bracket (58-67). The 58-77 Age bracket currently makes up 8% of the client population while contributing to about 15% of the total drawn per month. Furthermore, those on social security tend to draw significantly less per month, however, the ratio of clients on social security does not significantly change until the 78-97 age bracket, meaning that it is likely that if marketing were to target the 58-77 age bracket, many would still be earning a full-time wage. In fact, the 68-77 bracket has the highest percentage of clients working full-time, which is also on average the highest-drawing employment basis.

Which of these reports are most suited for Management in understanding the Business’s Client Breakdown?

Management should take a gander at the emp basis report and see that people on social security aren’t very good for business. They have an abysmal success to dishonour ratio, weighing in at ~63% success rate vs ~37% dishonour rate in repayments. Additionally, they have the lowest draw rate per capita, meaning that even if you do make any money from them, it doesn’t happen too often.

Meanwhile,

For ALL ACTIVE Accounts/Clients in the Views, summarise “by week, by State” and Total (ie. all states combined), the employment demographic (“empBasis” field) and visually show the percentage change of this demographic ***FROM*** the period Monday 30-Nov-2020 ***TO*** Sunday 31-Jan-2021.