

CMT426/CMM426

KECERDASAN DAN ANALITIK PERNIAGAAN (BUSINESS INTELLIGENCE AND ANALYTICS)

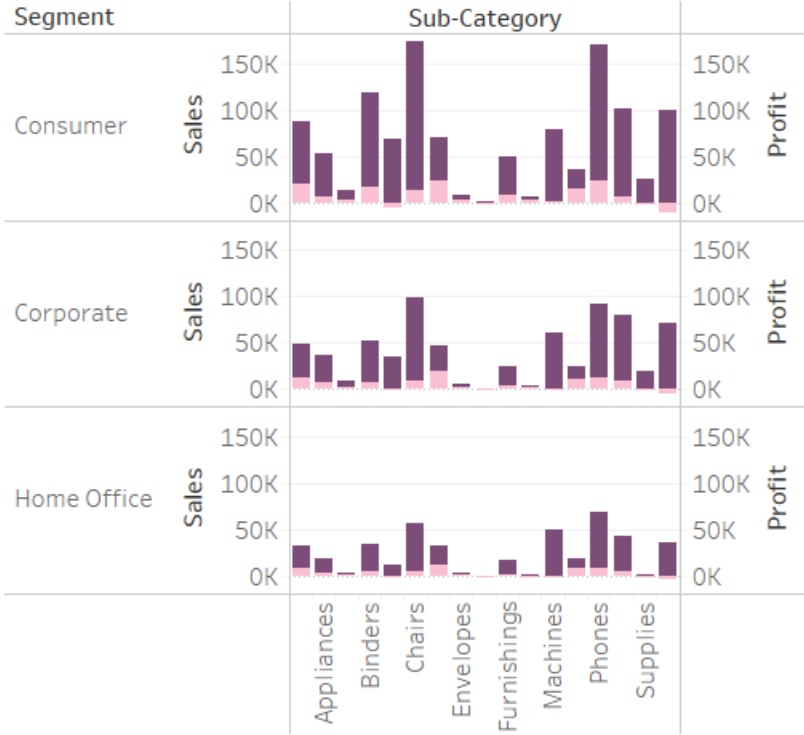
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Matric Num : 153463

Superstore

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Order ID	Segment	Category	Sub-Category	Sales
CA-2011-10..	Consumer	Technology	Phones	377.97
CA-2011-10..	Corporate	Furniture	Tables	502.488
		Office Supplies	Binders	196.704
CA-2011-10..	Home Office	Office Supplies	Paper	91.056
CA-2011-10..	Consumer	Office Supplies	Binders	3.928
CA-2011-10..	Corporate	Office Supplies	Fasteners	2.368
			Paper	19.008
CA-2011-10..	Consumer	Office Supplies	Paper	14.62
CA-2011-10..	Consumer	Furniture	Chairs	317.058
		Office Supplies	Art	2.688
			Envelopes	149.352
		Technology	Accessories	227.976
CA-2011-10..	Consumer	Furniture	Furnishings	29.46
CA-2011-10..	Corporate	Technology	Accessories	99.98
		Office Supplies	Art	151.92
			Labels	196.62
			Paper	160.08
CA-2011-10..	Consumer	Office Supplies	Labels	18.75
CA-2011-10..	Home Office	Technology	Phones	321.552
CA-2011-10..	Home Office	Technology	Phones	302.376
CA-2011-10..	Consumer	Office Supplies	Art	8.56
			Storage	356.94

Measure Names

- Profit
- Sales

Segment

- Consumer
- Corporate
- Home Office

Sub-Category

- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage

Order Date

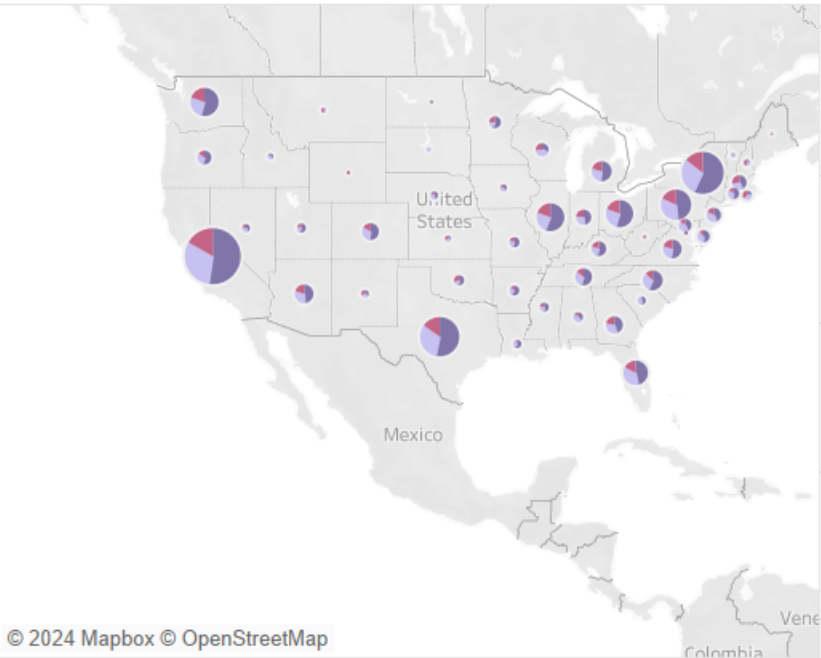
1/3/2013 to 12/30/2..
and Null values

Category

- Furniture
- Office Supplies
- Technology

Segment

- Consumer
- Corporate
- Home Office



Bank Customer Churn Analysis

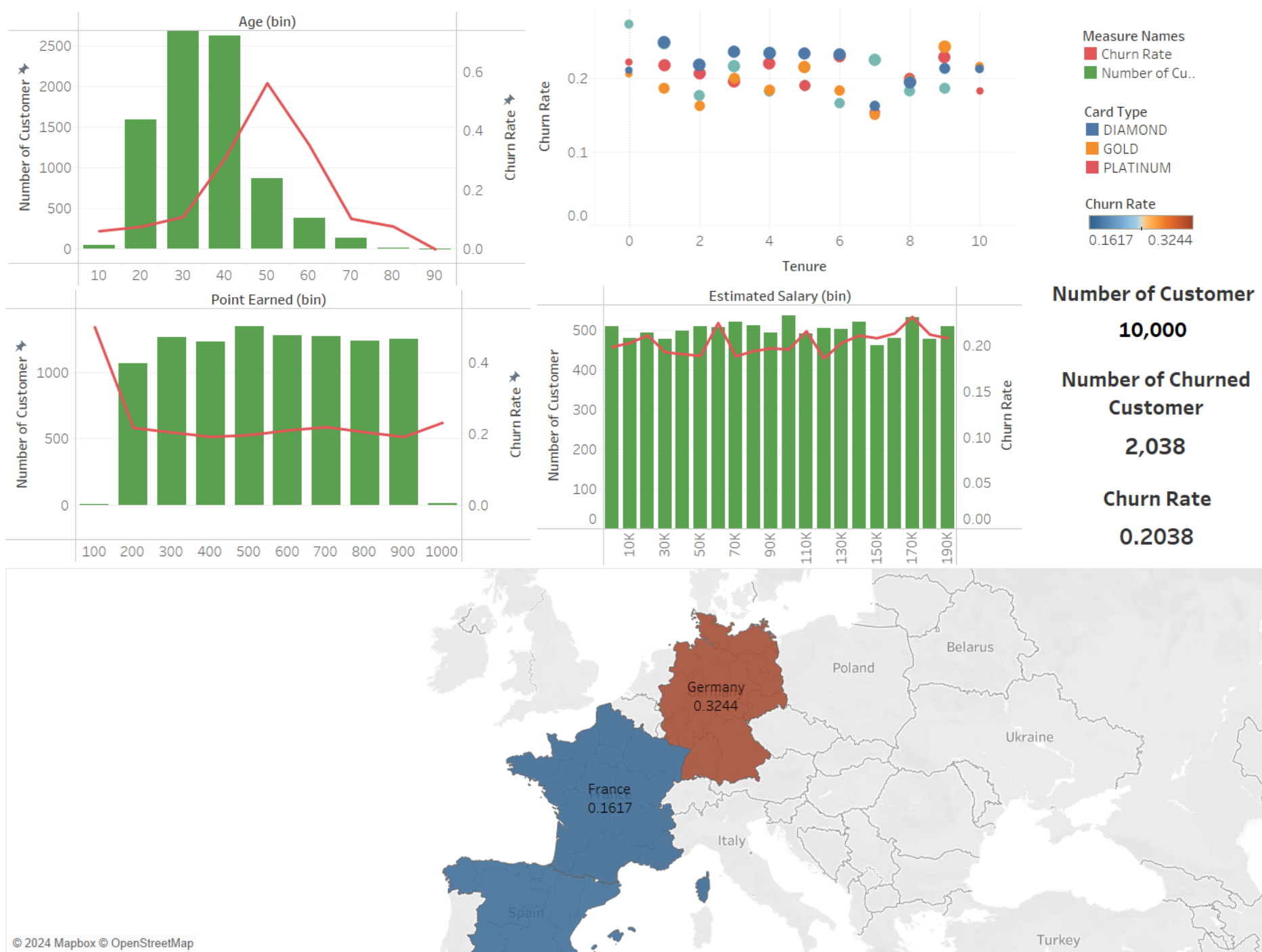
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https://public.tableau.com/app/profile/ching.jia.ying/viz/BankCustomerChurnAnalysis_17135371392940/Dashboard1?publish=yes

(a) Business Problem

Customer churning also known as customer turnover is a significant business problem for banks due to several reasons like revenue loss, market reputation and etc

(b)



(C) Observation

- In this dataset, there are a total of 10,000 unique customer and the number of churned customer is 2038 which cause the churn rate to be 20.38%
- From the first graph, we can observe that **people around 50 years old has higher churn rate compares to other ages.** To tackle this, bank could develop customized products and services to cater the needs of customers in this age group, such as retirement planning services, investment advice, healthcare financing options and etc.
- Other than that, we can observe that **the higher the points earn by a customer, the lower the churn rate.** Customer tends of leaves at the earlier stage, to avoid this, bank could offer different incentives and rewards to incentivize new customers to engage with the bank's products and services.
- Moving on, we can observe **the customers that have been with the bank for at most 7 years with the diamond card type tend to have higher churn rate as compared to the customer with Gold card type.** In this case, the bank might want conduct a survey to find out the reason behind this.
- Apart from that, we can also see that **the churn rate for different estimated salary is fluctuating,** which may suggest that estimated salary alone may not be the only determining factor influencing the churn behavior.
- In terms of location, **the churn rate can be seen higher in Germany as compared to France and Spain,** the bank might consider to develop marketing campaigns with the cultural characteristic of the German market.