DATA ANALYSIS (ANZ Virtual Experience)

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DATASET DETAILS

- Dataset contains 12043 transactions for 100 customers for the period of 3 months.
- Columns given are: ['status', 'card_present_flag', 'bpay_biller_code', 'account', 'currency', 'long_lat', 'txn_description', 'merchant_id', 'merchant_code', 'first_name', 'balance', 'date', 'gender', 'age', 'merchant_suburb', 'merchant_state', 'extraction', 'amount', 'transaction_id', 'country', 'customer_id', 'merchant_long_lat', 'movement'].

INSIGHTS

- Mean transactions amount to 187.9 AUD.
- Highest amount of transactions occurred in the month of October(AUD 802798.47)
- Average spending of male customers is more compared to female customers.
- Transactions are widely distributed across the states, but NSW, NT and QLD have some peaks.

- As seen from the figure most transactions occur from the major cities of Australia: Sydney, Brisbane and Melbourne.