10K	13	7.26	3.19
Total Customers	Loan Adoption %	High Income %	Average Satisfaction

Dependents Distribution by Marital Status

Total Customers by Education Level

Education Level	Average of Income ▼
Not Provided	58077.05
High School	57889.75
Uneducated	57266.06
Post-Graduate	56663.75
Graduate	56431.60
Doctorate	56087.14

Total Customers by Marital Status and Gender

Marital Status
● Married
● Single
● Not Provided

Personal Loan Adoption

Personal_loan
● no
● yes

Average of Income by Customer Job

Businessman	98.37K
White-collar	67.53K
Govt	58.45K
Retirees	49.32K
Blue-collar	45.78K
Selfemployeed	29.55K

667K
Total Transactions

64.82
Total Transactions per Customer

4.42K
Average Transaction Amount

46M
Total Amount

7.98M
Total Interest Earned

25
Average Utilization %

6.06
Delinquency %

Gender
- [ ] F
- [ ] M

Age Group
- [ ] Adult
- [ ] Middle Age
- [ ] Senior
- [ ] Young
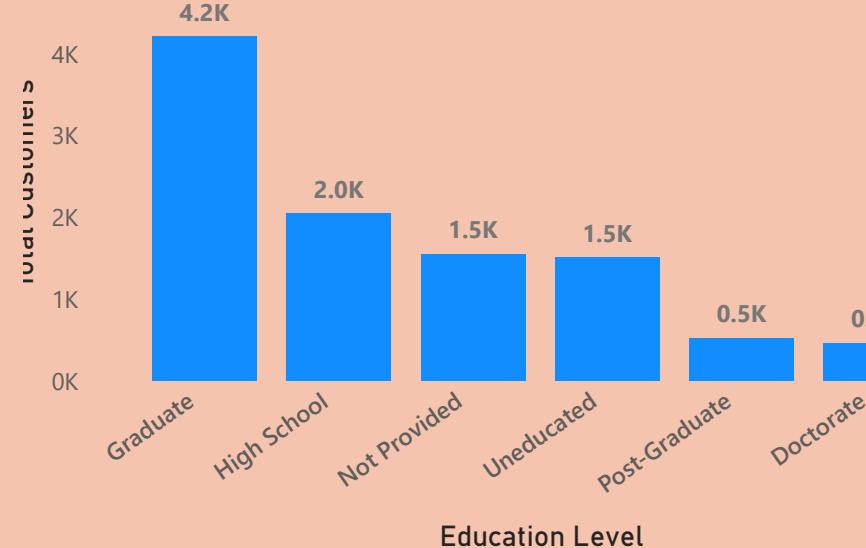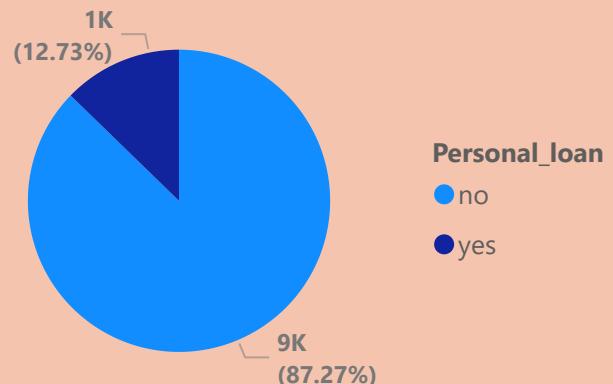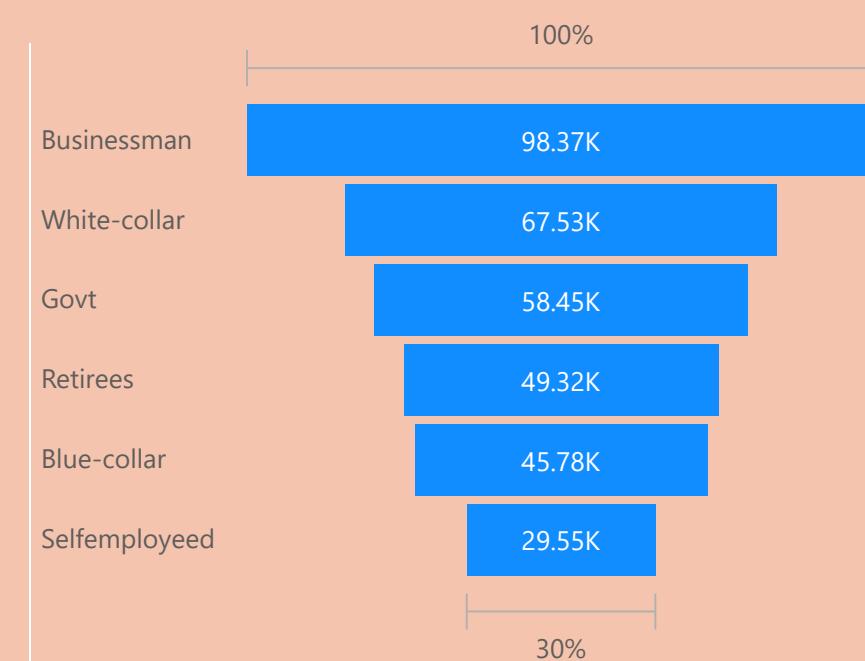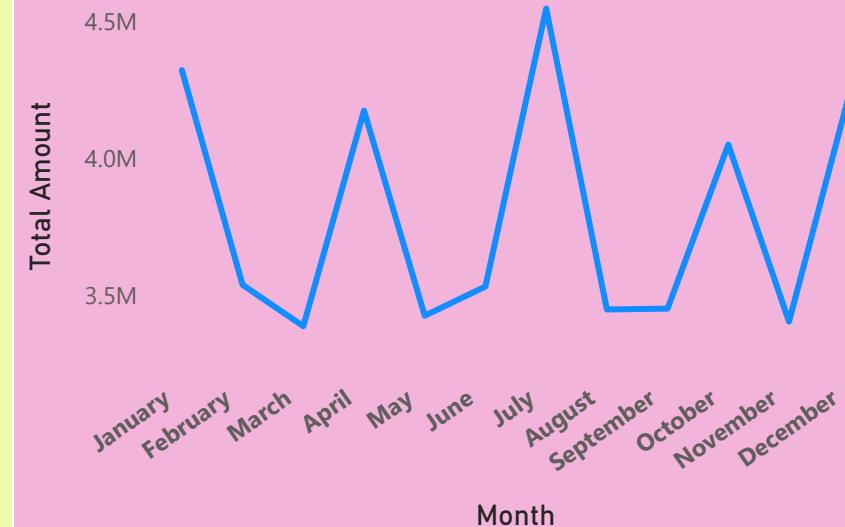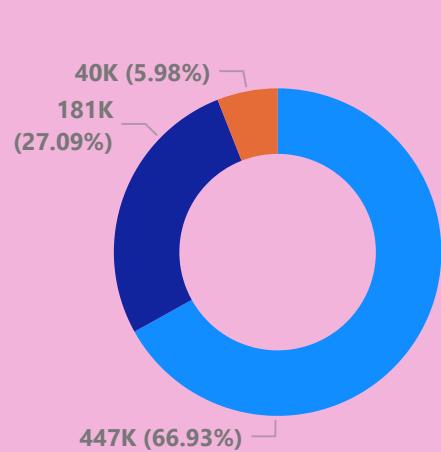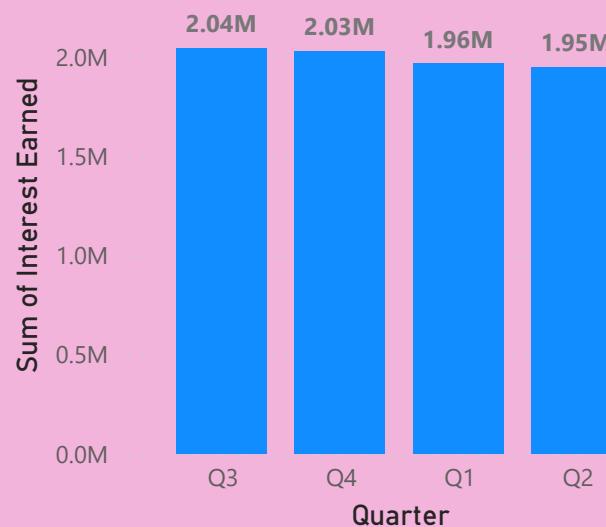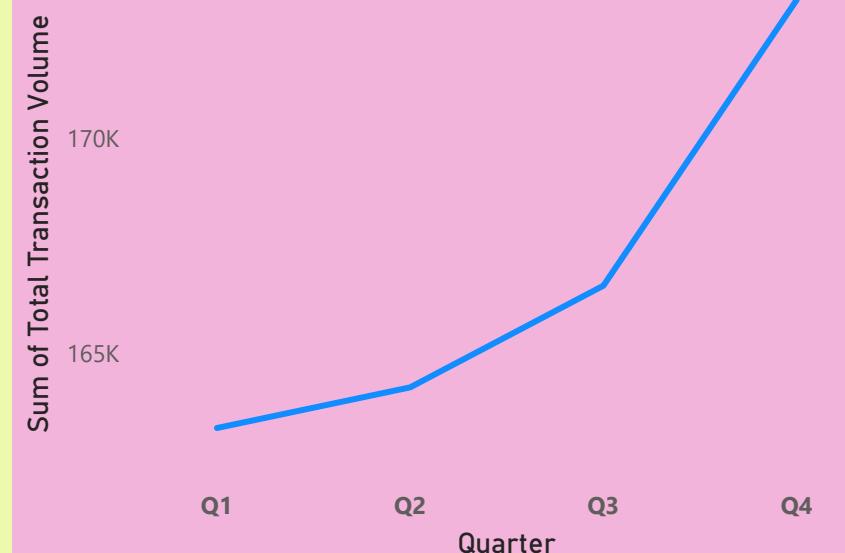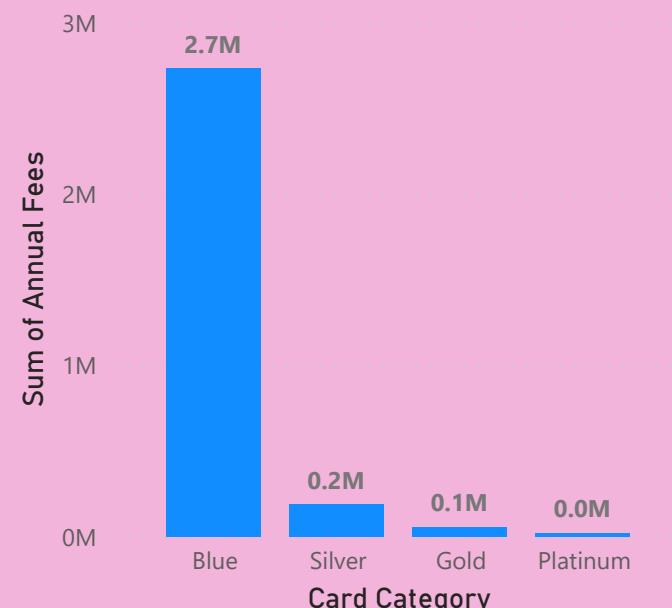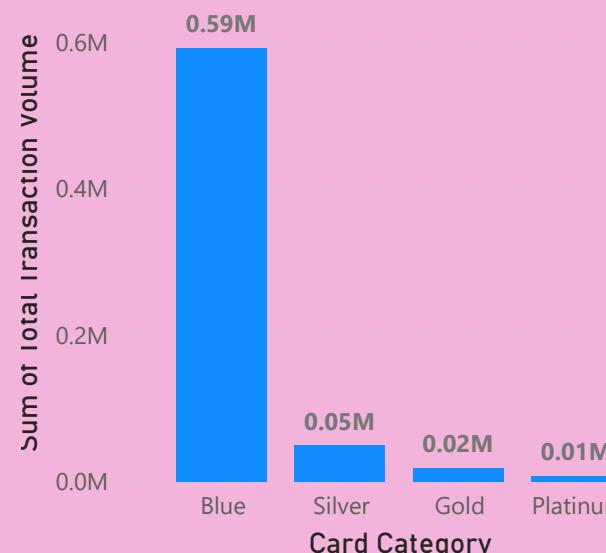
Income Band
- [ ] High Income
- [ ] Low Income
- [ ] Medium Income

Education Level
- [ ] Doctorate
- [ ] Graduate
- [ ] High School
- [ ] Not Provided
- [ ] Post-Graduate
- [ ] Uneducated

Marital Status
- [ ] Married
- [ ] Not Provided
- [ ] Single

Total Amount by Month

Sum of Total Transaction Volume by Use Ch..

Use Chip
- Swipe
- Chip
- Online

40K (5.98%)
181K (27.09%)
447K (66.93%)

Sum of Interest Earned by Quarter

Q3	Q4	Q1	Q2
2.04M	2.03M	1.96M	1.95M

Sum of Total Transaction Volume by Quarter

Sum of Annual Fees by Card Category

Blue	Silver	Gold	Platinum
2.7M	0.2M	0.1M	0.0M

Sum of Total Transaction Volume by Card Category

Blue	Silver	Gold	Platinum
0.59M	0.05M	0.02M	0.01M

Dashboard Overview

Dashboard 1: Customer Overview

Overview
This dashboard provides a comprehensive analysis of customer demographics, income distribution, loan adoption, and education background. It helps understand customer segmentation and financial behavior patterns.

Key Metrics
- Total Customers: 10K
- Loan Customers: 1310
- Average Income: 57K
- Average Satisfaction: 3.19

Key Insights
- Majority customers are Married (12.4K dependents distribution).
- Most customers are Graduates (4.2K).
- Businessman category has the highest average income (98K).
- Only 12.7% customers adopted personal loans, while majority did not.
- Income levels are relatively consistent across education categories.

Business Value
- Helps bank understand customer segmentation.
- Identifies potential loan target customers.
- Supports income-based product targeting.
- Useful for designing customer-specific financial products.

Dashboard Overview

Dashboard 2: Transaction & Credit Analysis

Overview
This dashboard analyzes transaction behavior, credit usage patterns, annual fees, and quarterly trends.

Key Metrics
- Total Transactions: 667K
- Total Transaction Amount: 46M
- Average Transaction Amount: 4.42K
- Total Interest Earned: 7.98M
- Delinquent Customers: 624

Key Insights
- Q4 shows highest transaction growth.
- Blue Card category generates highest annual fees (2.7M).
- Swipe transactions dominate (66%+ usage).
- Interest earned is stable across quarters (~2M).
- Majority transaction volume comes from Blue card category.

Business Value
- Identifies high-performing card categories.
- Tracks delinquent customer risk.
- Helps optimize credit strategy.
- Supports revenue forecasting and interest tracking.