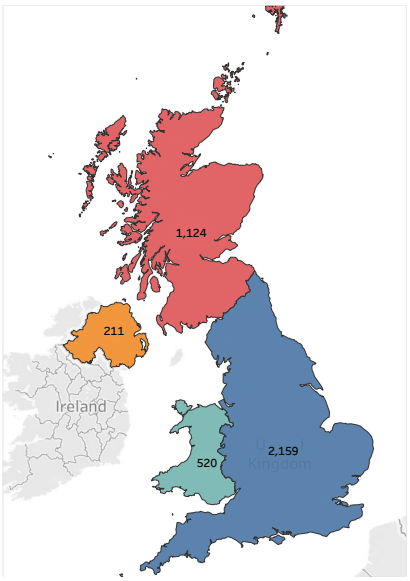
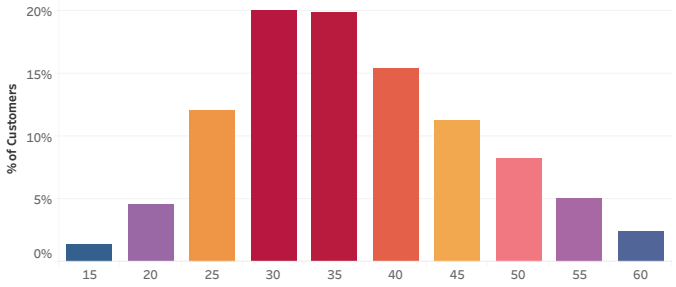
This is the bank's customer baseline	England mostly represented by white collar workers (70%)	Customers in scotland are predominatly males	Data for wales shows an above average representation	Northern Ireland normally represented in female customers in youngers age groups

Segmentation Dashboard

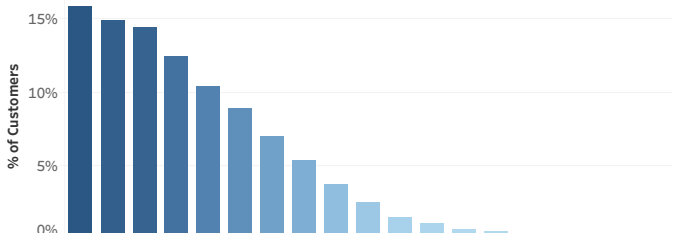
Map



Distribution by Age



Distribution by Balance

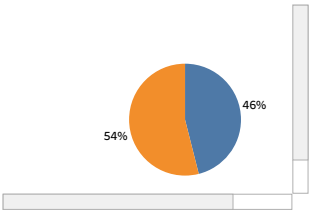


Region
England
Scotland
Northern Ireland
Wales

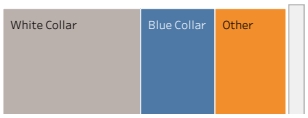
Age Groups
5

Balance Groups
10,000

Gender



Job Classification



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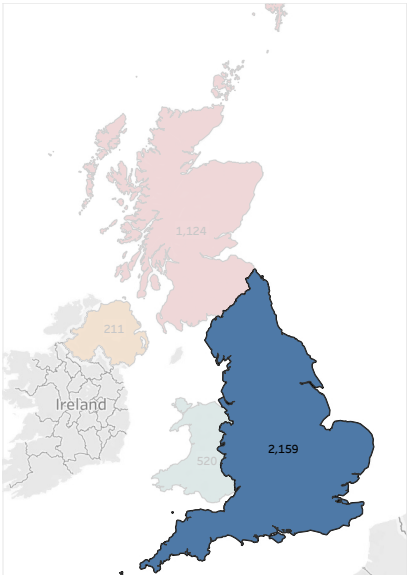
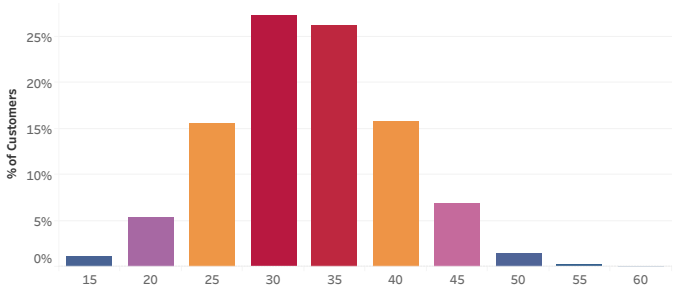
Segmentation Dashboard

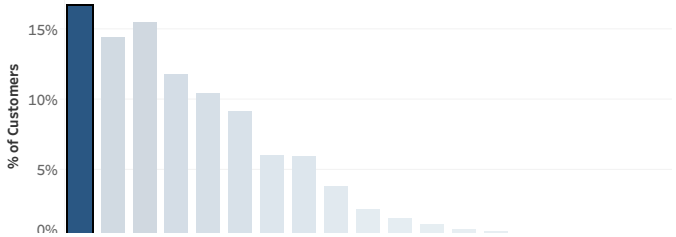
Map



Distribution by Age



Distribution by Balance



Region
England
Scotland
Northern Ireland
Wales

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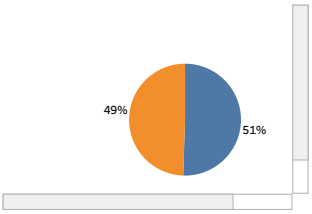
5

Balance Groups
10,000

Gender

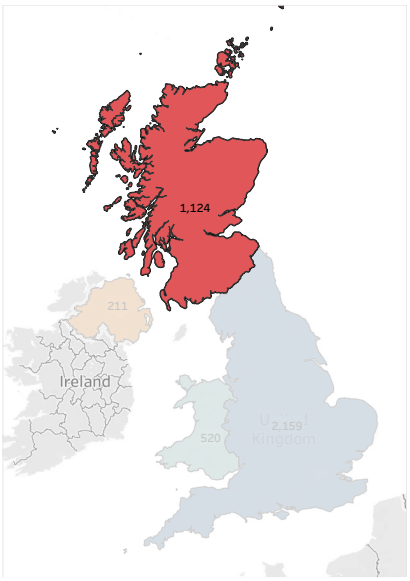


Job Classification

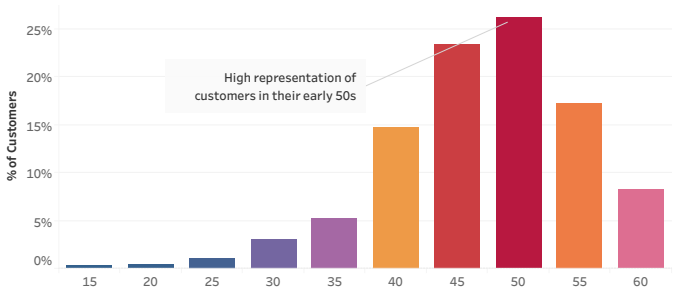
This is the bank's customer baseline	England mostly represented by white collar workers (70%)	Customers in scotland are predominatly males	Data for wales shows an above average representation	Northern Ireland normally represented in female customers in youngers age groups

Segmentation Dashboard

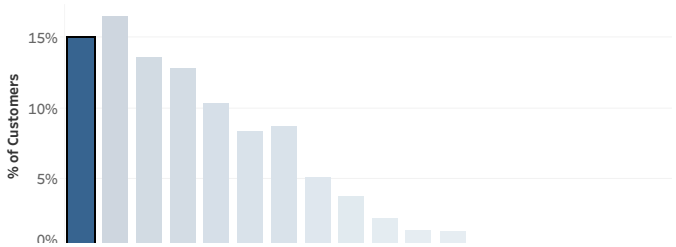
Map



Distribution by Age



Distribution by Balance



Region
England
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Northern Ireland
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Age Groups
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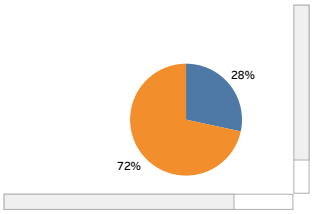
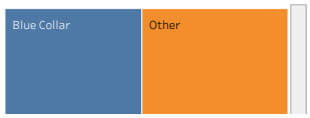
Balance Groups
10,000

Gender



Job Classification



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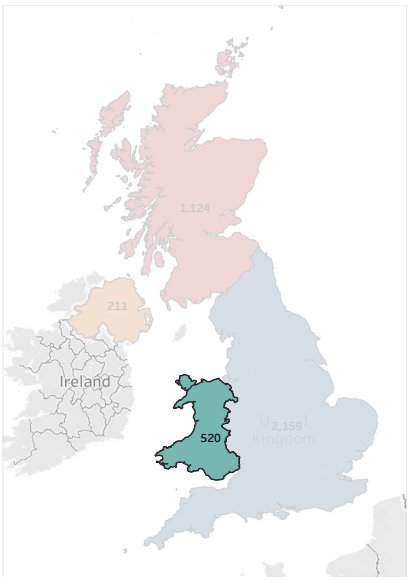

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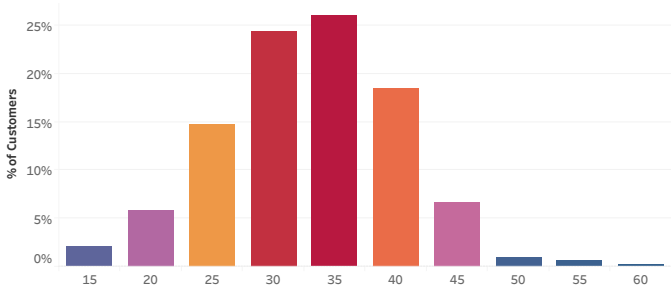

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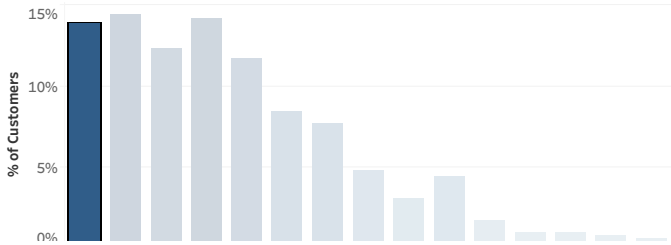

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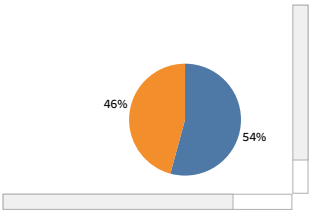
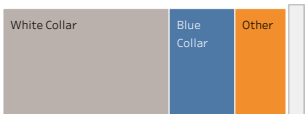


Job Classification



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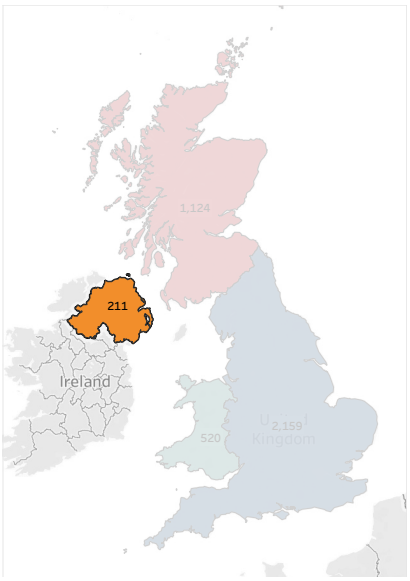
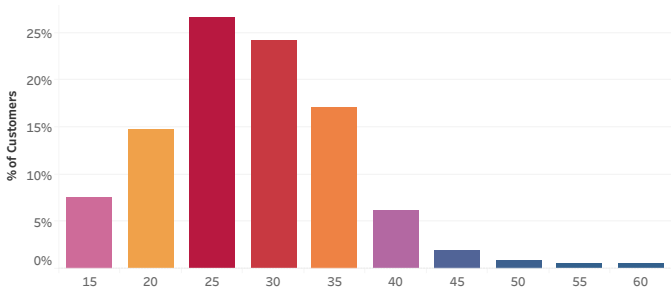
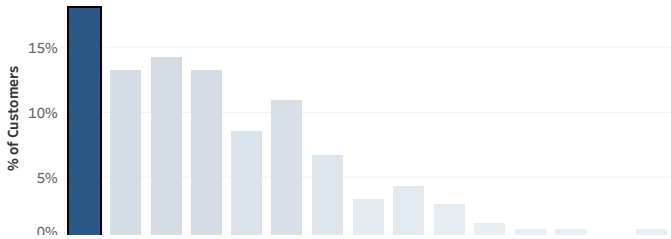


Distribution by Age



Distribution by Balance



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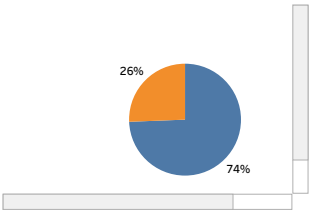

Job Classification