Bank Customer Segmentation Analytics Dashboard

Average Age Gauge

40

49.60

-24   225
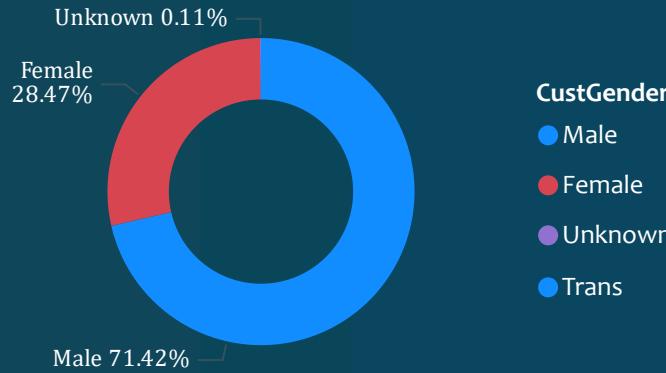
Age Groups

All

Gender

All

Total Customers	Customer's Average Age	Total Transactions	Total Locations
881893	49.60	1045170	9303
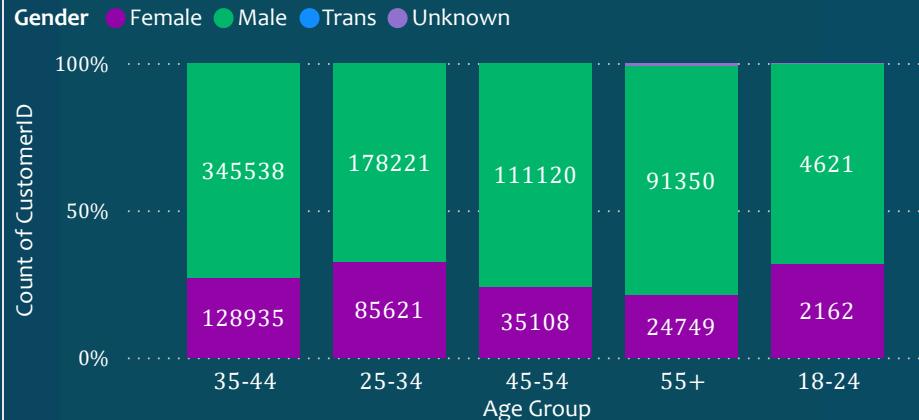
Customer Count Based on Gender

Unknown 0.11%

Female 28.47%

Male 71.42%

CustGender
- Male
- Female
- Unknown
- Trans
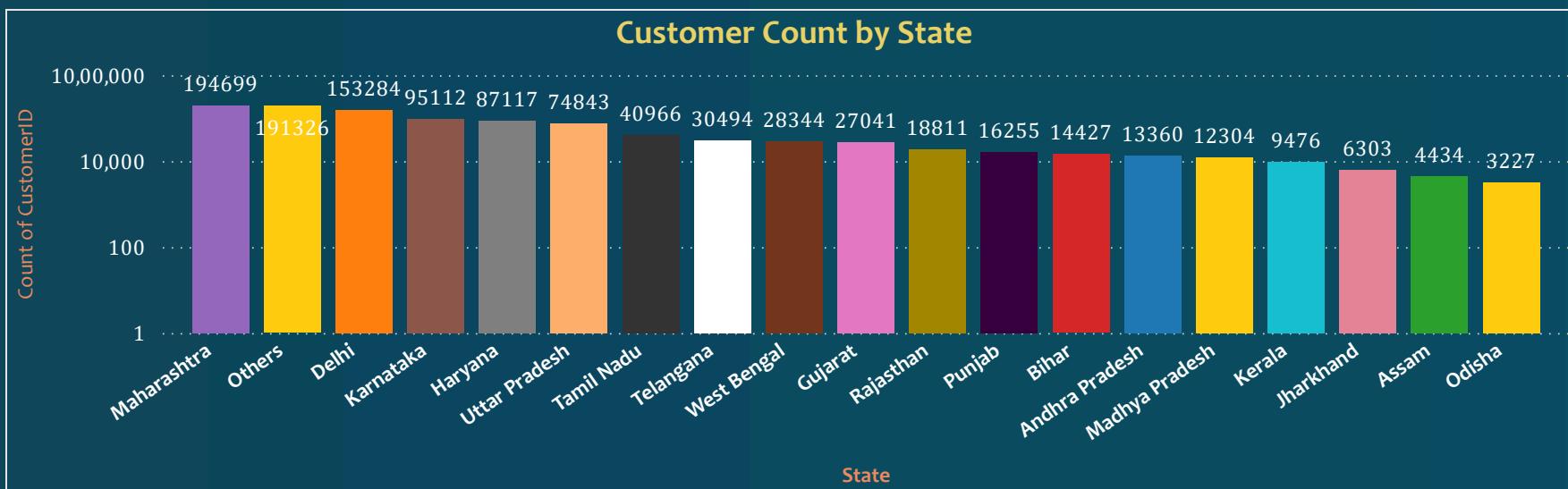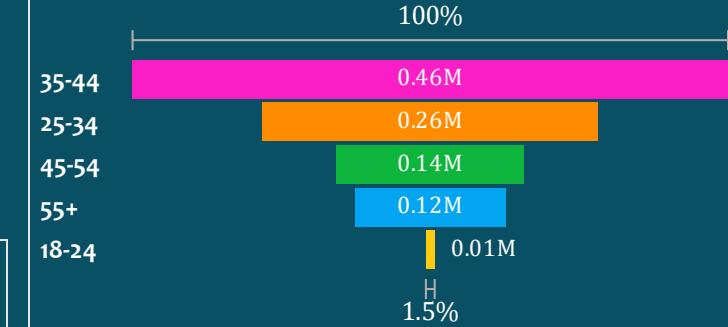
Count of CustomerID by Age Group and CustGender

Gender: ● Female ● Male ● Trans ● Unknown

Age Group	Male	Female
35-44	345538	128935
25-34	178221	85621
45-54	111120	35108
55+	91350	24749
18-24	4621	2162
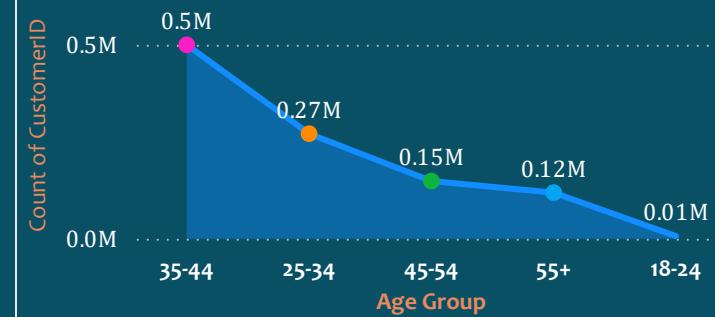
Location

All

Customers in Different Age Groups

100%

35-44	0.46M
25-34	0.26M
45-54	0.14M
55+	0.12M
18-24	0.01M

1.5%

Customer Count by State

State	Count of CustomerID
Maharashtra	194699
Others	191326
Delhi	153284
Karnataka	95112
Haryana	87117
Uttar Pradesh	74843
Tamil Nadu	40966
Telangana	30494
West Bengal	28344
Gujarat	27041
Rajasthan	18811
Punjab	16255
Bihar	14427
Andhra Pradesh	13360
Madhya Pradesh	12304
Kerala	9476
Jharkhand	6303
Assam	4434
Odisha	3227

Customer Count by Age Group

Age Group	Count of CustomerID
35-44	0.5M
25-34	0.27M
45-54	0.15M
55+	0.12M
18-24	0.01M

Total Transaction Volume
1.64bn

Average Transaction Amount
1.57K

Highest Single Transcation Value
1.56M

Average of customer Account Balance
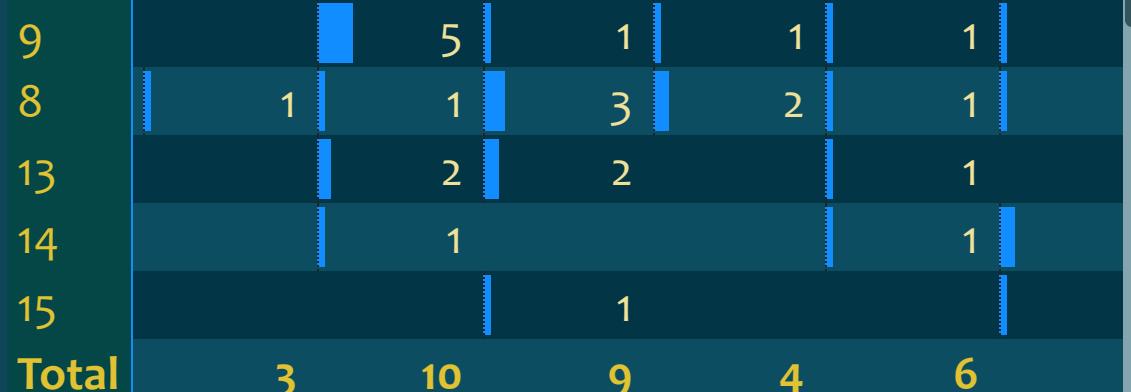Average of CustAccountBalance
1,14,642.61

TransactionDate
All

TransactionAmount
| 0.00 | 15,60,034.99 |

Days and at what Times do most Transactions occur

Day	00:00:00	00:00:01	00:00:02	00:00:03	00:00:04	00:00:0
9		5	1	1	1	
8	1	1	3	2	1	
13		2	2		1	
14		1			1	
15			1			
Total	**3**	**10**	**9**	**4**	**6**	

Daily Transaction activity including Amount and Time

CustomerID	TransactionTime	Sum of Tra
C7319271	13:27:11	
C6677159	20:49:02	
C4141768	20:27:59	
C8217728	23:37:15	
C1830891	19:00:43	
Total		
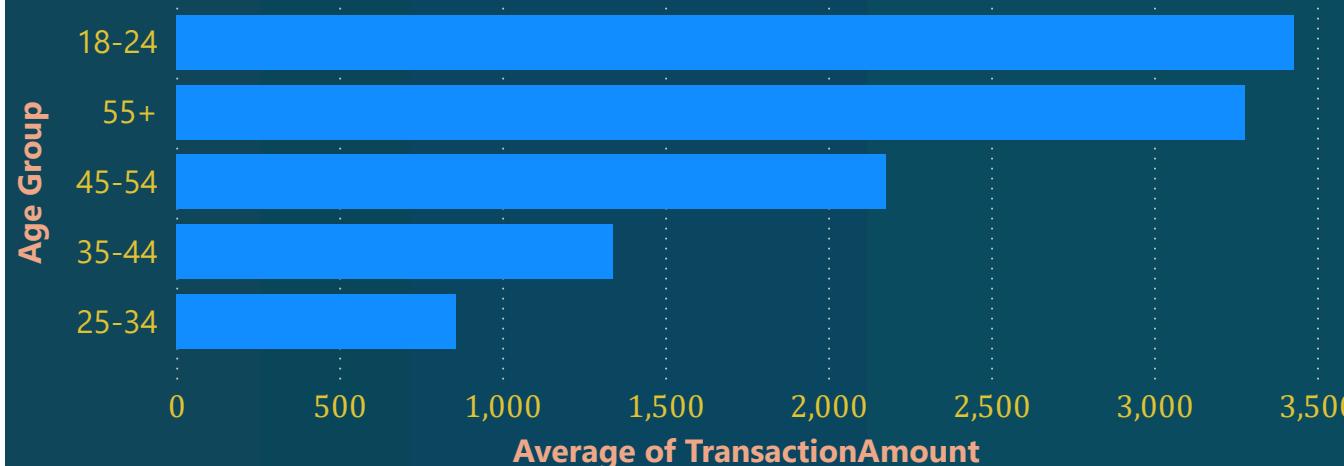
TransactionHour
- [ ] 1 AM
- [ ] 1 PM
- [ ] 10 AM
- [ ] 10 PM

Average of TransactionAmount by Age Group

Age Group: 18-24, 55+, 45-54, 35-44, 25-34

Average of TransactionAmount (0 – 3,500)

Transaction Volume Changed OverTime

Count of TransactionID (0K – 30K)

TransactionDate: Apr 2016, Jul 2016, Oct 2016

Loyal Customers

50

Renvenu from new customers

1.52K

Lost Customers

198K

Monetary by CustomerSegment

Total Revenue by CustomerSegment

0bn
0.33bn (0.02%)
(20.2...)
1.22bn
(74.43%)

CustomerS...
- Regular ...
- Lost Cust...
- New Cus...
- Loyal Cu...

Count of CustomerID by CustomerSegment

Customers by Segment by CustomerSegment

26K (2.93%)
198K (22.5%)
658K (74.56%)

CustomerSegment
- Regular Customer
- Lost Customer
- New Customer
- Loyal Customer

Count of CustomerSegment by Age Group

Avg Frequency per Segment by CustomerSegment

Sum of CustAccountBalance by CustomerSegment and Age Group

- ❯ ⬤ Lost Customer
- ❯ ⬤ Loyal Customer
- ❯ ⬤ New Customer
- ❮ ⬤ Regular Customer
  - ⬤ 18-24
  - ⬤ 25-34
  - ⬤ 35-44
  - ⬤ 45-54