Objective:

Analyzing the bank dataset and tried to find out specific insight’s basis the sample questions below

The Questions are further divided into:

**Demographics & Distribution:**

1. **Question:** What is the most common age group among our customers?
2. **Question:** Are there more male or female customers?
3. **Question:** Which region has the highest number of customers?
4. **Question:** What percentage of customers are classified as "White Collar"?

**Balance Analysis:**

1. **Question:** Which gender holds the largest share of the total customer balance?
2. **Question:** What is the maximum balance held by a customer in the dataset?
3. **Question:** What is the minimum balance held by a customer in the dataset?
4. **Question:** Is there a clear correlation between age and balance?

**Time-Based Analysis:**

1. **Question:** How does the number of customers change over time (by quarter)?
2. **Question:** Are there any noticeable seasonal patterns in customer acquisition?

Now Basis the data analysis the insights I get after I created the dashboard:

**Demographics & Distribution**

1. **Question:** What is the most common age group among our customers?

**Answer:** The dashboard doesn't directly show the *most* common age group in terms of count. It shows ranges (e.g., 31-40, 41-50). To find the most common, you'd need the raw data or a visualization that emphasizes the highest count. However, we can see from the "Number of Customers by Age & Gender" chart that the **31-40 age group has a significant number of customers**.

1. **Question:** Are there more male or female customers?

**Answer:** We can't determine the *total* number of males vs. females from the dashboard. However, we can see the distribution across age groups. To get a definitive answer, you'd need the raw data.

1. **Question:** Which region has the highest number of customers?

**Answer:** **England** has the highest number of customers, as shown in the "Number of Customers by Region" chart (53.79%).

1. **Question:** What percentage of customers are classified as "White Collar"?

**Answer:** **48.7%** of customers are classified as White Collar, as shown in the "Number of Customers by Job" chart.

**Balance Analysis**

1. **Question:** Which gender holds the largest share of the total customer balance?

**Answer:** **Male** customers hold the largest share of the total balance (54.28%), as indicated in the "Balance by Gender" chart.

1. **Question:** What is the maximum balance held by a customer in the dataset?

**Answer:** The maximum balance is **6290**, as shown in the "Max Balance by Age" section.

1. **Question:** What is the minimum balance held by a customer in the dataset?

**Answer:** The minimum balance is **15**, as shown in the "Min Balance by Age" section.

1. **Question:** Is there a clear correlation between age and balance?

**Answer:** The "Balance by Age & Gender" chart suggests a possible correlation, with balances tending to be higher in the 30-50 age range, but further statistical analysis would be needed to confirm this.

**Time-Based Analysis**

1. **Question:** How does the number of customers change over time (by quarter)?

**Answer:** The "Count of Name by Month, Quarter and Gender" chart shows an upward trend in the number of customers from Qtr 1 to Qtr 4. The chart indicates growth over the quarters.

1. **Question:** Are there any noticeable seasonal patterns in customer acquisition?

**Answer:** From the data provided, the chart shows growth, but to determine seasonality, you would need to analyze data over a more extended period (several years) to identify recurring patterns.