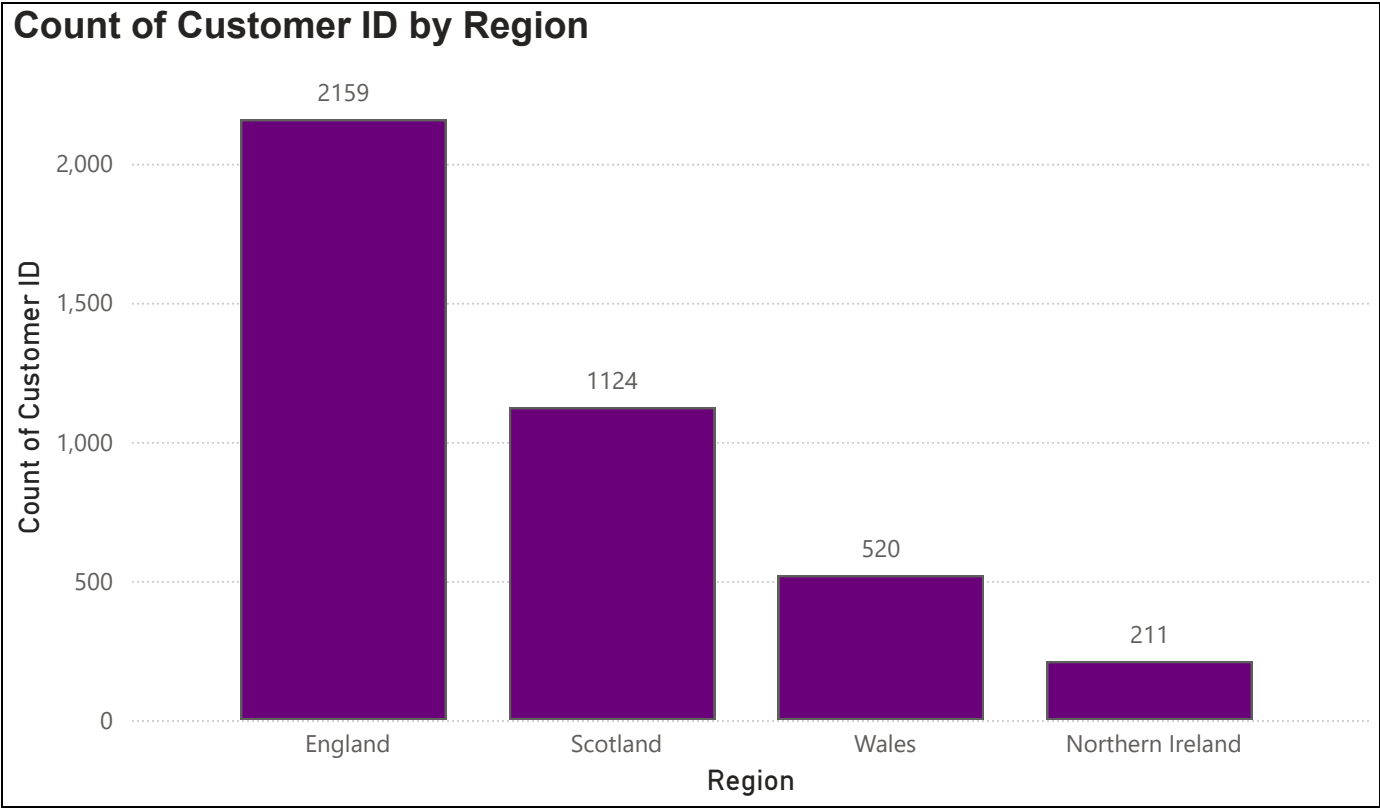


Region-wise number of customers

Region	Count of Customer ID
England	2159
Northern Ireland	211
Scotland	1124
Wales	520
Total	4014

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England	2159
Northern Ireland	211
Scotland	1124
Wales	520
Total	4014

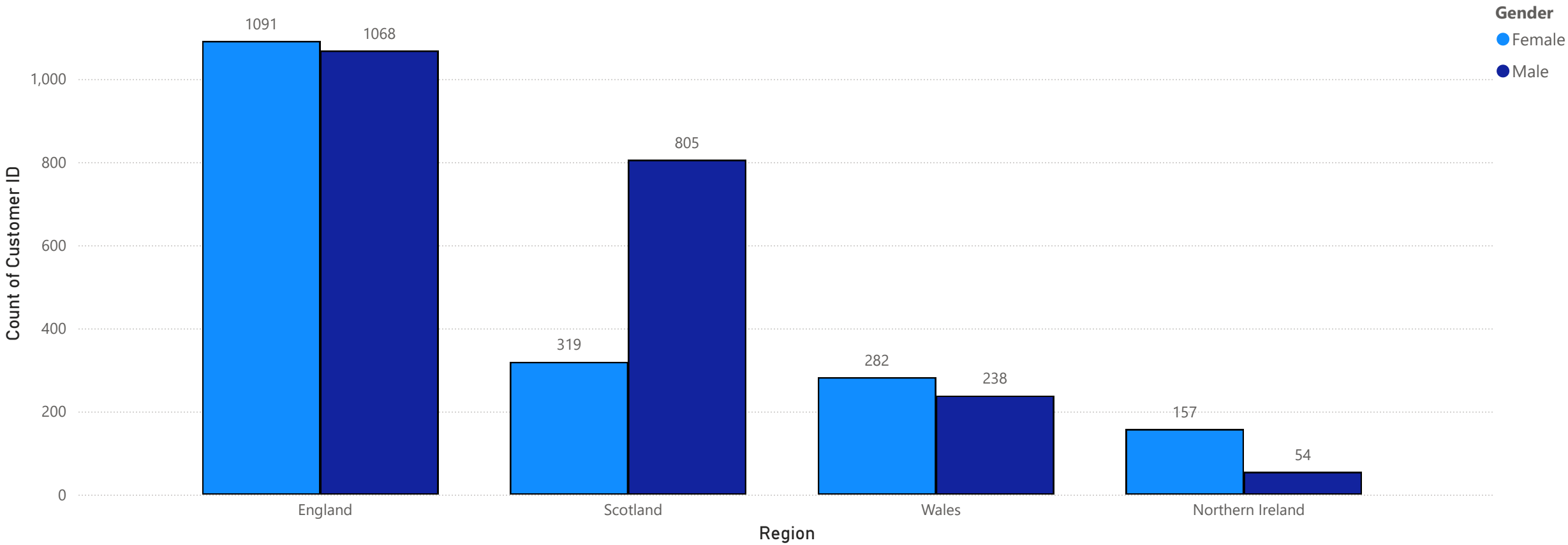


- The table and the graph presented above gives the number of customers in each region.
- By counting the customerID for each region we can calculate the customer base for that region.
- The graph shows that England has the highest customer base, about 2159 customers.
- The region Wales has the lowest customer base, about 520 customers.
- The total customer base for all regions is 4041



Region-wise number of Female & Male Customers

Region-wise count of female and male customers



- The graph shows region wise number of female and male customers.
- As we can see from the graph the highest number is from England, female = 1091 and male = 1068.
- The lowest number is from Northern Ireland, female = 157 and male = 54.
- We can see that we have more female customer base in all regions except Scotland, there we have more male customer base.

Customer presence throughout the world (based on the region-wise customer base)

Count of Customer ID by Region and Region

Region ● England ● Scotland ● Wales ● Northern Ireland

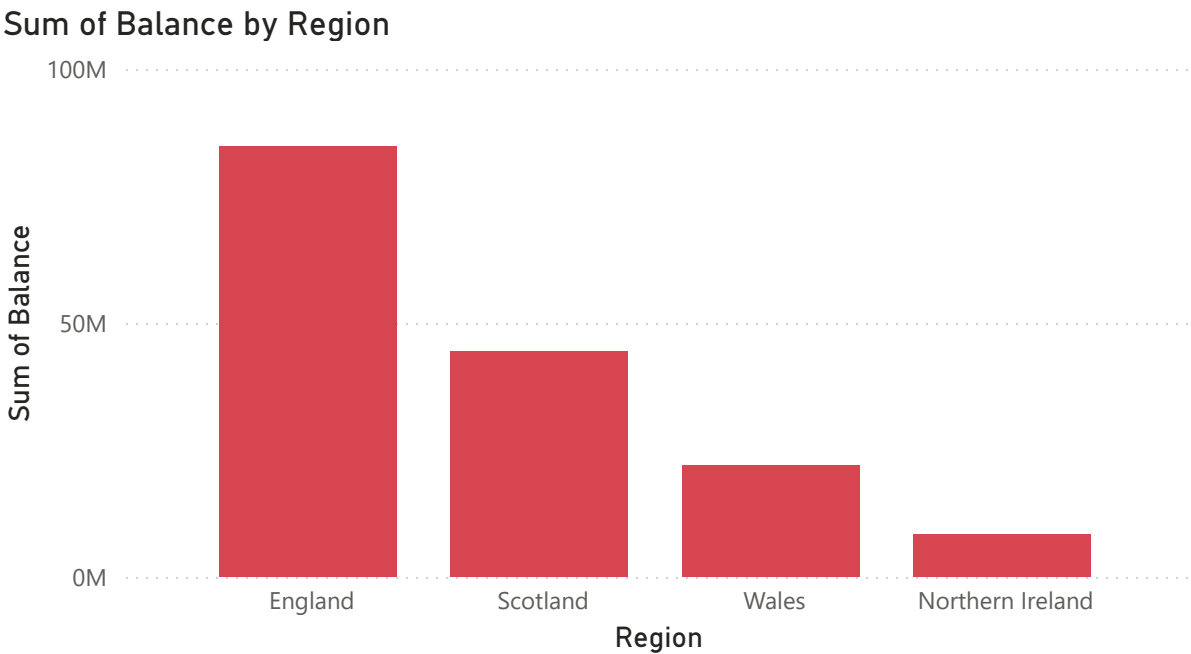


- The map shows customer presence throughout the world based on region wise customer base.
- The size of bubble refers to the number of customers in a particular region.
- We can see that England has the highest customer base.
- Northern Ireland has lowest customer base.



Region-wise customer's bank balance

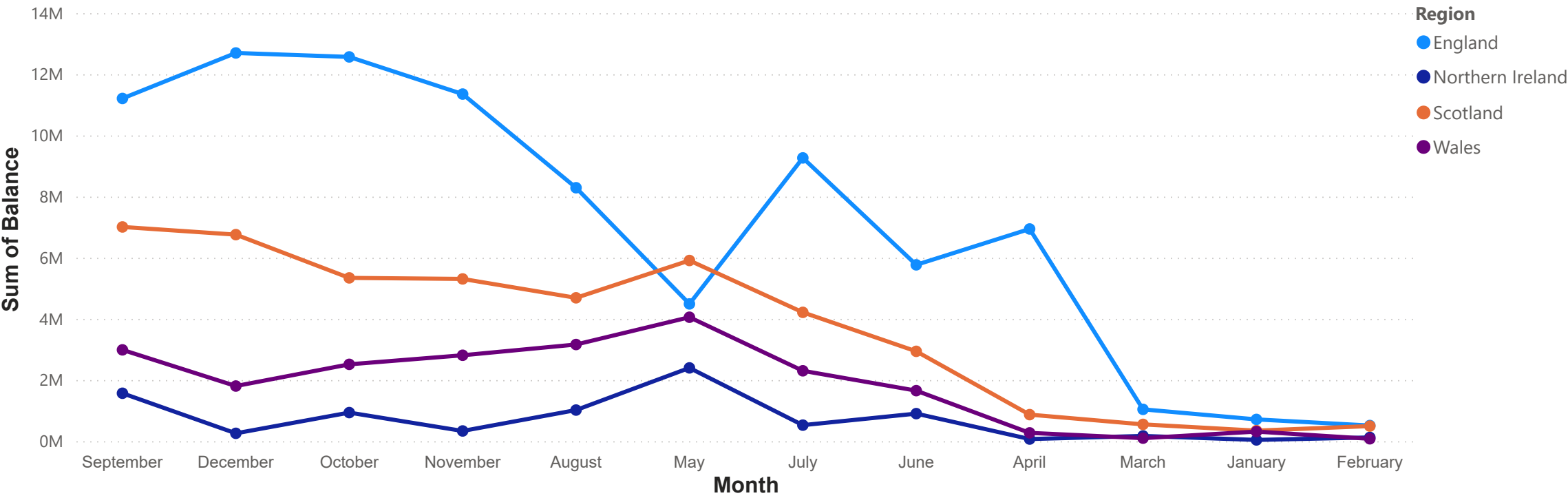
Region	Sum of Balance
England	84,833,397.00
Northern Ireland	8,335,566.39
Scotland	44,410,730.72
Wales	22,042,829.26
Total	159,622,523.37



- The region wise customer balance shows amount of balance customers have overall in each region.
- We can see from the graph that England has the highest amount of balance, i.e., 84,833,397.00.
- Northern Ireland has the lowest amount of balance, i.e., 8,335,566.39.
- The total balance of all regions is 159,622,523.37.

Region-wise Monthly balance availability trend.

Monthly Balance vs Region



- The graph shows the monthly balance trend in each region.
- The legend gives the colors by which each region is represented.
- From the chart we can see that England has an unstable trend with highest being in September and lowest being in February.
- Northern Ireland has more of a stable balance.
- The balance almost stabilize at similar values in the month of February