EXPLORATORY DATA ANALYSIS

Virtual Internship Data@ANZ - Task 01

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Insights from the given data

- The dataset contains 12043 transactions for 100 customers who have one bank account each.
- Transactional period is from 01/08/2018 31/10/2018 (92 days)
- There is only 91 unique dates in the dataset, (missing date: 2018-08-16)
- Total transaction volume over the dates have ranged from 10,000 to 40,000 usually, mean transactions have ranged from 100 AUD to 300 AUD usually.
- Male customers have spent more on their transactions over the dates, as compared to their female customers
- States have widely distributed transaction over the dates, but New South Wales and Queensland have had a few peaks in transaction amounts.

Insights from the given data (Continued)

- There are more authorised status than posted status (nearly 50% more).
- Also the there are more counts in the age group 20-45 for more both authorized and posted status.
- Customer ID : CUS-2487424745, made the highest no. of transactions, which indicates the potential customer base for future.
- On, the 2018-09-28, the company had their highest no. of transactions in a single day. The reason for this high transaction rate may be due to some reason, which weren't viable from the dataset.
- State wise, New South Wales, Victoria and Queensland have had most transaction. The fact that most economic centres and large cities of Australia are in this states also supports the fact.

Thank You.