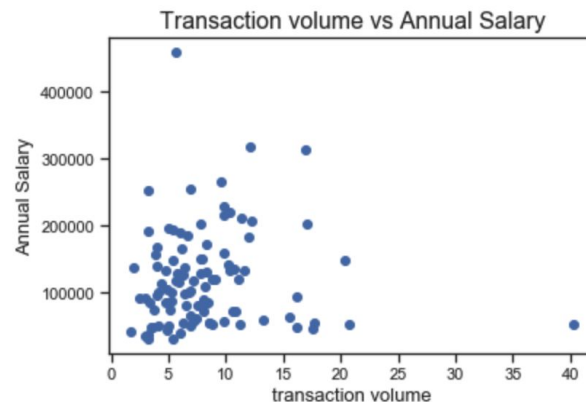

Predictive Analysis

For ANZ

By Motlaq Almutairi

Correlation

- Most of the attributes represent a weak correlation with annual salary.
- New features were constructed to find correlations.
 - One feature that was constructed was the transactions volume per week.
 - The feature represents a correlation of -14% but it's still higher than all the attributes we have except gender.





Analysis

- Most of the attributes represent a weak correlation with annual salary.
- New features were constructed to find correlations.
 - ◆ One feature that was constructed was the transactions volume per week.
 - ◆ The feature represents a correlation of -14% but it's still higher than all the attributes we have except gender.

Predicting Annual Salary

Regression model

- with several trials, none of the models were good enough.
- The conclusion reached was that ANZ should not use any of these model to segment customers.

Decision Tree model

- Using gender and transaction volume per week as features, a model with 88% accurate predictions is built.
 - With such a high accuracy, ANZ can use this model to segment customers into income brackets for reporting purposes.
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Thank you

Motlaq Almutairi
