
Exploratory Data Analysis

For ANZ

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Data Cleaning

- Several columns include missing values. But Only two columns (bpay_biller_code and merchant_code) has a high portion of missing values. The two columns were dropped.

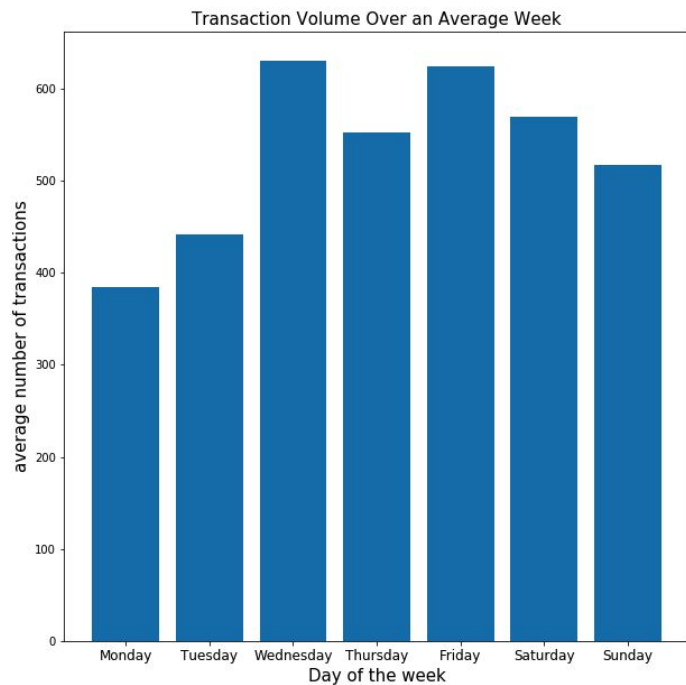




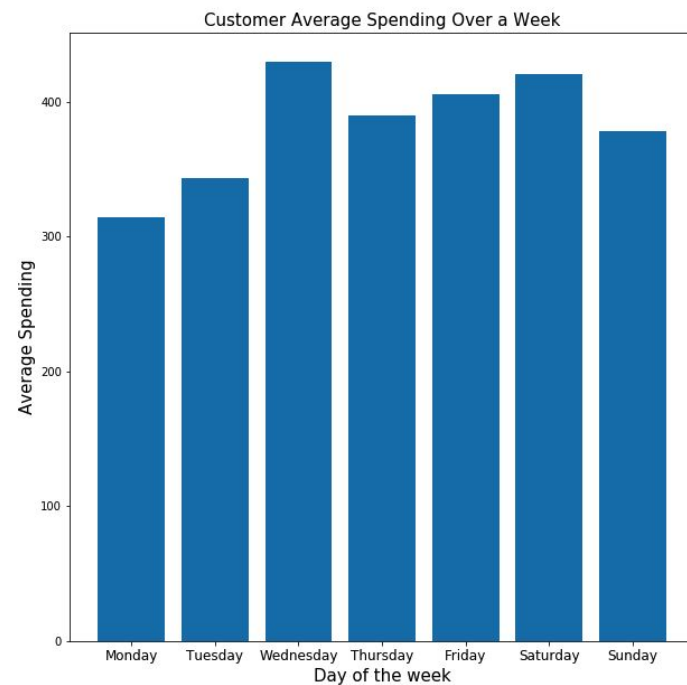
Analysis

- After Analysing the data, The following were found:
 - ◆ The average amount transaction is 52.5 AUD.
 - ◆ A customer make 46 transaction per month.
- Note: Initially, the average transaction was found to be 187 AUD, but that was because salary releases were considered.

Transactions volume

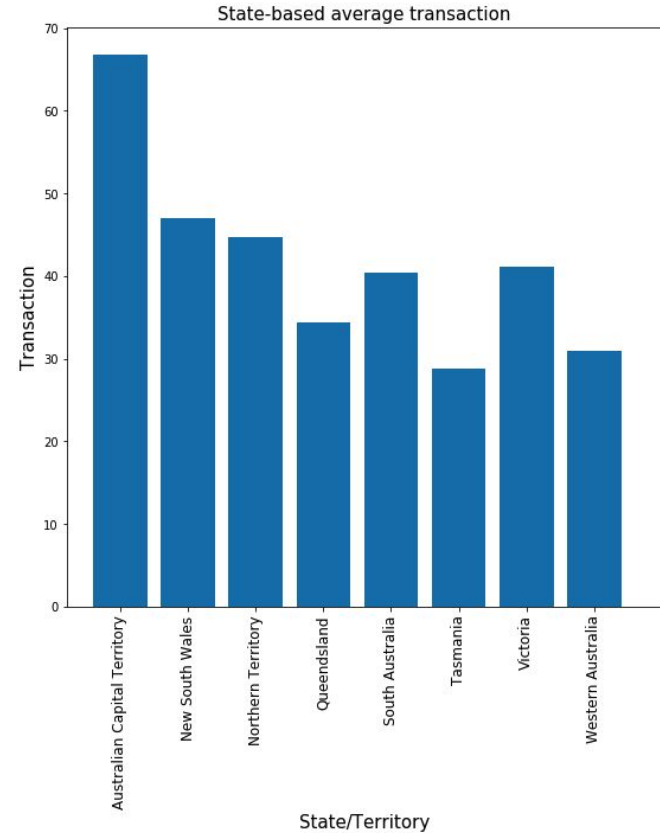


Average Spending



Location insight

- Highest average transaction: Australian Capital territory (66.8 AUD)
- Lowest average transaction: Tasmania (28.8 AUD)



Thank you

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