**Technical Report Analysis: Lloyds Bank Premium Accounts Analytics Insight For Year 2024**

**Introduction**

**· Story of Data**

**· Pre-Analysis**

**· In-Analysis**

**· Post-Analysis and Insights**

**· Recommendations and Observations**

**· Conclusion**

1. **Introduction**

This technical report presents a comprehensive analysis of Lloyds Bank’s account holder demographics and financial performance data for the year 2024. Compiled as of May 04, 2025, the analysis leverages data extracted from internal records, including education levels, job types, monthly balances, loan statuses, marital statuses, and contact methods. The objective is to provide actionable insights to optimize customer engagement, enhance product offerings, and improve data management strategies. This report is structured to narrate the story of the data, conduct pre-and in-analysis, derive post-analysis insights, and conclude with recommendations to guide Lloyds Bank’s strategic direction in 2025 and beyond.

1. **Story of the Data**

The data represents a customer profile of 4,521 account holders at Lloyds Bank in 2024, offering a detailed view of their demographic profiles and financial behaviours. The key datasets include:  
\* Education Levels: Distribution across Secondary (2,306), Tertiary (1,350), Primary (678), and Unknown (187) account holders.  
\* Job Types and Balances: Financial balances across Management (£1,709,021), Blue-Collar (£1,023,031), Technician (£1,013,011), Admin (£580,379), and Retired (£533,414), totalling £4,858,856.  
\* Monthly Balances: A yearly total of £6,397,075, with significant peaks in May (£1,534,864) and November (£1,006,126) and lows in March (£100,427) and September (£82,646).  
\* Loan Status: 3,809 account holders with no loans (84.7%) and 686 with loans (15.3%), totalling 4,495.  
\* Marital Status: Married dominates with (2,797, 61.9%), followed by Single (1,196, 26.5%) and Divorced (528, 11.7%).  
\* Contact Methods: Dominated by Cellular (2,896, 64.1%), with Telephone (301, 6.7%) and a significant Unknown category (1,324, 29.3%).

This dataset provides a rich narrative of a customer base that is predominantly educated, married, and financially stable, with concentrated wealth and seasonal financial patterns. The high “Unknown” contact method percentage hints at data quality challenges that may impact engagement strategies.

1. **Pre-Analysis**

Data Overview  
The dataset comprises six categorical tables reflecting account holder attributes and financial metrics. The total number of account holders (4,521) is consistent across education, marital status, and contact method tables, while the loan status table reports 4,495, suggesting a slight discrepancy (possibly due to missing data for 26 accounts). The combined balance data aggregates financial activity across job types, and monthly balances provide a temporal view of account performance.

Initial Hypotheses

1. Demographic Influence: The predominance of married and educated account holders may correlate with higher financial stability and wealth concentration in specific job types.
2. Seasonal Trends: Monthly balance fluctuations suggest seasonal economic drivers (e.g., bonuses, tax refunds) that could inform marketing timing.
3. Loan Uptake: The low loan percentage (15.3%) may indicate conservative financial behaviour or a lack of appealing loan products.
4. Data Gaps: The 29.3% “Unknown” contact method suggests significant gaps in customer data, potentially affecting communication effectiveness.

Data Validation

1. The grand totals (e.g., 4,521 account holders, £4,858,856 combined balance, £6,397,075 yearly balance) were cross-checked for consistency.
2. Minor anomalies (e.g., 4,495 vs. 4,521 in loan status) were noted for further investigation to ensure data integrity.
3. No significant anomaly was identified in the financial data, though the low March and September balances warrant deeper seasonal analysis.
4. **In-Analysis**

Education Level Distribution

1. Breakdown: Secondary (51.0%), Tertiary (29.9%), Primary (15.0%), Unknown (4.1%).
2. Observation: The majority (80.9%) have at least secondary education, suggesting a customer base with moderate to high financial literacy. The “Unknown” category (4.1%) indicates a minor data collection gap.  
   Job Types and Combined Balances
3. Breakdown: Management (£1,709,021, 35.2%), Blue-Collar (£1,023,031, 21.1%), Technician (£1,013,011, 20.8%), Admin (£580,379, 11.9%), Retired (£533,414, 11.0%).
4. Observation: Wealth is concentrated in Management, Blue-Collar, and Technician roles (77.1% of total), reflecting higher income or investment activity in these groups.
5. Monthly Total Balances  
   \* Breakdown: Peaks in May (£1,534,864, 24.0%) and November (£1,006,126, 15.7%), lows in March (£100,427, 1.6%) and September (£82,646, 1.3%).  
   \* Observation: Seasonal patterns suggest economic drivers like tax refunds (May) or holiday bonuses (November), with post-holiday lows (March, December).
6. Loan Status  
   \*Breakdown: No (84.7%), Yes (15.3%).  
   \* Observation: The low loan uptake indicates financial stability or aversion to debt, presenting an opportunity for loan promotion.
7. Marital Status  
   \* Breakdown: Married (61.9%), Single (26.5%), Divorced (11.7%).  
   \* Observation: The dominance of married account holders suggests a focus on family-oriented financial needs.
8. Contact Methods  
   \* Breakdown: Cellular (64.1%), Unknown (29.3%), Telephone (6.7%).  
   \* Observation: The high “Unknown” percentage (29.3%) highlights a significant barrier to effective communication.
9. **Post-Analysis and Insights**

Demographic Dominance  
\* Insight:

The 61.9% married and 80.9% secondary/tertiary educated account holders, likely in Management, Blue-Collar, or Technician roles, form a stable, affluent customer base. The 15.3% loan uptake suggests underutilized growth opportunities.

Wealth Concentration  
\* Insight:

The 77.1% wealth concentration in Management, Blue-Collar, and Technician roles (£3,745,063 of £4,858,856) indicates these groups are financial drivers, while Admin and Retired (22.9%) may have constrained resources.

Seasonal Financial Patterns  
\* Insight:

Peaks in May (24.0%) and November (15.7%) of the £6,397,075 yearly total suggest cyclical behaviour, possibly tied to tax refunds or holiday bonuses, with lows (e.g., March, 1.6%) reflecting spending patterns.

Data Gaps in Contact Information  
\* Insight:

The 29.3% “Unknown” contact method limits engagement, despite 64.1% preferring Cellular, indicating a need for improved data collection.

1. Recommendations and Observations  
   Target Marketing by Education Level  
   \* Recommendation:

Develop specific products for Secondary Education Level (e.g., savings plans with financial literacy content), Tertiary (e.g., investment portfolios), and Primary (e.g., no-fee accounts) groups. Address the 4.1% “Unknown” with mandatory updates.  
\* Observation:

The 80.9% educated base is primed for growth-oriented products.

Engage High-Balance Job Groups  
\* Recommendation:

Offer premium services for Management (e.g., wealth management), Blue-Collar/Technician (e.g., high-yield savings), and support for Admin/Retired (e.g., low-fee accounts).

\*Observation: The 77.1% wealth concentration highlights these groups’ influence.

Leverage Seasonal Trends  
\* Recommendation:

Launch promotions in May and November (e.g., bonus interest), and support tools in low months (e.g., budgeting apps in March).  
\* Observation: Peaks align with economic cycles, offering strategic timing opportunities.

Encourage Loan Uptake  
\* Recommendation:

Promote loans with educational campaigns and low-rate offers, targeting stable groups like Management.  
\* Observation: The 84.7% no-loan rate suggests untapped potential.

Focus on Married Account Holders  
\* Recommendation:

Offer family products (e.g., joint accounts) for Married (61.9%), starter accounts for Single (26.5%), and planning tools for Divorced (11.7%).  
\* Observation: The married majority drives family-oriented financial needs.

Improve Contact Data Collection  
\* Recommendation: Mandate contact updates with incentives, leveraging the 64.1% Cellular preference for mobile engagement.  
\* Observation: The 29.3% “Unknown” category is a critical barrier.

7. Conclusions  
This analysis of Lloyds Bank’s 2024 data reveals a customer base of 4,521 account holders, dominated by married people (61.9%) and educated (80.9%), with wealth concentrated in Management, Blue-Collar, and Technician roles (77.1% of £4,858,856). Seasonal financial patterns (e.g., £1,534,864 in May) and low loan uptake (15.3%) suggest stable finances with growth potential, while the 29.3% “Unknown” contact method indicates a data quality challenge.

Recommendations focus on targeted marketing, premium product development, seasonal promotions, loan education, family-oriented offerings, and improved data collection. Implementing these strategies in 2025 can enhance customer engagement, increase revenue, and strengthen Lloyds Bank’s market position. Further cross-referencing and customer surveys are recommended to refine these insights.