



# UK BANK CUSTOMER DATA ANALYSIS

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# Introduction To The Data

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UK Bank is a financial institution licensed to receive deposits and make loans and also provide financial services such as wealth management, currency exchange, and safe deposit boxes.



# Data Description

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UK Bank customer data consists of information regarding customer ID, name, gender, age, region, job classification, date joined and the balance maintained by the customer.





# OBJECTIVES OF DATA DRIVEN ANALYSIS

- ✓ Which unconventional growth opportunities represent a good fit with current resources and competitive position?
- ✓ How many of the opportunities can reasonably be pursued and over what time?
- ✓ What governance structures should be established, and what organizational approaches employed? Innovate from within existing businesses, set up separate units, or partner with/acquire from outside?
- ✓ What capabilities should be in place to go after these opportunities?



# DATA DRIVEN

✓ Correlation between age and balance

## Cluster 1

- P-value: < 0.0001
- Equation:  $\text{Balance} = 750.742 \cdot \text{Age} + -4261.68$

## Cluster 2

- P-value: < 0.0001
- Equation:  $\text{Balance} = -288.251 \cdot \text{Age} + 33333.6$

## Cluster 3

- P-value: 0.26074
- Equation:  $\text{Balance} = 124.587 \cdot \text{Age} + 76129.8$

Relationship Between Age And Balance



# DATA DRIVEN

- ✓ Job classification wise performance in different age bins

Job Classification Wise Performance



# DATA DRIVEN

- ✓ Top 10 & bottom 10 customer
- ✓ Average balance maintained
- ✓ Segmented through job classification and gender

## Top 10 Customer Based On Job Classification

Customer ID	Gender	Job Classifi..	
100001307	Female	White Collar	183,468
100001823	Female	White Collar	149,684
100003108	Male	White Collar	146,892
100003450	Male	White Collar	181,681
100003832	Male	Blue Collar	161,518
200002010	Male	Other	172,085
300000524	Male	White Collar	145,996
300003185	Male	White Collar	144,607
400000639	Male	White Collar	146,570
400000914	Female	Blue Collar	149,698

## Bottom 10 Customer Based On Job Classification

Customer ID	Gender	Job Classifi..	
100001320	Female	White Collar	11.5
400000075	Female	White Collar	21.0
200000775	Male	Blue Collar	69.0
400002046	Female	Blue Collar	69.8
300003468	Male	Blue Collar	77.5
300003497	Female	Blue Collar	96.3
100003885	Female	White Collar	98.7
100001419	Female	White Collar	114.7
400002278	Female	Other	133.8
100002735	Female	Blue Collar	134.9

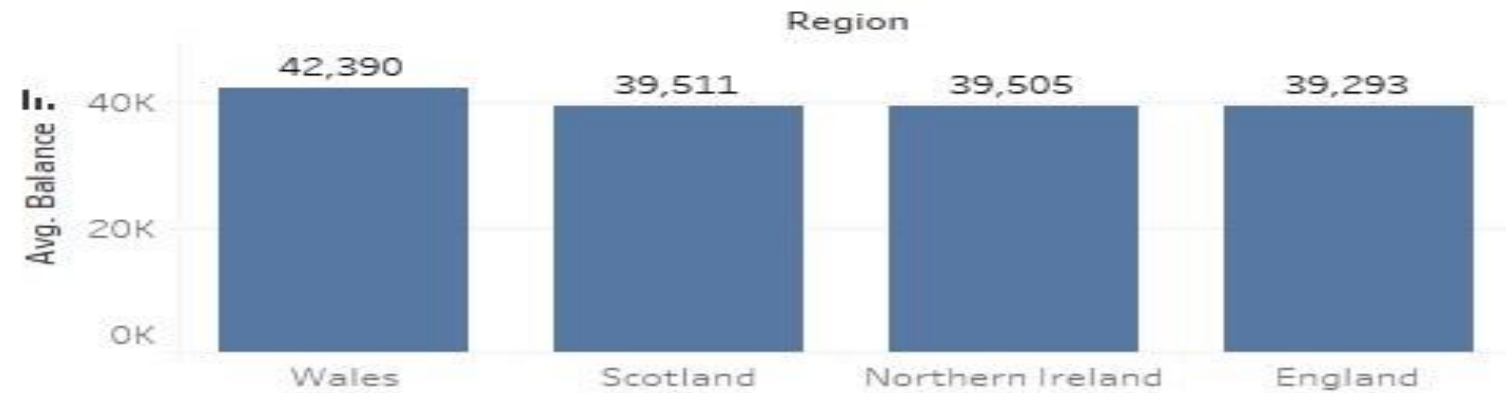
# DATA DRIVEN

- ✓ Average balance maintenance
- ✓ Gender wise and region wise analysis

## Gender Wise Average Balance



## Region Wise Average Balance All





# KEY METRICS

Improved  
productivity and  
performance  
management of  
banking staff

Increased customer  
acquisition and  
retention

Improved customer  
experience and  
cross selling

Reduced amount of  
banking operations  
cost

# MARKETING STRATEGY

## Customer Service

- ✓ Exceptional customer service can ultimately used to boost the brand image
- ✓ A great brand image helps to define a bank more distinctly in the marketplace
- ✓ Creates a sense of perceived value in the minds of consumers which often equates to profitability over the long haul

# MARKETING STRATEGY

## Strategic Partnerships

- ✓ Partner up with organizations that share the values of the bank customer base
- ✓ Banks must realize that they offer parity services and potential customers have an extremely difficult time differentiating between banks

# MARKETING STRATEGY

## Customer Data

- ✓ With data you can better understand behavior patterns and offer relevant deals that fit within your customer's daily lives
- ✓ Instead of worrying about checking off their social media to-do list, or jumping on board with the latest and greatest technology, banks need to leverage their data to better understand and serve their existing client base
- ✓ We see an incredible opportunity for banks to deliver much more personalized, relevant and timely messages to their current customers in different clusters



# MARKETING STRATEGY

## Community Initiatives

- ✓ Customers look to their banks for ideas on how to manage their personal finances
  - Financial planning for new parents
  - Smart savings to homeownership
  - Getting the most from the credit cards
  - Wealth management and investing

# MARKETING STRATEGY

## Create Financial Supermarket

- ✓ Taking a page from some of the larger digital businesses, banks can offer a curated and vetted mix of internal and third-party offerings
- ✓ A supermarket approach can allow banks without a strong position in such areas to grow in these segments as a complement to their current offerings

# MARKETING STRATEGY

## Monetize The Data

- ✓ Data monetization seems to correlate with industry-leading performance
- ✓ The first is for a bank to use its internal data more effectively for its own operations by adding new analytics capabilities
- ✓ Another is to create new offerings, such as reports or benchmark analytics, based on bank data

# CONCLUSION

With these concepts we can get started targeting new bank customers and strengthen the relationship with existing ones







**THANK YOU**