Gender and Age Distribution of Customers Regional Customer Insights

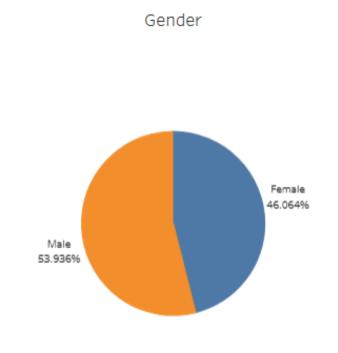
Financial Analysis of Customers

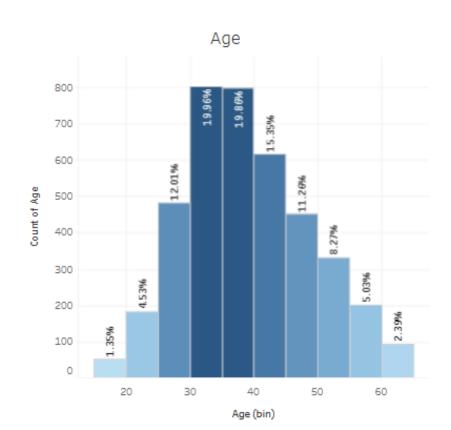
Customer Job Classification Insights

Customer Demographics Overview

This dashboard introduces the customer base of a UK-based bank. The pie chart highlights a gender distribution of 53.94% male and 46.06% female, showing a balanced representation. The histogram displays the age breakdown, with the majority (nearly 40%) aged 30-40, a key demographic for banking services. Younger customers (<25) and older customers (>50) are less prominent, reflecting a focus on working-age individuals who are likely active in financial planning and banking activities.







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Financial Analysis of Customers

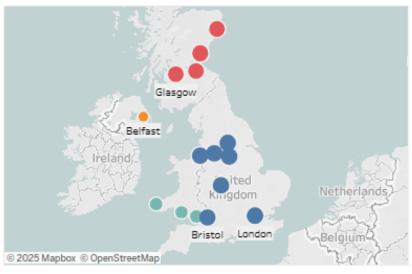
Customer Job Classification Insights

Regional Customer Insights

Customer by Region

England England England Scotland Sheffield London Leeds Dundee 316 316 311 290 Scotland Aberdeen 281 England England Manchester Bristol 310 298 Scotland Edinburgh England Birmingham 306 Scotland Glasgow England Liverpool 302 Wales Wales Wales Northern Ireland Cardiff St. Davids Derry/Londonderry Swansea 173 178 169 Northern Ireland Belfast

Customer by City



This dashboard showcases the distribution of customers across the UK. The treemap highlights England as the leading region, with London, Sheffield, and Leeds having the highest customer counts. Scotland, Wales, and Northern Ireland also contribute significantly, with cities like Dundee, Cardiff, and Belfast standing out. The symbol map reinforces these trends, visually emphasizing customer concentrations in key urban areas.

Gender and Age Distribution of Customer Insights
Customers

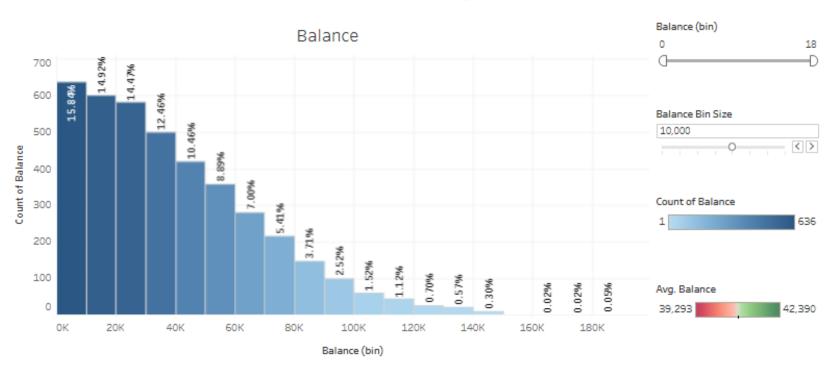
Regional Customer Insights

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Customers

Customer Job Classification
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Financial Analysis



Average Balance by Region



This dashboard highlights customer balances across the UK. The symbol map uses color coding to show average balances by region, where green areas represent higher balances and red areas indicate lower balances. England shows the highest average balances, while Scotland and Northern Ireland have relativeThis dashboard highlights customer balances across the UK. The symbol map uses color coding to show average balances by region, where green areas represent higher balances and red areas indicate lower balances. England shows the highest average balances, while Scotland and Northern Ireland have relatively lower averages. The histogram provides a detailed view of balance distribution, revealing most customers have balances under £50,000, with a steep decline in higher balance categories.ly lower averages. The histogram provides a detailed view of balance distribution, revealing most customers have balances under £50,000, with a steep decline in higher balance categories.

Gender and Age Distribution of Customers Regional Customer Insights

Financial Analysis of Customers

Customer Job Classification Insights

Customer Job Classification Insights

This dashboard breaks down customers by gender and job classification. Female customers dominate the White Collar profession, representing 25.16% of the total customer base, compared to 23.54% for males. Male customers are more prominent in Blue Collar professions at 19.78%, while females represent just 6.35%. Other professions are less common, with males at 10.61% and females at 14.55%. This analysis highlights gender-based trends in job classifications within the customer base.

Male customers with White Male customers with Blue Female customers with White Female Collar profession represent Collar profession Collar profession represent customers with 23.54% of the total customer represent 19.78% of the Other profession 25.16% of the total customer base. total customer base. base. represent 14.55% of the total customer base. Male customers with Other profession represent 10.61% of the total customer base. Female customers with Blue Collar profession represent 6.35% of the total customer base.