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.
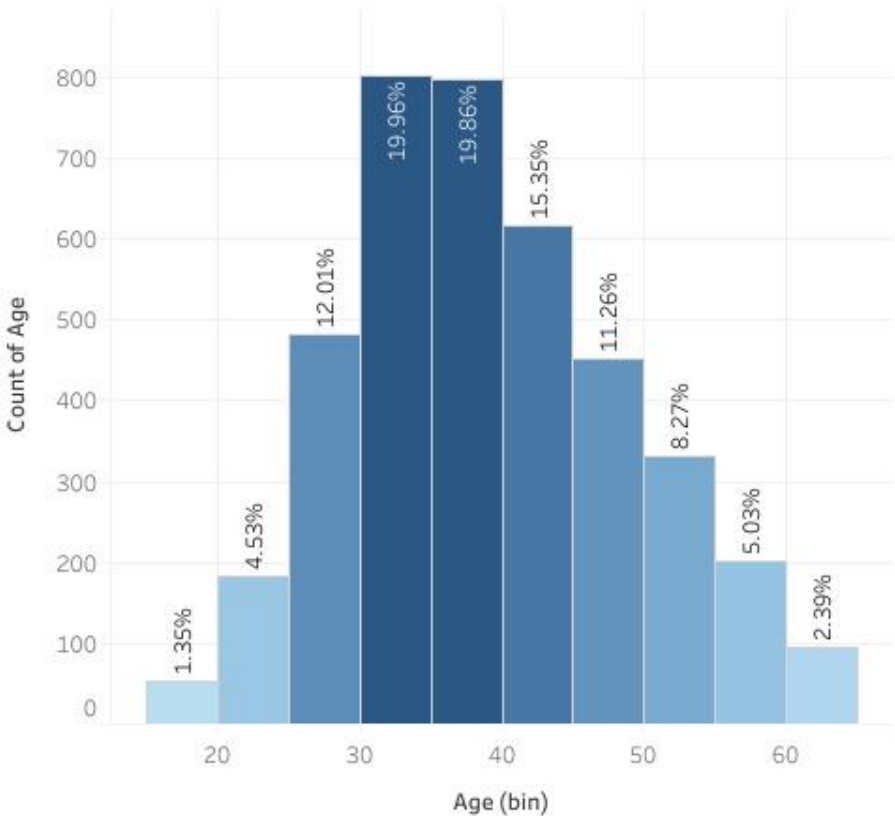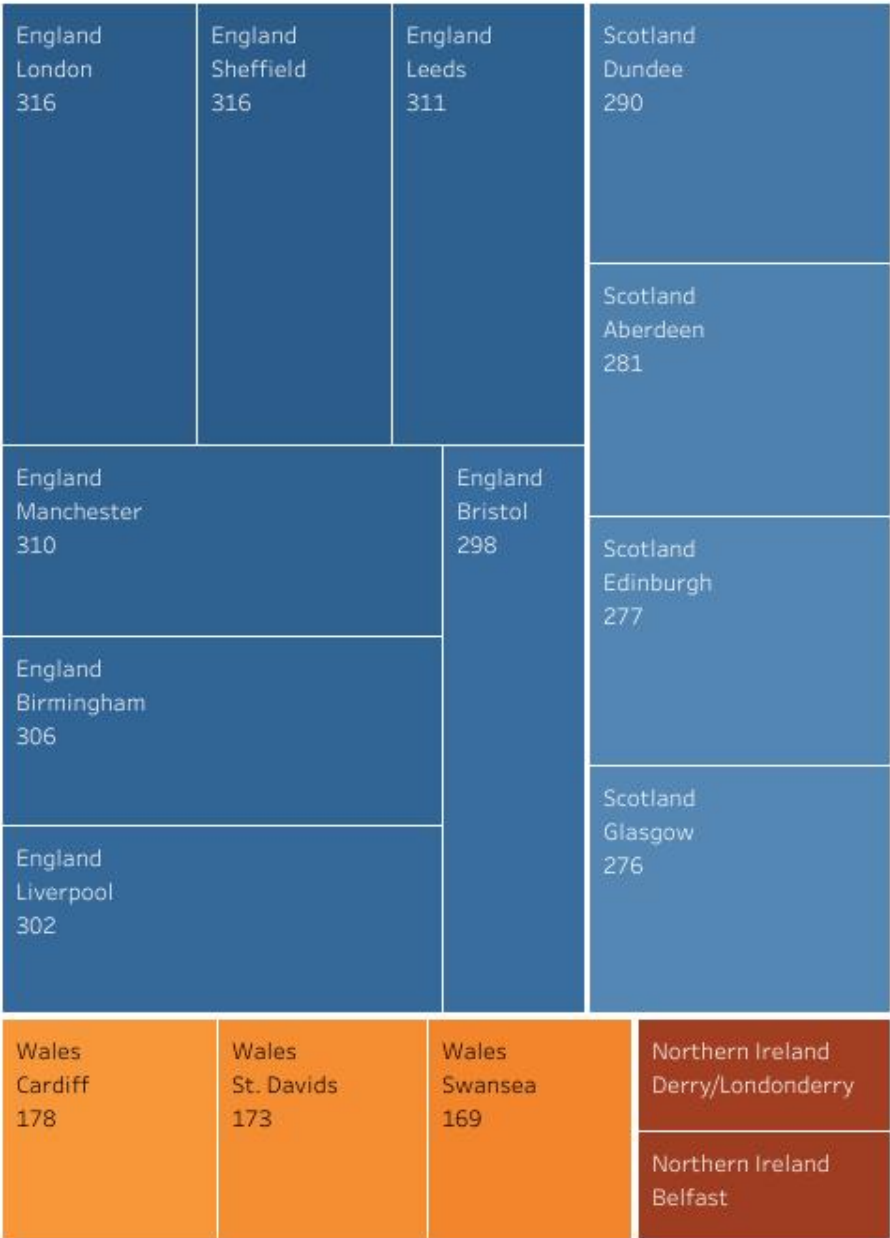
Age Bin Size
5

Age (bin)
To Null

Gender

Female
46.064%

Male
53.936%

Age

Count of Age

1.35%
4.53%
12.01%
19.96%
19.86%
15.35%
11.26%
8.27%
5.03%
2.39%

Age (bin)

Regional Customer Insights

Customer by Region

England London 316	England Sheffield 316	England Leeds 311	Scotland Dundee 290

England Manchester 310

England Bristol 298

Scotland Aberdeen 281

England Birmingham 306

Scotland Edinburgh 277

England Liverpool 302

Scotland Glasgow 276

Wales Cardiff 178	Wales St. Davids 173	Wales Swansea 169	Northern Ireland Derry/Londonderry

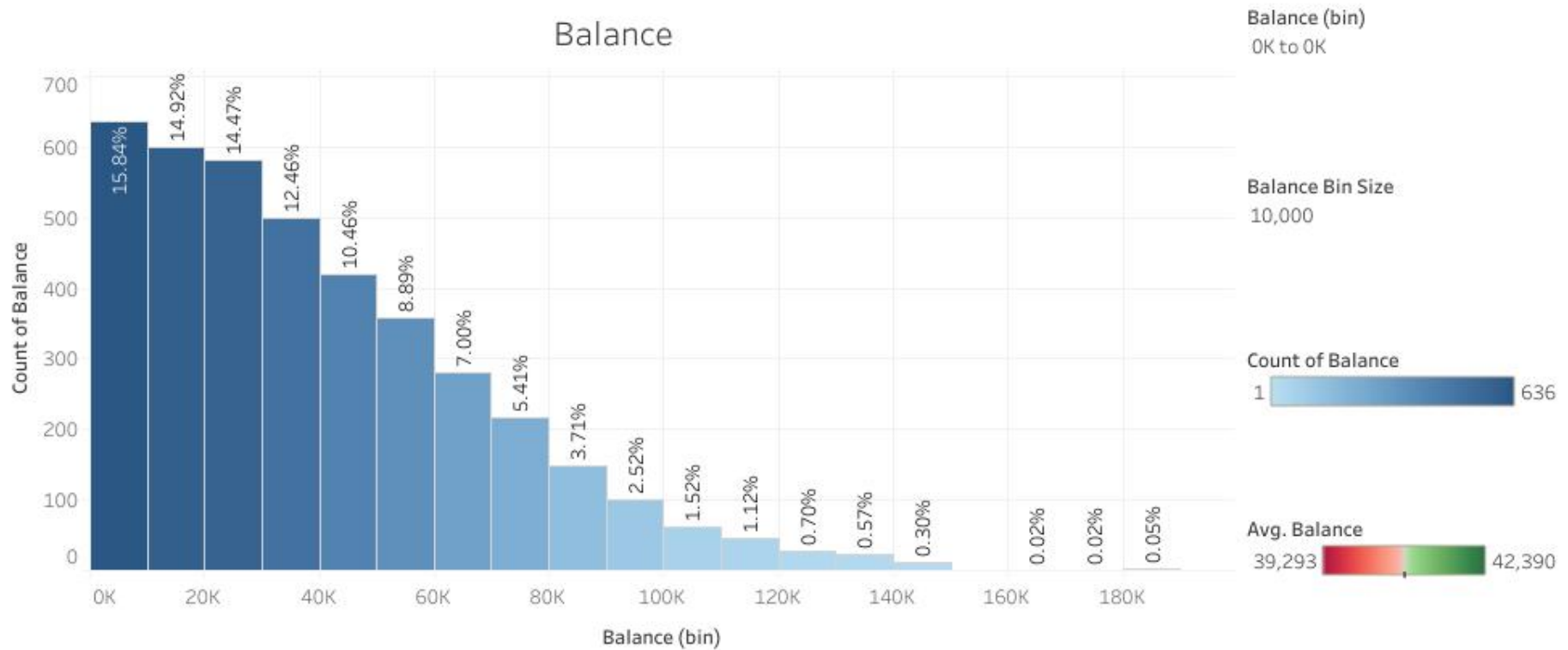Northern Ireland Belfast

Customer by City

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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.

Financial Analysis

Balance

Balance (bin)
0K to 0K

Balance Bin Size
10,000

Count of Balance
1 ——— 636

Avg. Balance
39,293 ——— 42,390

The histogram shows percentages per bin:
15.84%, 14.92%, 14.47%, 12.46%, 10.46%, 8.89%, 7.00%, 5.41%, 3.71%, 2.52%, 1.52%, 1.12%, 0.70%, 0.57%, 0.30%, 0.02%, 0.02%, 0.05%

Average Balance by Region

Scotland
Northern Ireland
England

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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.

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 Collar profession represent 23.54% of the total customer base.

Male customers with Blue Collar profession represent 19.78% of the total customer base.

Female customers with White Collar profession represent 25.16% of the total customer base.

Female customers with Other profession 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.