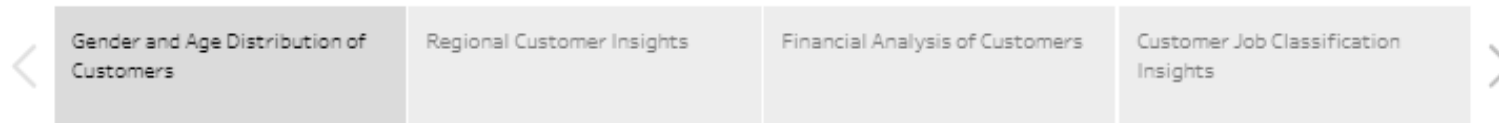
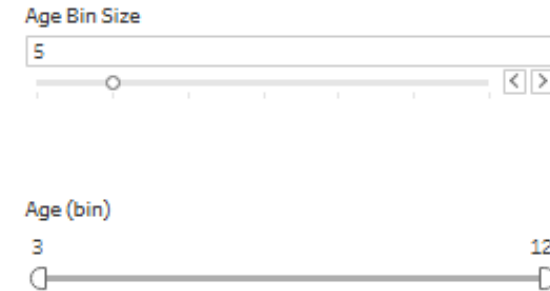


Bank Data Customer Analysis

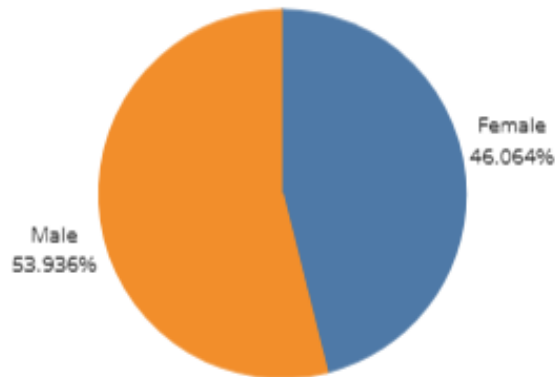


Customer Demographics Overview

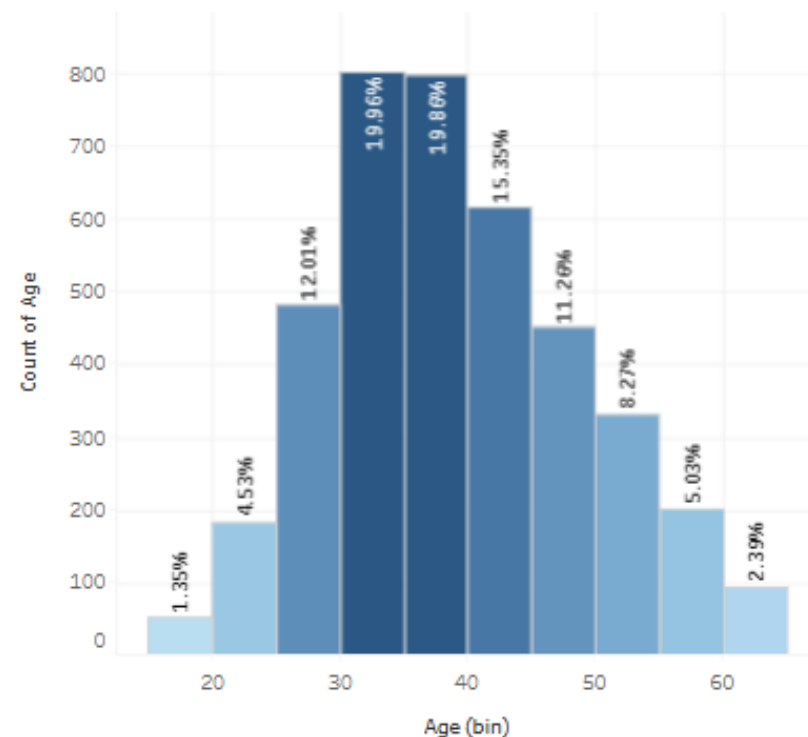
This dashboard introduces the customer base of a UK-based bank. The pie chart highlights a gender distribution of 53.94% male and 46.06% female, showing a balanced representation. The histogram displays the age breakdown, with the majority (nearly 40%) aged 30-40, a key demographic for banking services. 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.



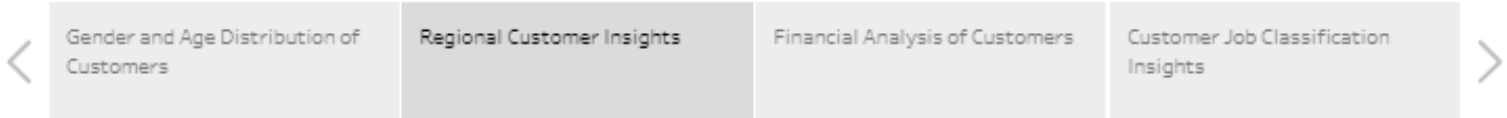
Gender



Age

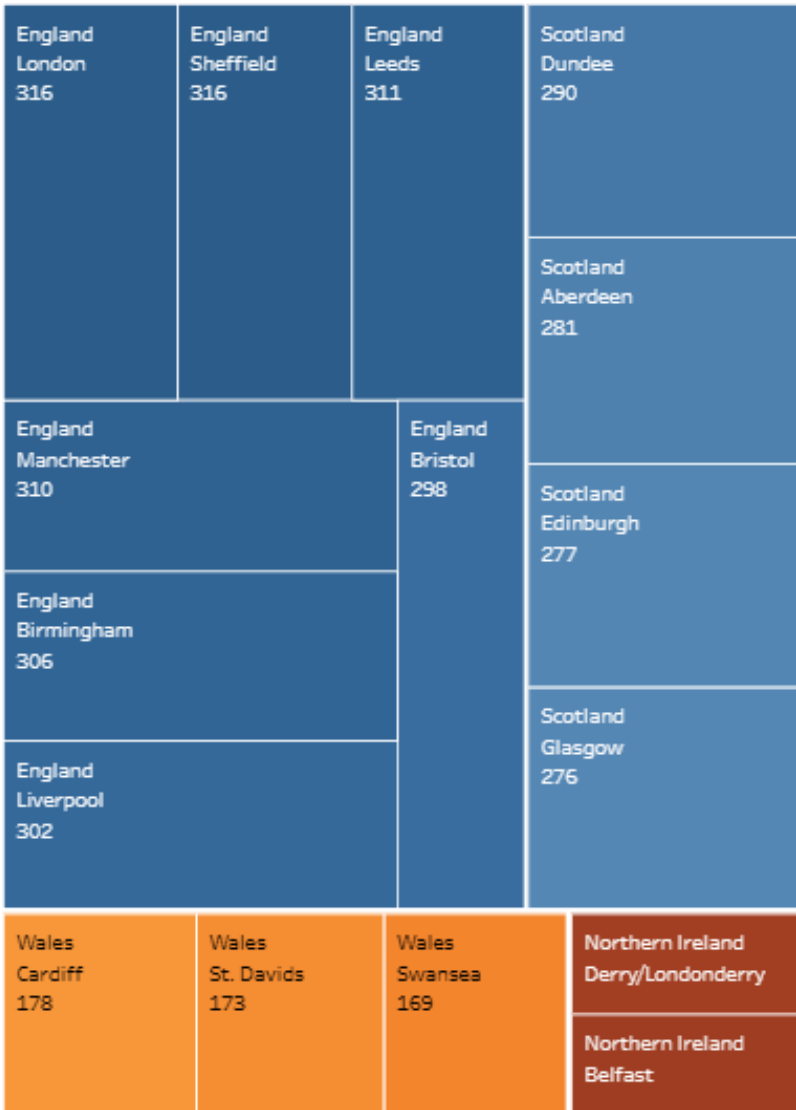


Bank Data Customer Analysis

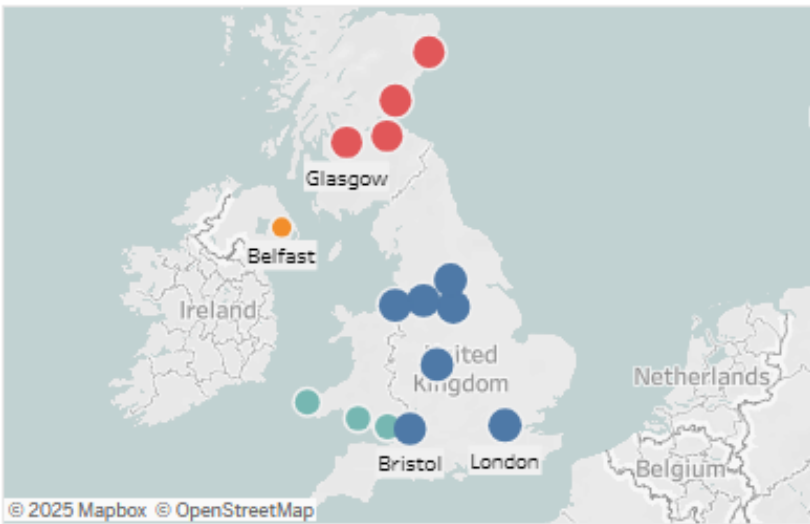


Regional Customer Insights

Customer by Region



Customer by City

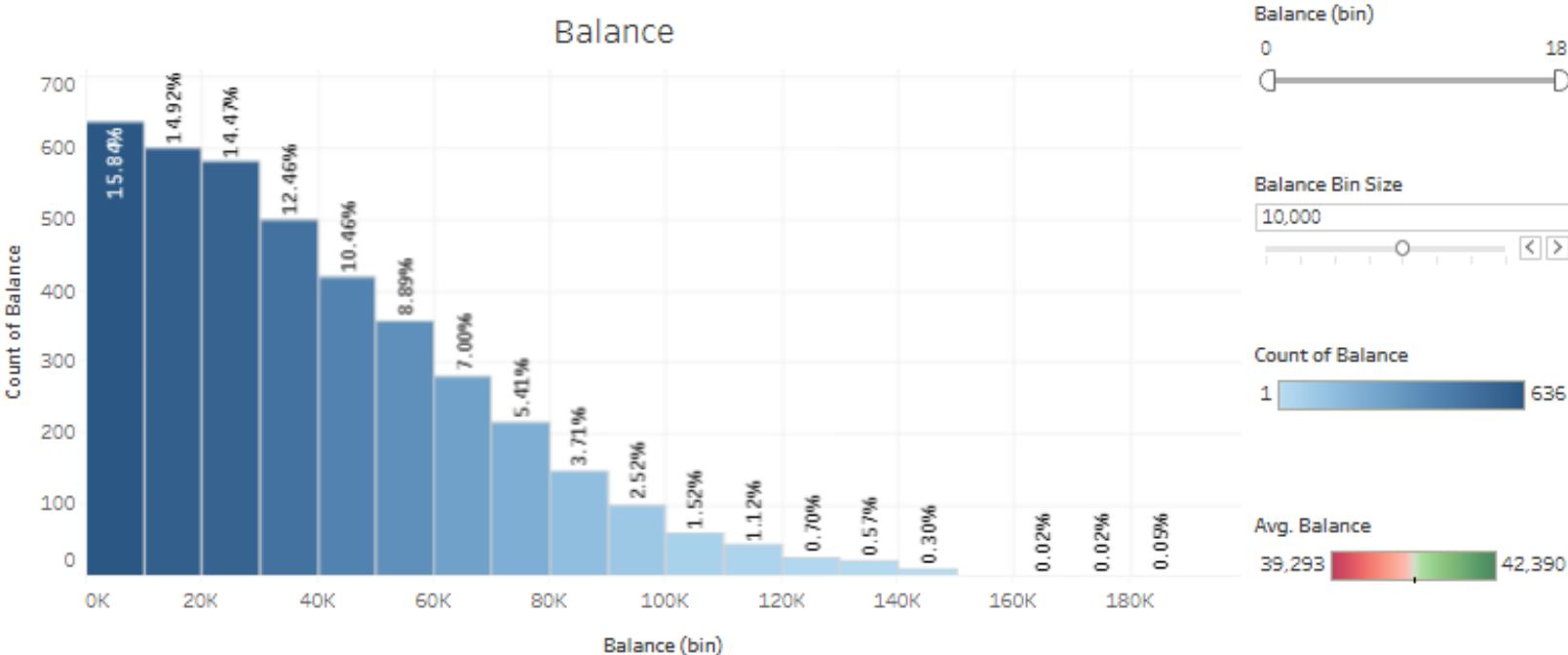


This dashboard showcases the distribution of customers across the UK. The treemap highlights England as the leading region, with London, Sheffield, and Leeds having the highest customer counts. Scotland, Wales, and Northern Ireland also contribute significantly, with cities like Dundee, Cardiff, and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

Bank Data Customer Analysis



Financial Analysis

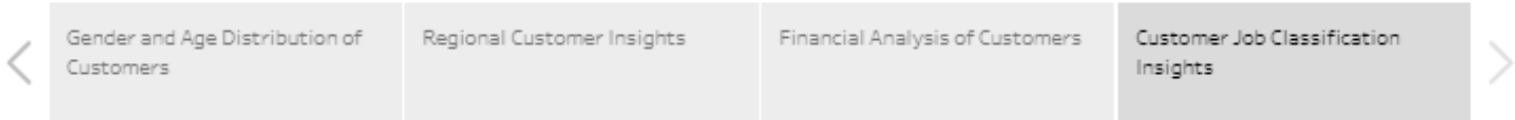


Average Balance by Region



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 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.

Bank Data Customer Analysis



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.

