



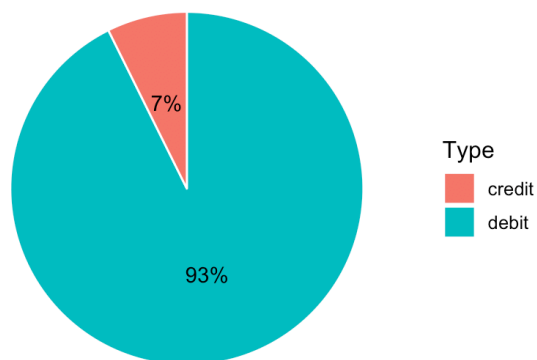
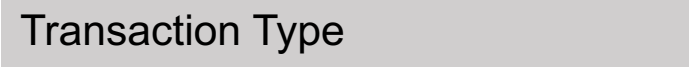
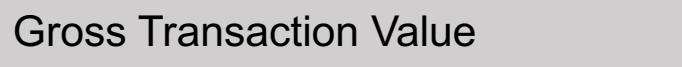
**Data@ANZ Program**

# **Task 1 – Exploratory Data Analysis**

Prepared by Samuel Khoo

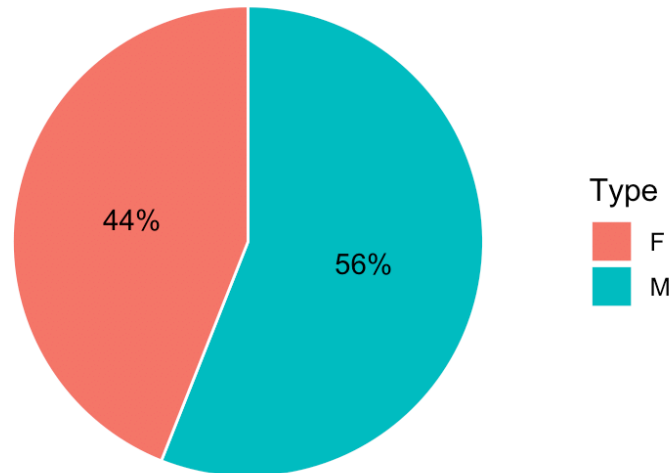
6 July 2019

## Number of Transactions

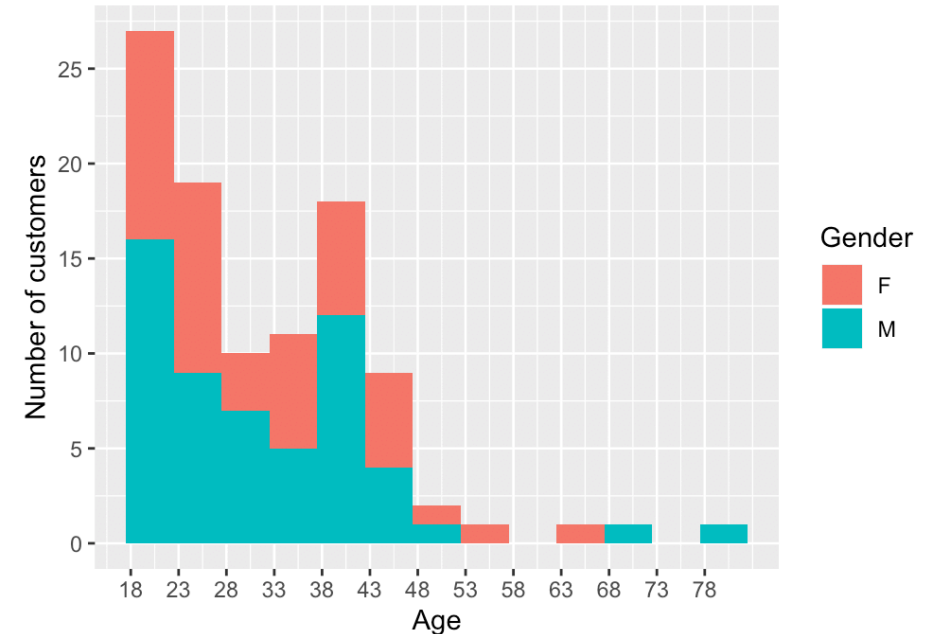


# Customer Demographics

## Gender Ratio



## Age Distribution



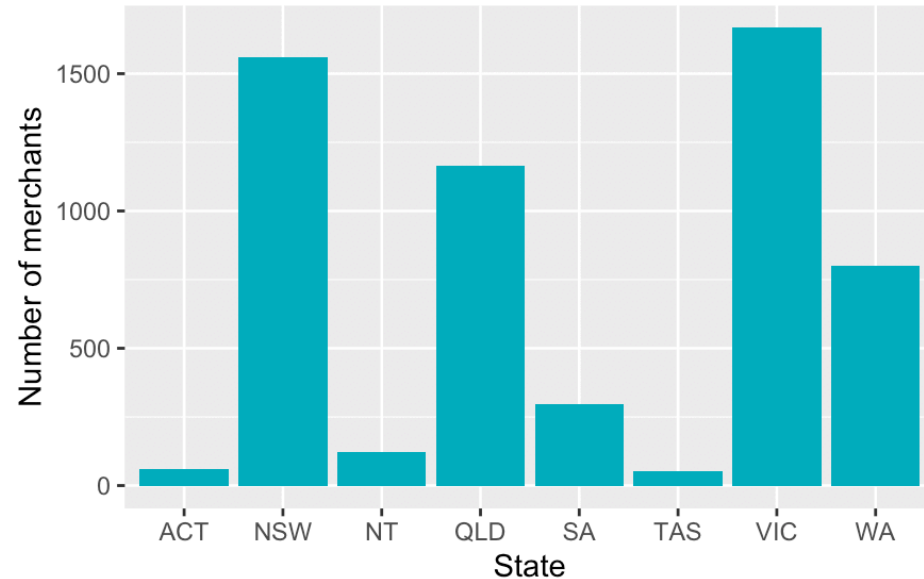
31

Average  
Age

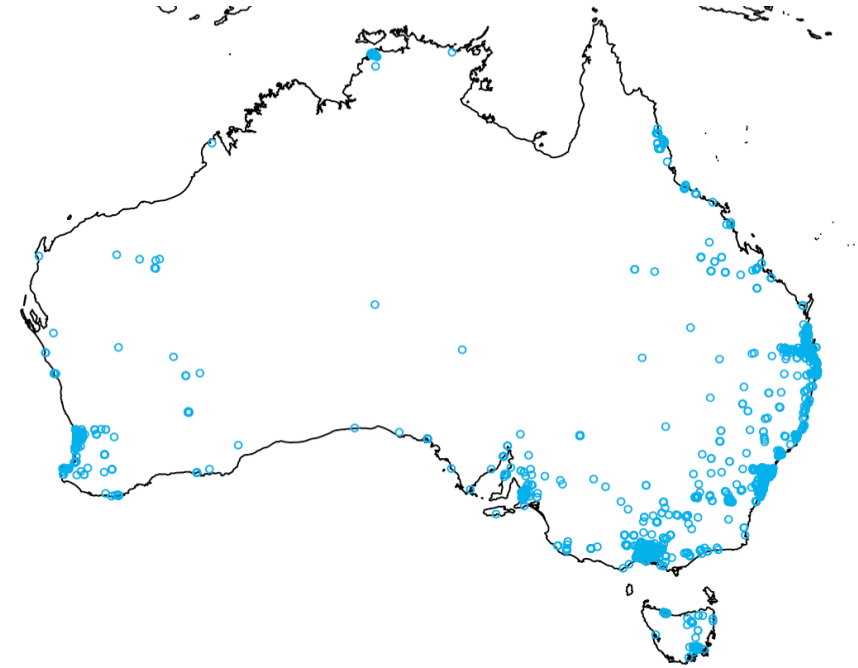
- Despite majority of the customers being male, the split is still relatively even. This is healthy for the bank's customer gender diversity.
- Looking at the age distribution, ANZ is more popular amongst younger customers. However, it is lacking severely in the middle-age and elderly customers, whom usually have higher incomes and stronger spending power.

# Merchant Demographics

## State Breakdown



## Geographical Distribution

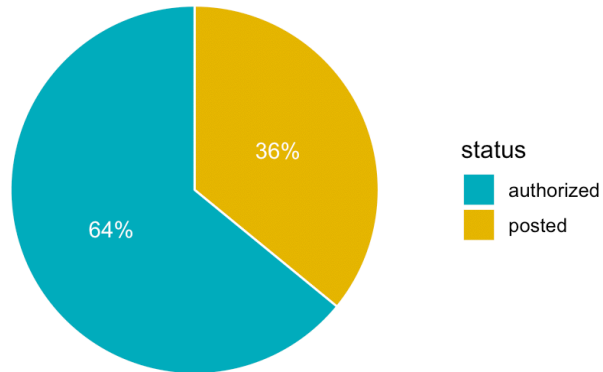


**5725**  
merchants

- New South Wales and Victoria account for more than half of the merchants despite being smaller states compared to Western Australia and Queensland.
- It is clear that ANZ has a stronger foothold in large cities, especially those in the east side. To further strengthen its presence in Australia, ANZ should aim to target medium-sized cities in states such as Western Australia.

# Additional Information

Number of Transactions



- Visualizations were created using RStudio
- Report was put together using Microsoft PowerPoint
- To reference my R code, please follow the link to my GitHub profile
- GitHub: <https://github.com/samuelkhoo>
- LinkedIn: [www.linkedin.com/in/samuelkwz](http://www.linkedin.com/in/samuelkwz)

Card Present Flag

