

2022

CONSUMER BEHAVIOUR **BANK SURVEY**

PREPARED BY :
Samuel Nnoruka

STATS ANALYSIS



+351963223239



samibolt11@gmail.com

BIG QUESTION

WHICH AGE GROUP IS MORE AFFECTED BY LEADING QUESTIONS?



CHI SQUARE

Bins

Crosstab

Sample size = 42

Alpha = 0.05

Result = 0.3 > ALPHA (D)

BIG QUESTION

Is customer service one of the biggest issues of the bank?



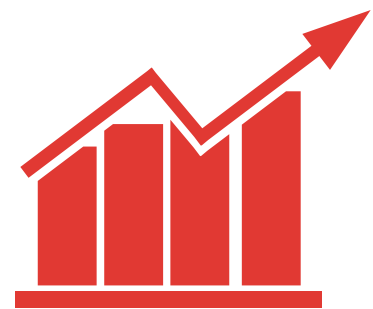
IMPROVEMENT

- Logistic regression(correlation)
- Higher sample size
- More questions
- Add more sheets



18%

**SAVINGS PER
PERSON(FUN
FACT)**



41%

**OPENING A NEW
ACCOUNT**

POSSIBLE SOLUTION

- AI CHATBOT WITH
SOFTSKILLS
- MORE INTERACTIVE WEBSITE
- ADDING GAMES TO LEARN
MORE ABOUT THEIR
PRODCUTS



< 30%

**CREDIT CARD
USAGE**



THANK YOU FOR YOUR TIME