# **Business Requirement Document**

# ***Project Title: Bank of Thrones ATM Transaction Data Analytics Project***

**Overview:** The purpose of this project is to analyze the ATM transaction data for Bank of Thrones to gain insights into customer behavior and ATM usage and identify opportunities to improve the bank's services.

## **Stakeholders:**

* **Bank of Thrones Management:** The management team will oversee the project and make strategic decisions based on the insights generated from the analysis.
* **ATM Operations Manager:** The ATM Operations Manager will be responsible for implementing the recommendations and improving the performance of the ATMs.
* **Branch Managers:** The Branch Managers will use the insights to improve customer experience and optimize operations in their branches.
* **Data Analysts:** The Data Analysts will be responsible for analyzing the data and generating reports and visualizations.
* **IT Department:** The IT department will be responsible for providing access to the data and ensuring data security.

**Business Objectives:**

* To understand the demographics of Bank of Thrones customers and their transaction patterns across different locations.
* To identify the most popular ATM services offered by Bank of Thrones and their usage trends.
* To identify potential opportunities for growth in the bank's services based on customer needs and transaction patterns.
* To optimize Bank of Thrones operations by identifying areas where efficiency can be improved.

## **Scope:**

This project will focus on analyzing ATM transactions for Bank of Thrones from January 1st, 2022, to December 31st, 2022. The analysis will be conducted at the location level and will cover all the bank's branches in The North, Dorne, The Westerlands, The Reach, and The Stormlands.

## **Business Requirements:**

* Analyze the ATM transaction data and generate reports and visualizations that show the most popular ATM locations and transaction types by time of day, day of week, and month.
* Calculate the average transaction amount per customer and per ATM location.
* Analyze the number of transactions and transaction amounts by customer age group, gender, and occupation.
* Analyze the distribution of transaction types by customer type (Bank of Thrones customers vs. customers of other banks).
* Analyze the impact of public holidays and weekends on ATM usage and transaction patterns.
* Analyze the frequency and amounts of transfers between accounts and between different banks.
* Evaluate the performance of each ATM location in terms of uptime, maintenance issues, and customer satisfaction.
* Identify outliers and anomalies in the transaction data.

## **Deliverables:**

* A report containing insights on customer demographics, transaction patterns, and popular ATM services.
* A dashboard with visualizations that provide an overview of Bank of Thrones ATM transactions and highlight key insights.
* Recommendations for improving the bank's operations based on the findings from the analysis.

## **Assumptions:**

* The data provided is accurate and complete.
* The data is stored in a relational database.
* The data has been cleaned and pre-processed to remove any inconsistencies or errors.
* The data is accessible through a secure connection.
* The project will be completed within six weeks.

## **Constraints:**

* The data cannot be shared with unauthorized personnel.
* The data cannot be modified or altered in any way.
* The project must comply with data privacy regulations.
* The project must be completed within the allocated time and budget.

## **Project Timeline:**

* Week 1: Data gathering and preprocessing
* Week 2-3: Data analysis and visualization
* Week 4: Presentation of findings to Bank of Thrones
* Week 5-6: Dashboard development, final report preparation and presentation

## **Budget:**

The project budget is $20,000. This includes the cost of data analysis tools, consultant fees, and project management expenses.

Sign-off: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Bank of Thrones Management