Bank Customer Segmentation and Visualization

Dashboard 1

This dashboard summarizes bank customer segmentation, highlighting total transactions, spending by gender and age group, and customer distribution by age. It shows that males and the 26-30 age group lead in spending and transaction numbers.

Dashboard 2

This dashboard highlights customer transactions by age group, showing that the 26-30 age group leads in spending. It also identifies top spending locations, with Delhi and Mumbai at the forefront.

Dashboard 3

This dashboard shows city-wise customer transactions and account balances, highlighting Delhi and Mumbai as top cities for both metrics. It also tracks weekly transaction patterns and displays the distribution of customers and account balances by age group, with the 36-45 age group leading in total account balance.

Dashboard 4

The dashboard reveals trends in transaction volumes and frequencies, tracks account balances by age group, and highlights spending across different categories.

The dashboard visualizes transaction trends, account balances by age group, and spending across categories to aid in customer segmentation and targeted strategies.

NAME

CONTINUE

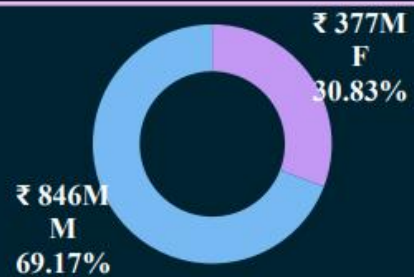# Dashboard 1: Bank Customer Segmentation Overview

Total Transaction Amount	Total Transactions	Total Customers
₹ 1,223M	9,17,533	7,89,574

Spending by Gender

₹ 377M
F
30.83%

₹ 846M
M
69.17%

Age Group wise Count of Customers (Bubble Chart)

18-25
2,69,553

26-30
2,95,198

36-45

31-35

Area Chart of Daily Transactions against Count of Transactions and Count of Customers

Count of Transactio..

20K

10K

0K

27 Jul 6 Aug 16 Aug 26 Aug 5 Sept 15 Sept 25 Sept 5 Oct 15 Oct 25 Oct

Day of Transaction Date [2016]

Spending by Age Group

25.89%
36-45
₹ 317M

19.95%
18-25
₹ 244M

23.49%
31-35
₹ 287M

30.67%
26-30
₹ 375M
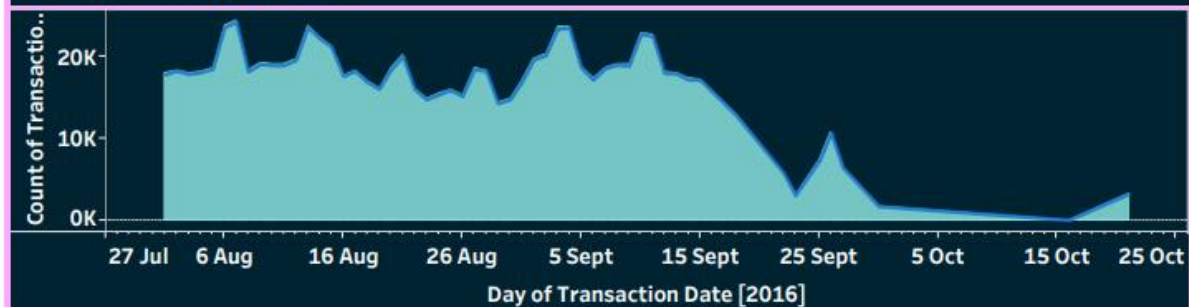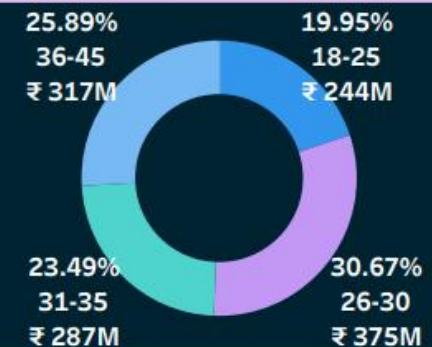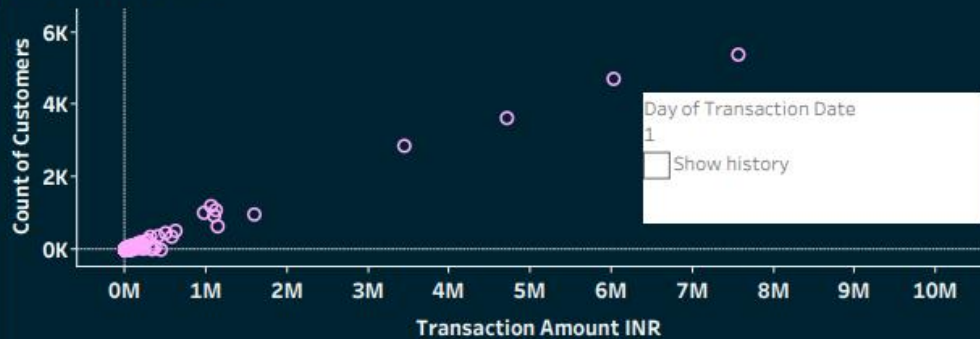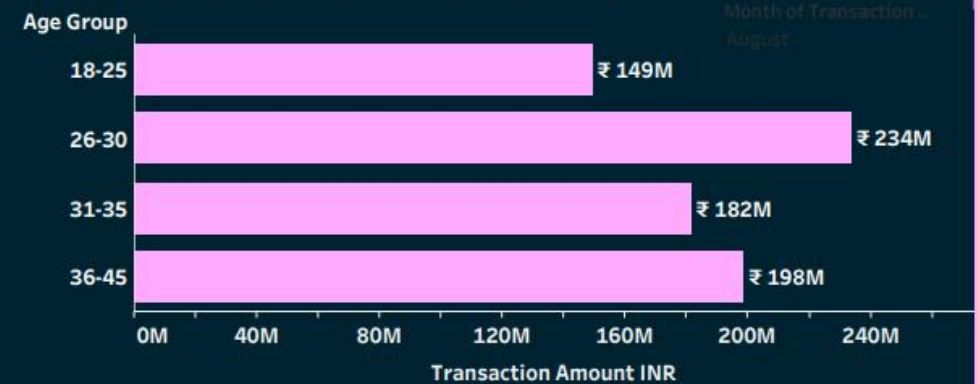
Dashboard 2: Detailed Transaction Analysis

Go Back

Animated Day wise Transaction Amount vs count of Customers - 1

Count of Customers (Y-axis): 0K, 2K, 4K, 6K
Transaction Amount INR (X-axis): 0M, 1M, 2M, 3M, 4M, 5M, 6M, 7M, 8M, 9M, 10M

Day of Transaction Date
1
☐ Show history

Age Group wise Transactions filtered by Month(Bar Chart)

Month of Transaction...
August

Age Group

Age Group	Transaction Amount INR
18-25	₹ 149M
26-30	₹ 234M
31-35	₹ 182M
36-45	₹ 198M

Transaction Amount INR: 0M, 40M, 80M, 120M, 160M, 200M, 240M

Count of Customer with Transaction Amount Category

- 4,81,061 Low
- 2,27,123 High
- 1,52,119 Medium
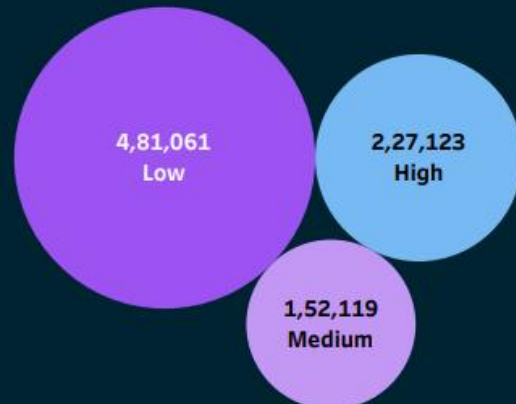
Top 10 Locations by Spending (Bar Chart) Filtered by Gender

Cust Location

Cust Location		
DELHI	₹ 123M	₹ 66M
MUMBAI	₹ 113M	₹ 58M
BANGALORE	₹ 66M	₹ 33M
GURGAON	₹ 57M	₹ 32M
NOIDA	₹ 27M	₹ 13M
KOLKATA	₹ 25M	₹ 10M
PUNE	₹ 23M	₹ 11M
CHENNAI	₹ 23M	₹ 9M
HYDERABAD	₹ 21M	₹ 8M
THANE	₹ 18M	₹ 8M

Transaction Amount INR: 0M, 20M, 40M, 60M, 80M, 100M, 120M, 140M, 160M, 180M

Dashboard 3: City and Age Group Analysis

Top 10 city transactions

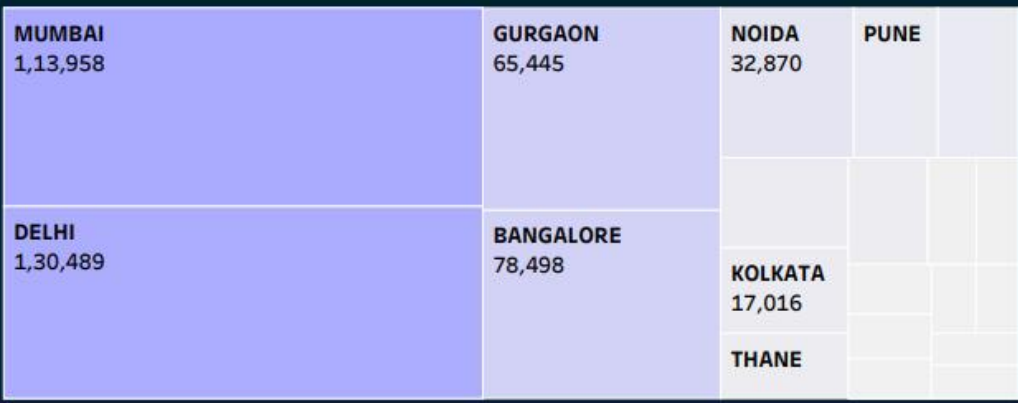| Cust Location	
DELHI	₹ 189M
MUMBAI	₹ 171M
BANGALORE	₹ 99M
GURGAON	₹ 89M
NOIDA	₹ 41M
KOLKATA	₹ 36M
PUNE	₹ 34M
CHENNAI	₹ 32M
HYDERABAD	₹ 29M
THANE	₹ 26M

Dual Combination of Weekly Customer Transaction Amount and Customer Account Balance
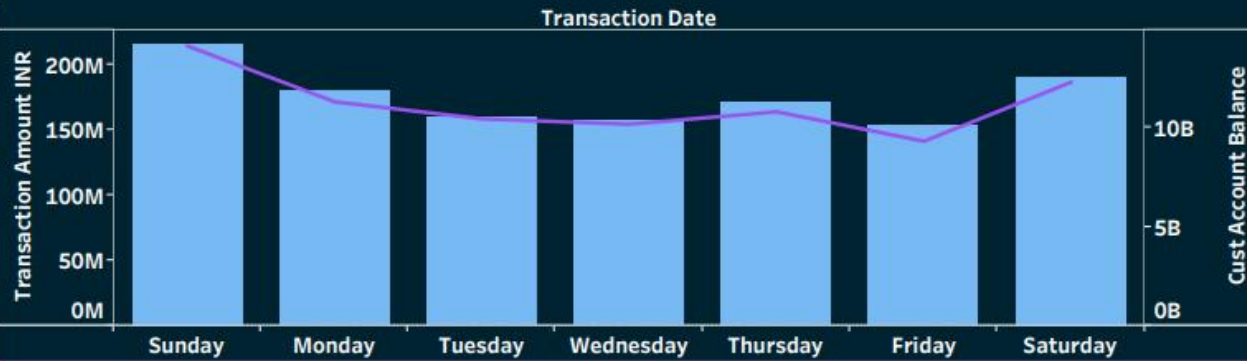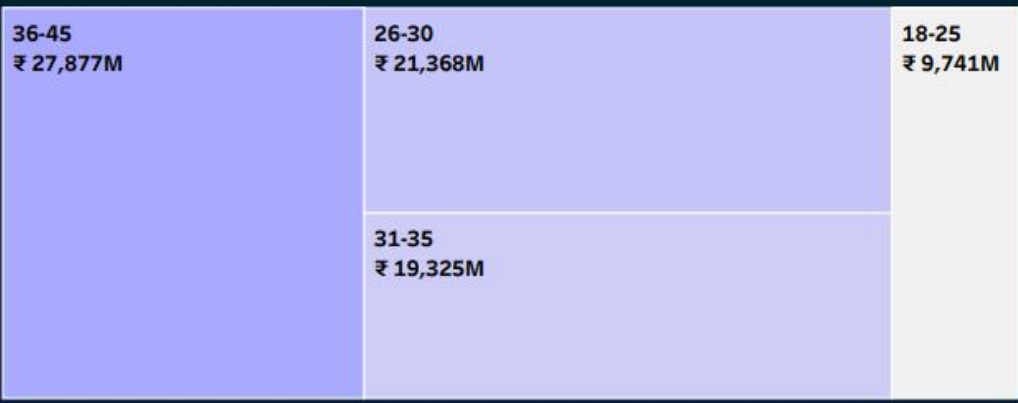

City wise Account Balance (Top 10)

Cust Location	
MUMBAI	₹ 14,321M
DELHI	₹ 13,904M
GURGAON	₹ 7,232M
BANGALORE	₹ 6,760M
NOIDA	₹ 3,024M
PUNE	₹ 1,917M
CHENNAI	₹ 1,828M
HYDERABAD	₹ 1,728M
KOLKATA	₹ 1,661M
THANE	₹ 1,276M

City wise Count of Customers (Tree Map)

MUMBAI 1,13,958	GURGAON 65,445
DELHI 1,30,489	BANGALORE 78,498

NOIDA 32,870
PUNE
KOLKATA 17,016
THANE

Age Group wise Customer Account Balance

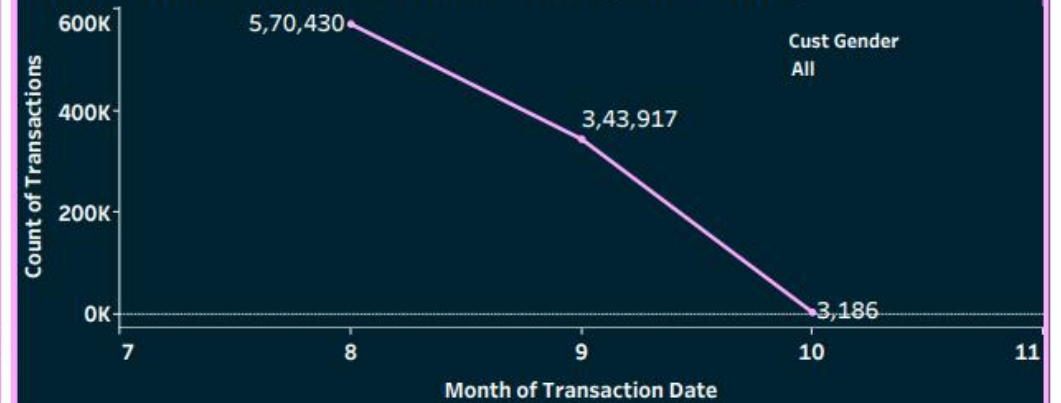| 36-45 ₹ 27,877M	26-30 ₹ 21,368M	18-25 ₹ 9,741M
	31-35 ₹ 19,325M	

Dashboard 4: Monthly and Transaction Category Analysis

Month wise Customer Account Balance filtered by Age Group (Line Chart)

Cust Account Balance

₹ 49,790M

₹ 28,266M

₹ 255M

Age Group
All

40B

20B

0B

7   8   9   10   11

Month of Transaction Date
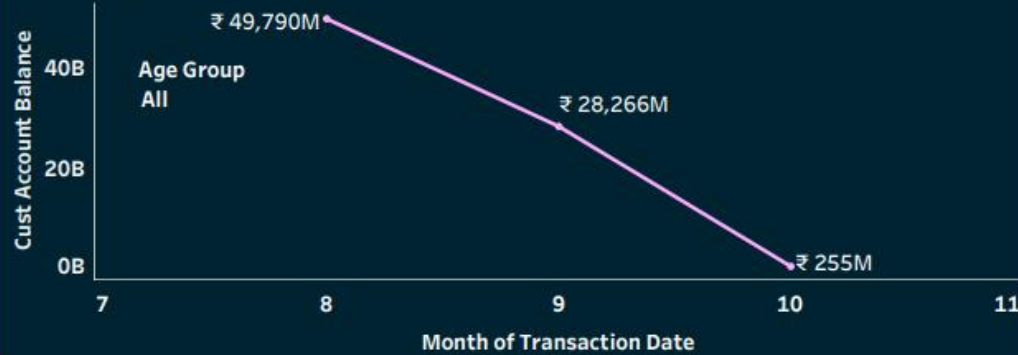
Month wise Count of Transactions (Line Chart)

Count of Transactions

5,70,430

3,43,917

3,186

Cust Gender
All

600K

400K

200K

0K

7   8   9   10   11

Month of Transaction Date

Bar Chart: Total Transaction Amount by Transaction Category

Transaction Amount Category

Total Transaction Amount

₹ 1,000M

₹ 117M

₹ 106M

1000M

800M

600M

400M

200M

0M

High   Medium   Low

Lines(Continuous) for Transaction Frequency

Transaction Date

August	September	October

Transaction Amount INR

₹ 124,066K

₹ 89,319K

₹ 95,725K

₹ 43,727K

₹ 1K

₹ 5,765K

100M

50M

0M

0   2   4   6   8   0   2   4   6   8   0   1   2   3   4   5   6   7

Weekday of Transaction Date   Weekday of Transaction Date   Weekday of Transaction Date