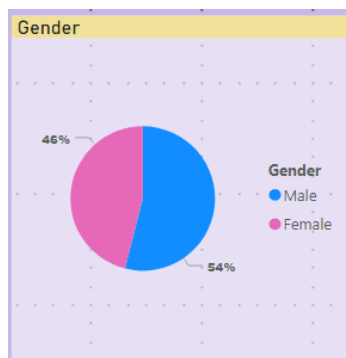
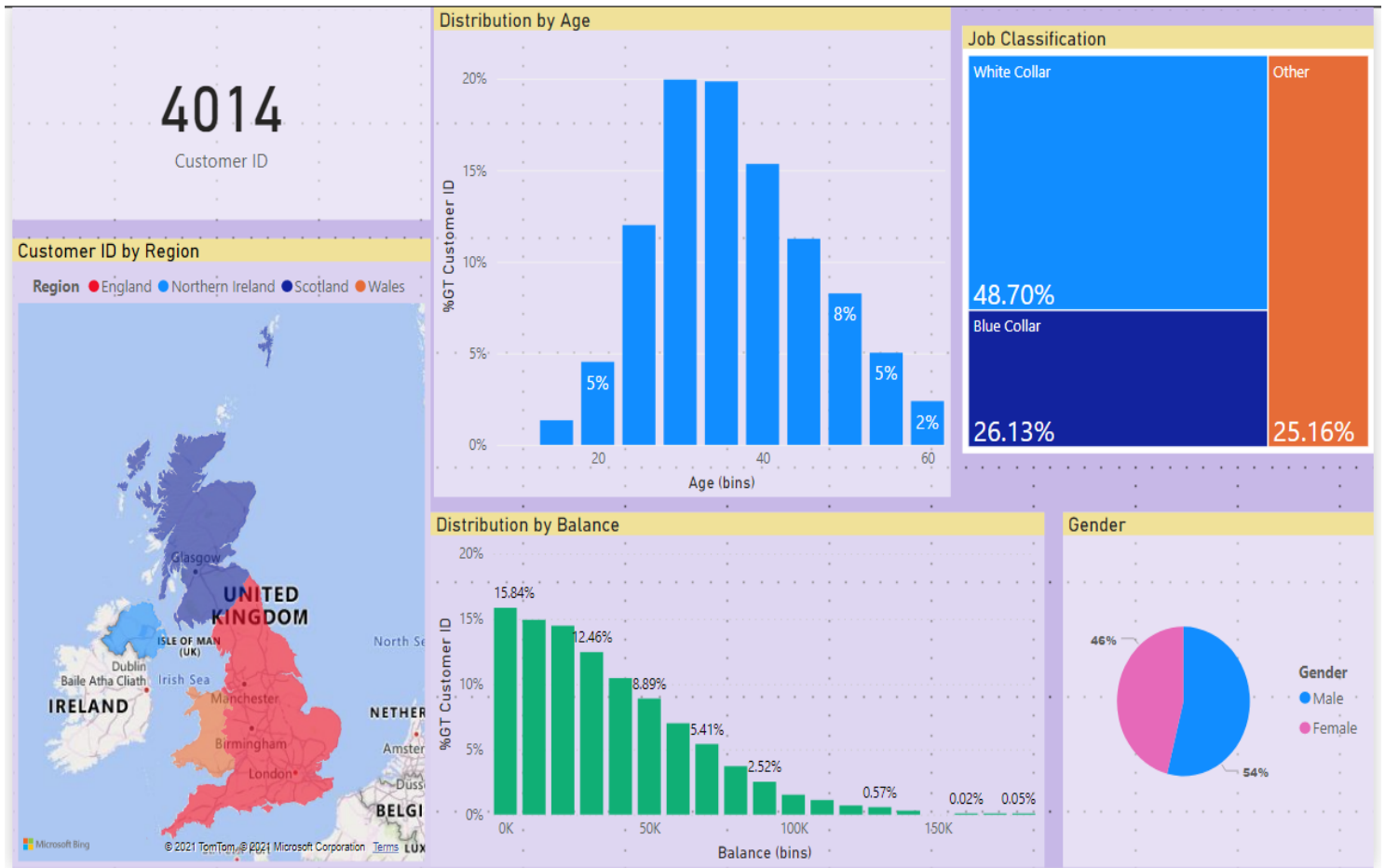
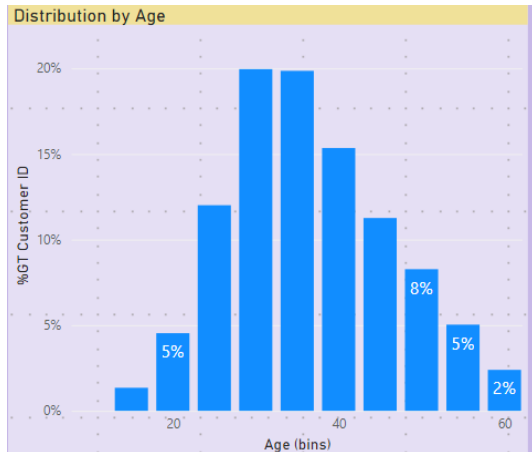


Quick Conclusions of Bank Dashboard

Power BI



Well, first of all, we can see that the gender split is about 54 percent male to 46 percent female. So it's about nearly half, but a little bit more on the male side.



We've got the highest bins for our population or for our age groups 30 to 35 and 35 to 40 years old, or just 30 to 40 years old.

That's where predominantly all of our population of the bank are sitting.

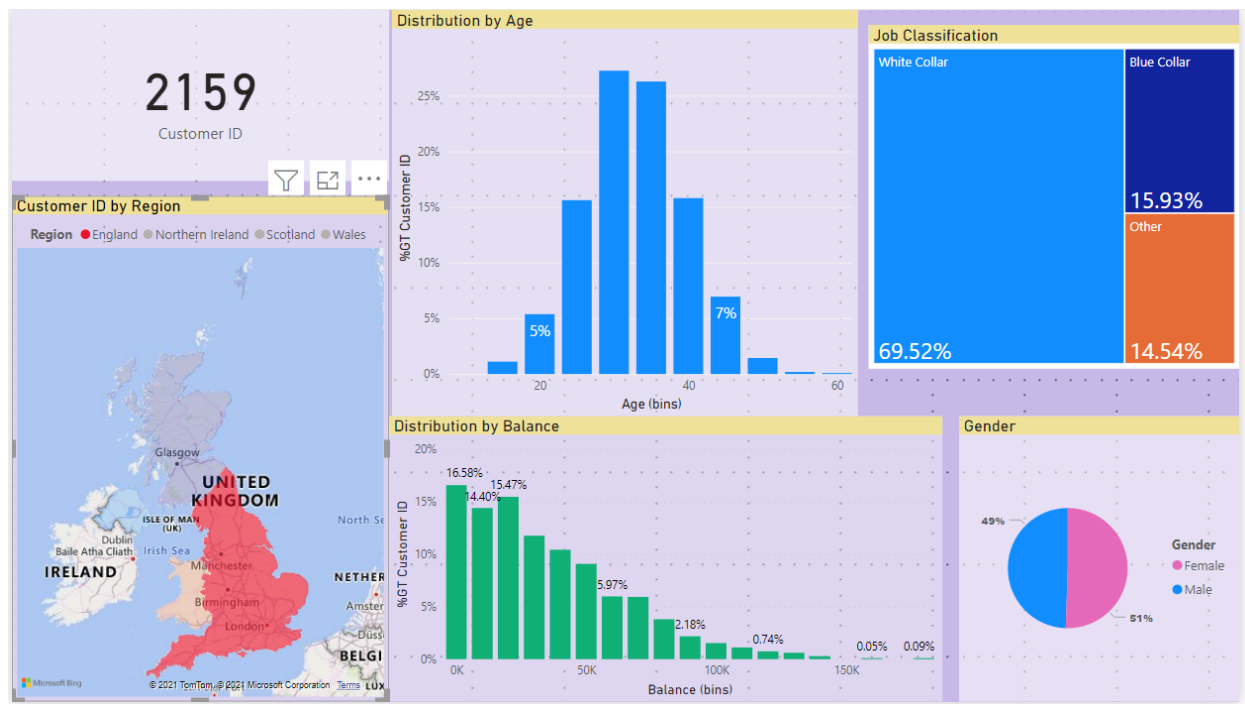
In total, that is 40 percent of our population.

These are people that are quite mature in their careers.

So they've already been in the workforce for 30 to 40 years.

So they've been in the workforce for at least ten years, some up to twenty years.

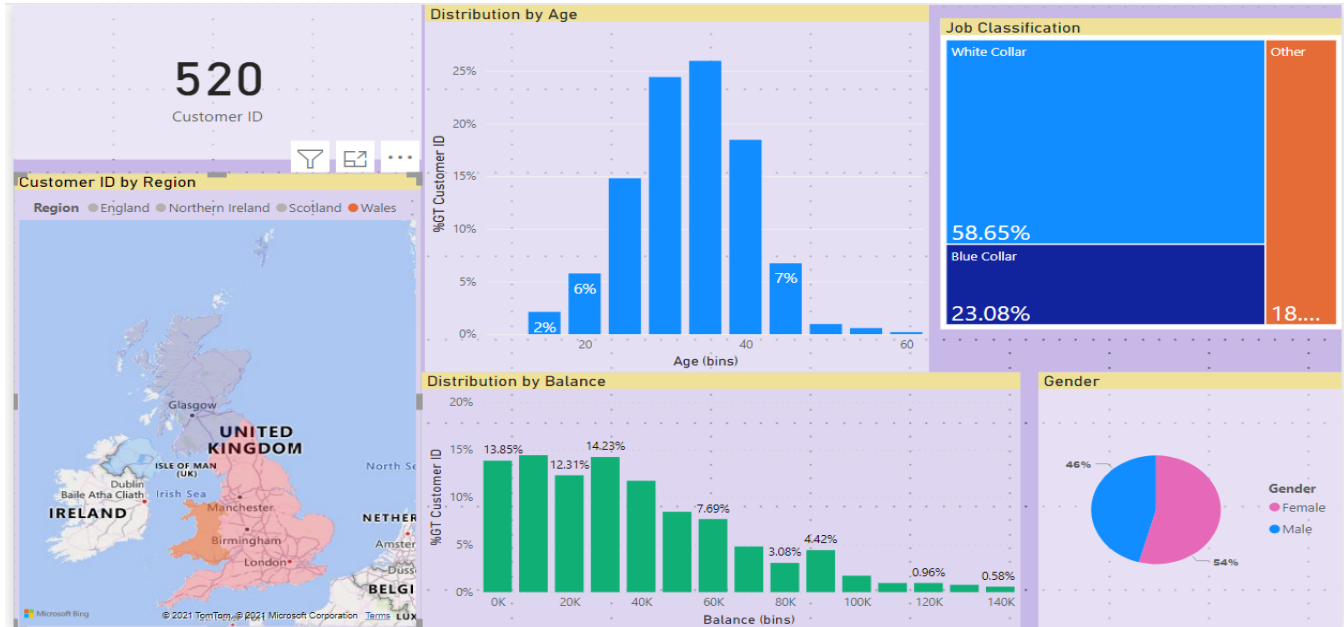
UNITED KINGDOM



Well, in the overall bank, in the overall population of the bank, we can see that the distribution of balance just drops off nicely.

Gradually here we can see that there's like a dip in the balance between 10000 to 20000 or so in this bucket in 10 to 20 thousand dollars in England.

WALES



In the gender split we're mostly servicing females, not mostly..

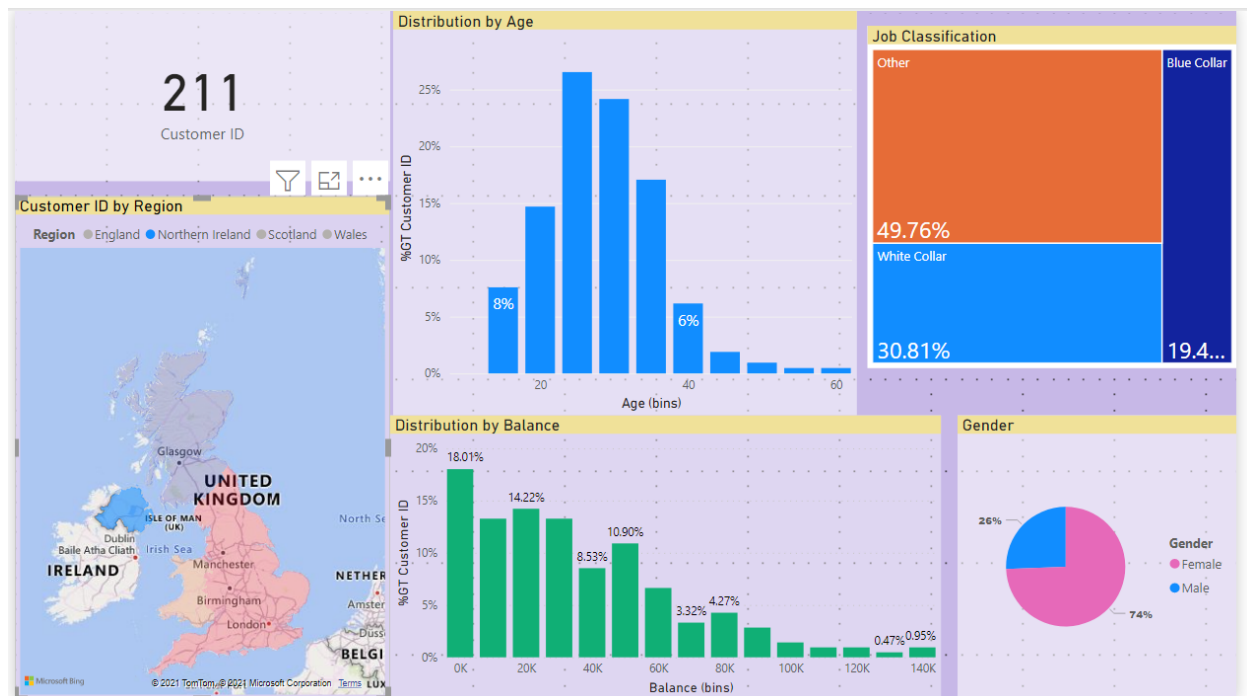
Our portion of female customers is more than in the rest of the bank.

The drop off for the older demographic.

So people from 50 years old plus in the bank it's about eight percent, five percent, two percent overall.

And when we go to Wales, we can see that there's a massive drop off like they are definitely missing out on this demographic.

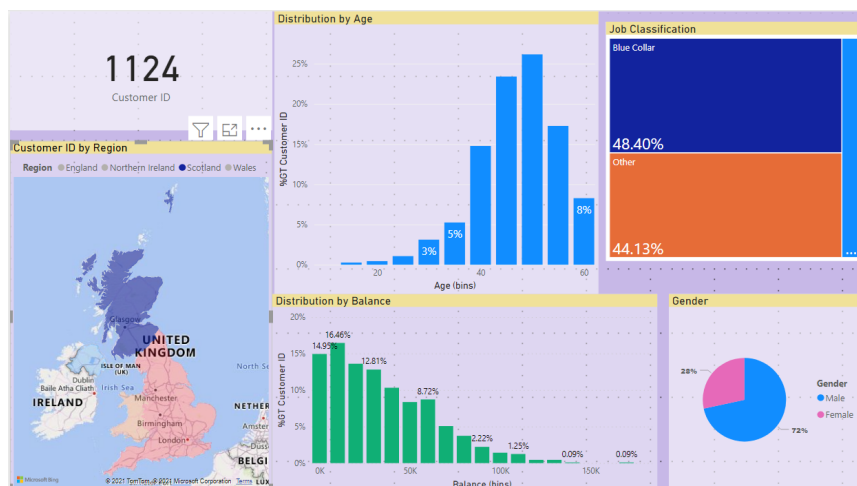
Northern Island



We've got 26 percent only male and 74 percent female.

We can also observe younger demographics in age(bins) mainly between 25 to 35 Year old.

SCOTLAND



So here we can see that in a different picture, rates of distribution are very different.

We've got the older demographic.

We've got 45 to 55 mostly.

And so that comprises about 50 percent of this part, of this region and mostly male and blue

collar.