

Business Requirement Document

Project Title: Data Analytics Project for ATM Transactions

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

Stakeholders:

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

Scope:

This project will focus on analyzing ATM transactions for Wisabi Bank 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 Lagos, Kano, Rivers State, Enugu, Rivers, and FCT Abuja.

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 (Wisabi 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 Wisabi Bank's 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.