**Bank Analysis**

* Process include Table calculations Dashboard and Storytelling.
* Dataset - Today's dataset is dummy data for an imaginary bank operating in the UK.
* Dataset consists of [Customer Id, Name, Surname, Gender, Age, Region, Job Classification, Date Joined, Balance].
* Where we import dataset into the tableau.

**Steps -**

* Creating Map - by Mapping how to Set Geographical Roles
* By setting geographical role has state/province, and edit them into custom usage.
* Creating Gender pie chart – by Creating table calculations for Gender.
* By showing percentages of males and females
* Created Distribution by Age – by Creating Bins and Distributions For Age
* Create Distribution by Balance – Leveraging the Power of Parameters
* By Creating a parameter (to control worksheet values ) to adjust bins or groups.
* Creating Job Classification – by Create a Tree Map Chart for it.
* Creating a Customer Segmentation Dashboard and adding filters and actions if necessary.
* Advanced Dashboard Interactivity – adding filters and actions.
* Analyzing the Customer **Segmentation Dashboard** - by clicking on the worksheets on dashboard, where while clicking on the one visual worksheet will reflect on other worksheets and shows respective related results, it is because due to filter usage.
* Creating a **Storyline** –
* By adding all worksheets or dashboard to the story line tab.
* Started creating story by adding related information in caption tab.
* The caption tells story of the page, while clicking on caption visual will be shown as per our edit.
* We will be selecting bank regions in uk for the respective results by using the story mode.
* Caption 1 - The Bank's Customer Baseline.
* Caption 2 - **England** mostly represented by white collar workers (70%).
* Caption 3 - Customers in **Scotland** predominantly males in their late 40's and early 50's. Representation of white collar workers is low.
* Caption 4 - Data of **Wales** show an above average representation of mid-sized ranges.
* Caption 5 - **Northern Ireland** is mostly represented by female customers in younger age groups.