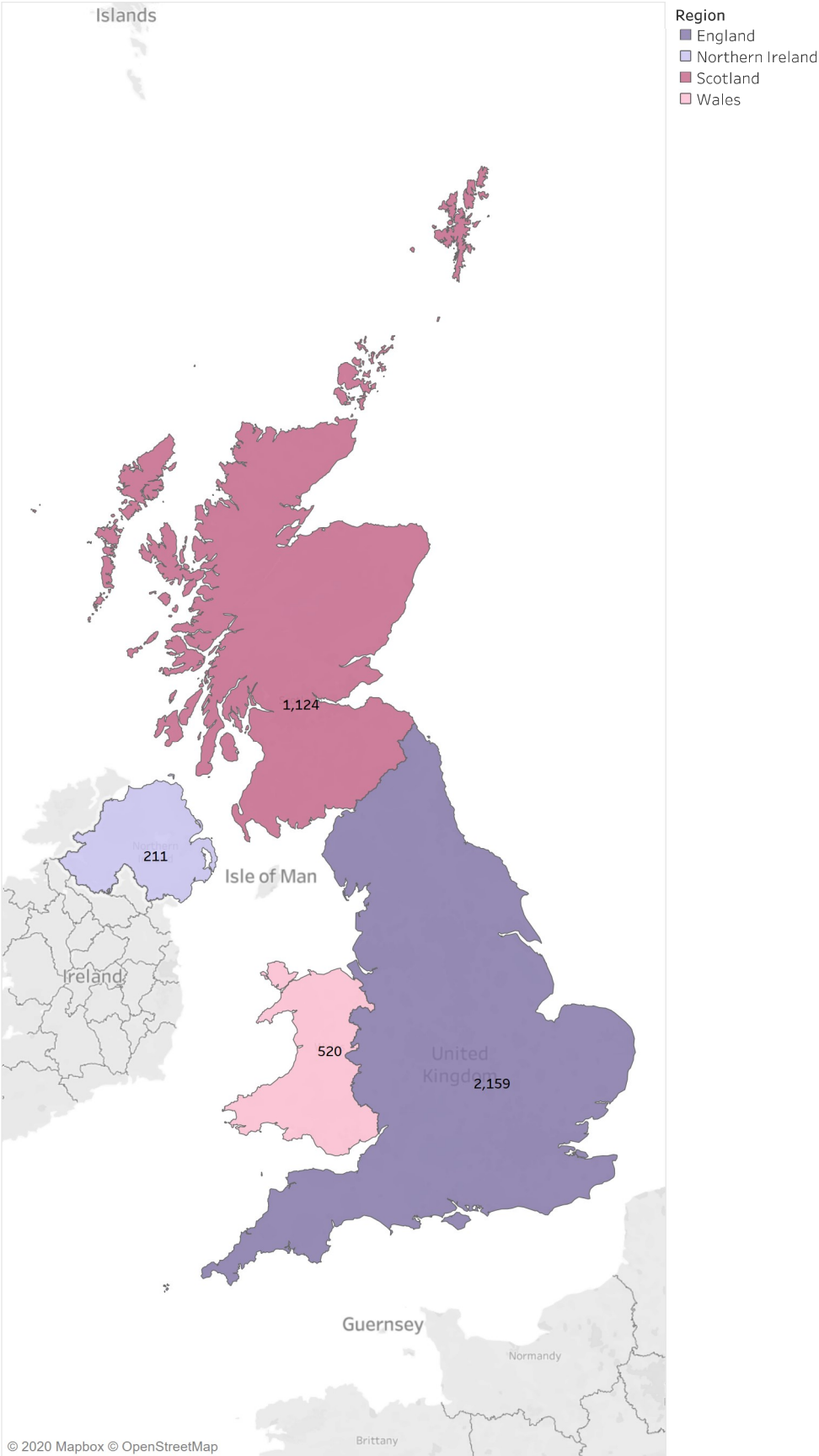
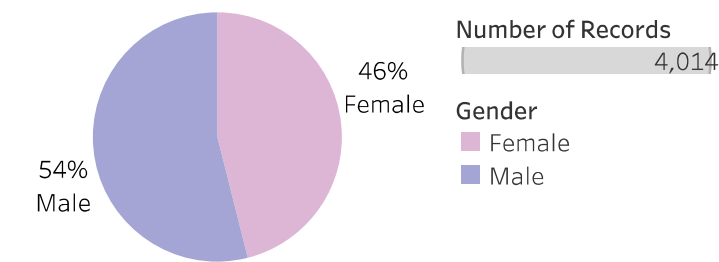


Regions



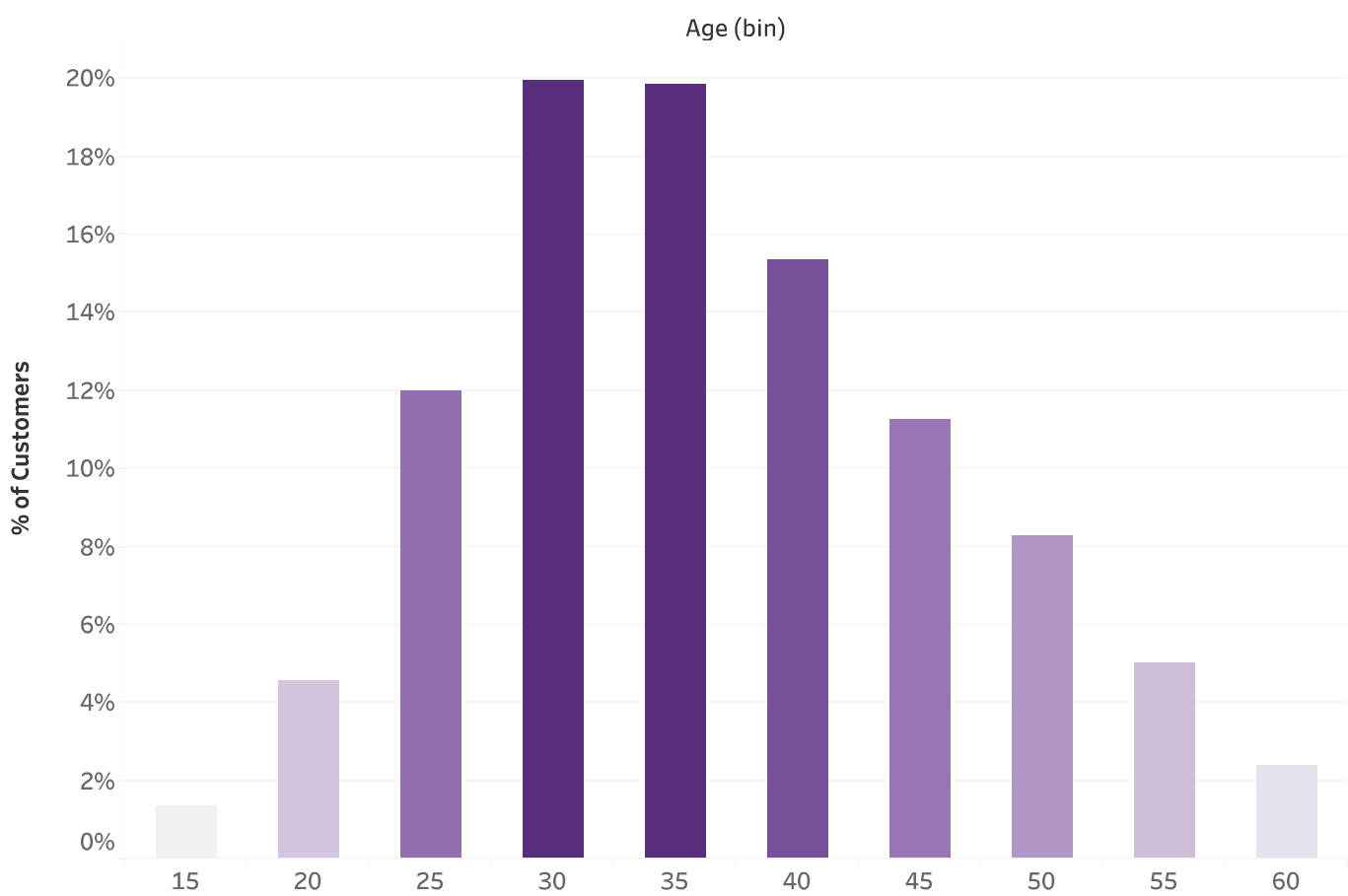
Map based on Longitude (generated) and Latitude (generated). Color shows details about Region. The marks are labeled by sum of Number of Records. Details are shown for Region. The data is filtered on Action (Gender), Action (Job Classification) and Action (Age (bin)). The Action (Gender) filter keeps 2 members. The Action (Job Classification) filter keeps 3 members. The Action (Age (bin)) filter keeps 10 members.

Gender



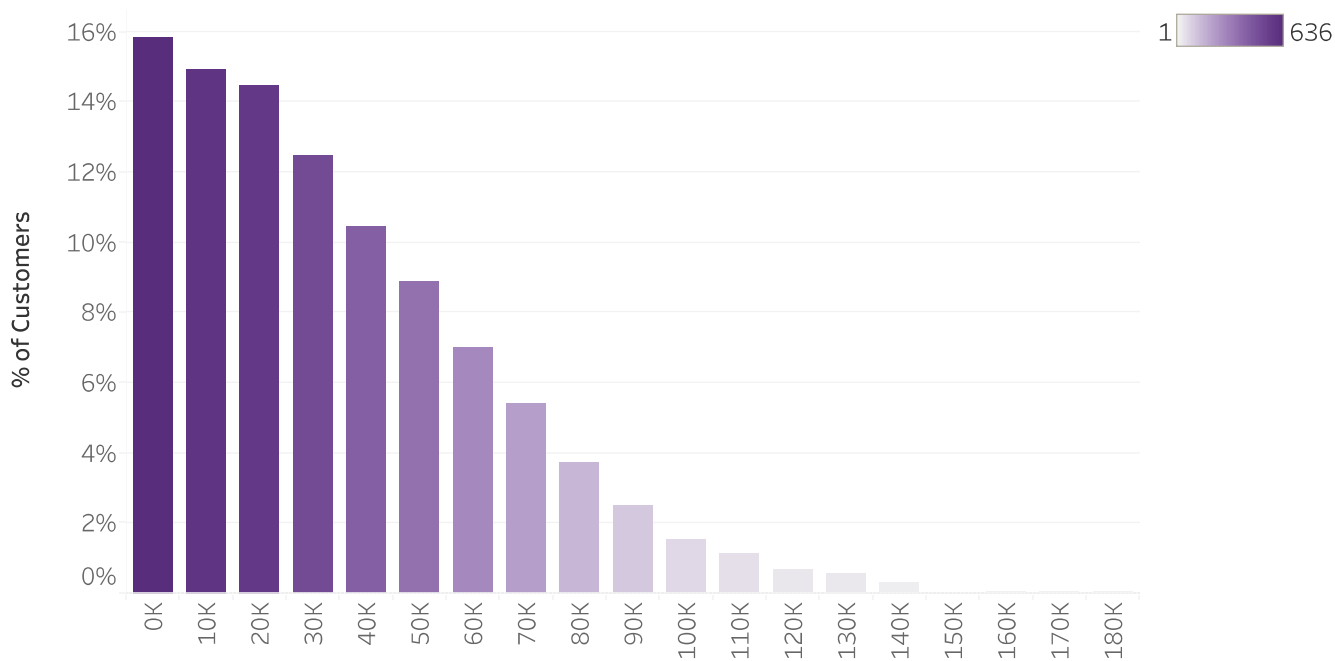
% of Total Number of Records and Gender. Color shows details about Gender. Size shows sum of Number of Records. The marks are labeled by % of Total Number of Records and Gender. The data is filtered on Action (Region), Action (Job Classification) and Action (Age (bin)). The Action (Region) filter keeps 4 members. The Action (Job Classification) filter keeps 3 members. The Action (Age (bin)) filter keeps 10 members.

Age Distribution



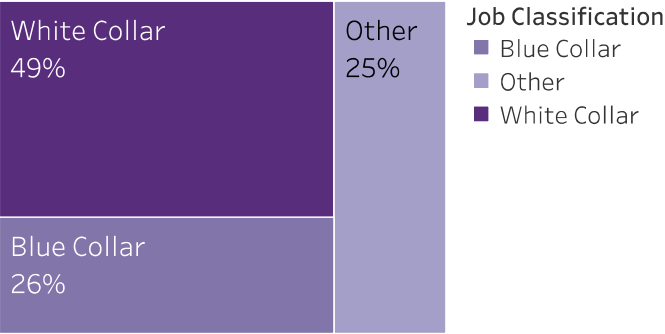
% of Total Number of Records for each Age (bin). Color shows % of Total Number of Records. The data is filtered on Action (Region), Action (Gender) and Action (Job Classification). The Action (Region) filter keeps 4 members. The Action (Gender) filter keeps 2 members. The Action (Job Classification) filter keeps 3 members.

Balance Distribution



% of Total Number of Records for each Balance (bin). Color shows sum of Number of Records. The data is filtered on Action (Region), Action (Gender), Action (Job Classification) and Action (Age (bin)). The Action (Region) filter keeps 4 members. The Action (Gender) filter keeps 2 members. The Action (Job Classification) filter keeps 3 members. The Action (Age (bin)) filter keeps 10 members.

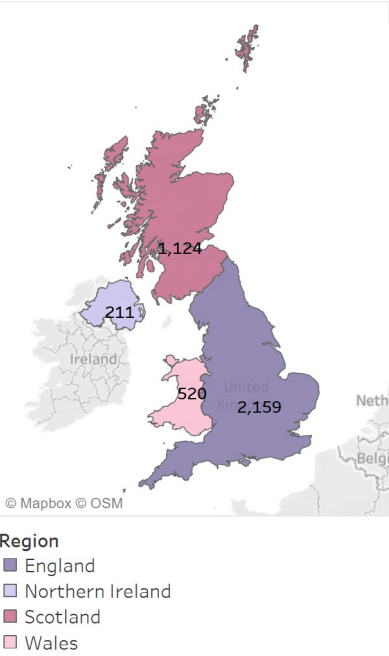
Customer Job Classification



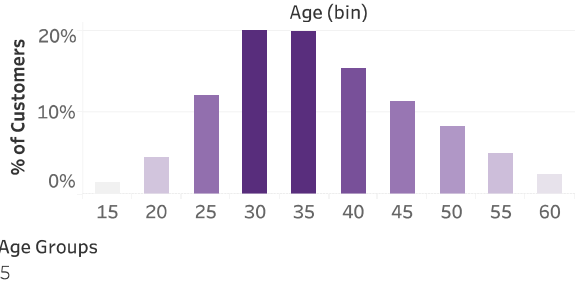
Job Classification and % of Total Number of Records. Color shows details about Job Classification. Size shows sum of Number of Records. The marks are labeled by Job Classification and % of Total Number of Records. The data is filtered on Action (Region), Action (Gender) and Action (Age (bin)). The Action (Region) filter keeps 4 members. The Action (Gender) filter keeps 2 members. The Action (Age (bin)) filter keeps 10 members.

Customer Segmentation

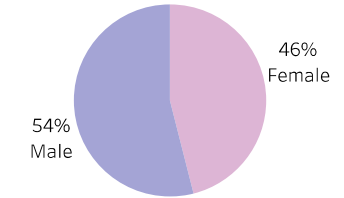
Regions



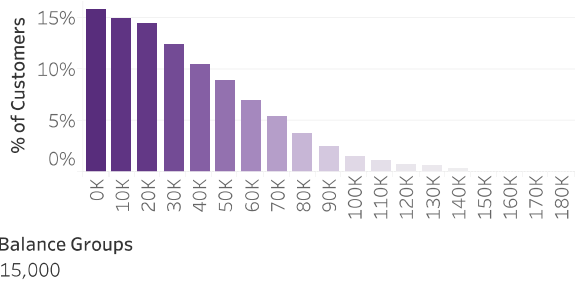
Age Distribution



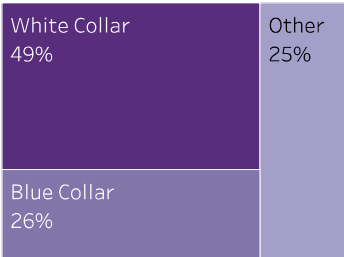
Gender



Balance Distribution



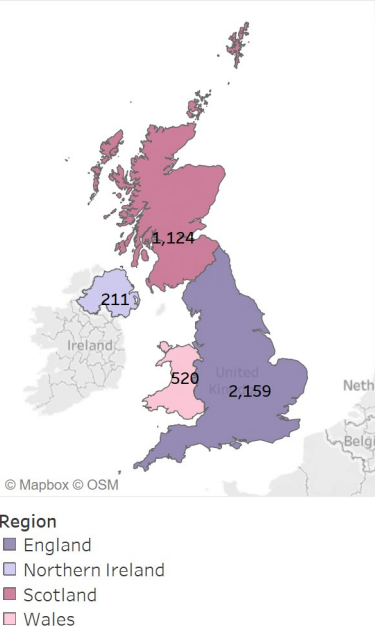
Customer Job Classification



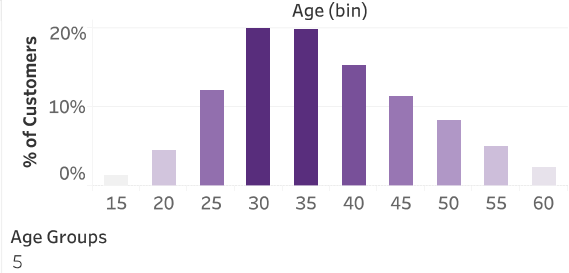
Bank's Customer Baseline	England is mostly represented by white collar workers (70%)	Customers in Scotland are in their late 40s and 50s	Data for Wales shows above average representation
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Customer Segmentation

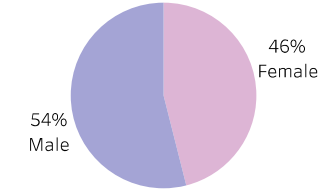
Regions



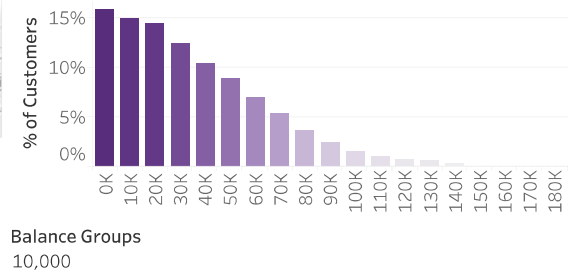
Age Distribution



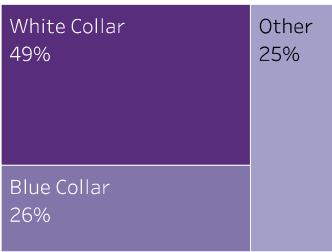
Gender



Balance Distribution



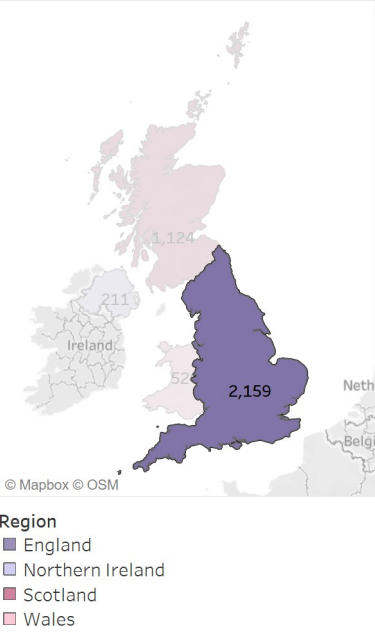
Customer Job Classification



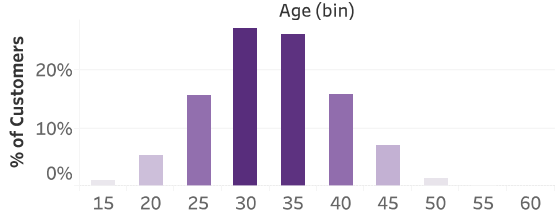
Bank's Customer Baseline	England is mostly represented by white collar workers (70%)	Customers in Scotland are in their late 40s and 50s	Data for Wales shows above average representation
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Customer Segmentation

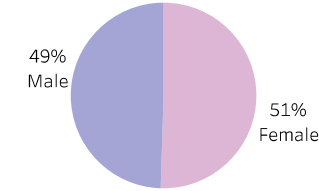
Regions



Age Distribution



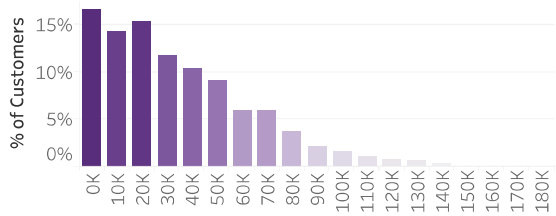
Gender



Age Groups

5

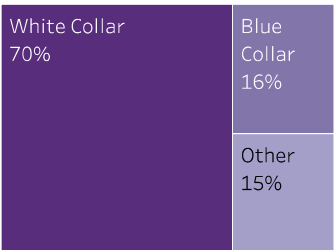
Balance Distribution



Balance Groups

10,000

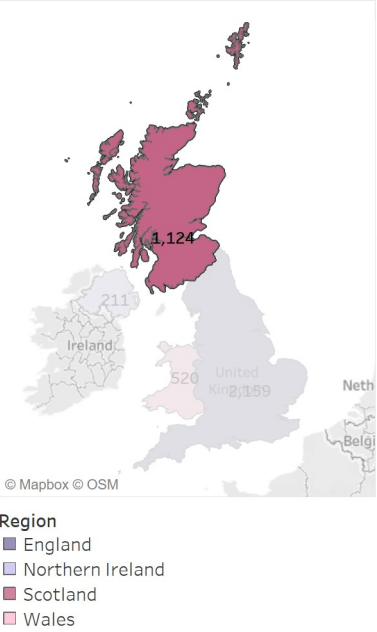
Customer Job Classification



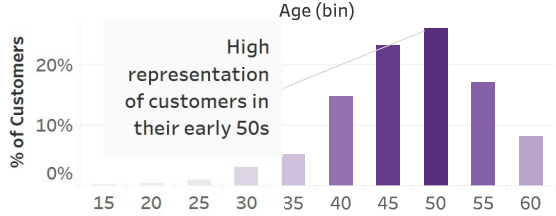
Bank's Customer Baseline	England is mostly represented by white collar workers (70%)	Customers in Scotland are in their late 40s and 50s	Data for Wales shows above average representation
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Customer Segmentation

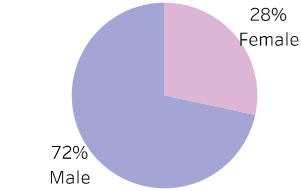
Regions



Age Distribution



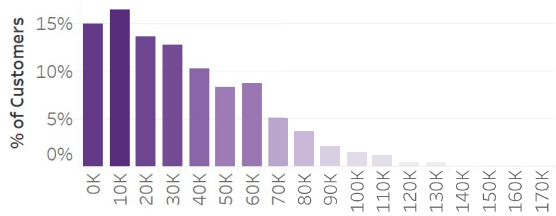
Gender



Age Groups

5

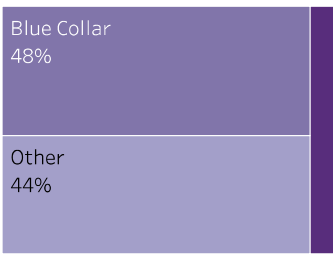
Balance Distribution



Balance Groups

10,000

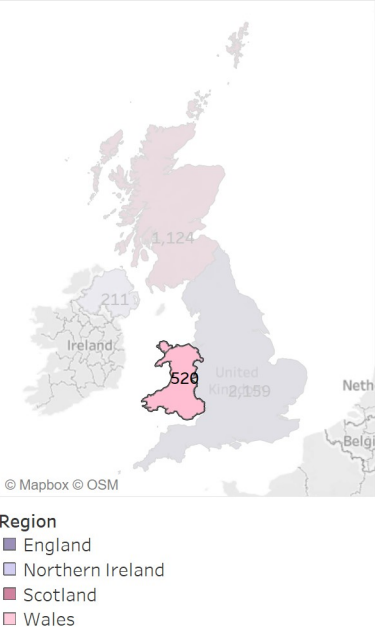
Customer Job Classification



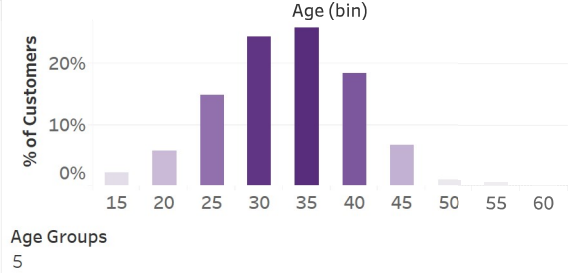
Bank's Customer Baseline	England is mostly represented by white collar workers (70%)	Customers in Scotland are in their late 40s and 50s	Data for Wales shows above average representation
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Customer Segmentation

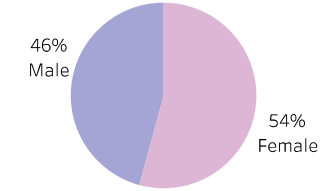
Regions



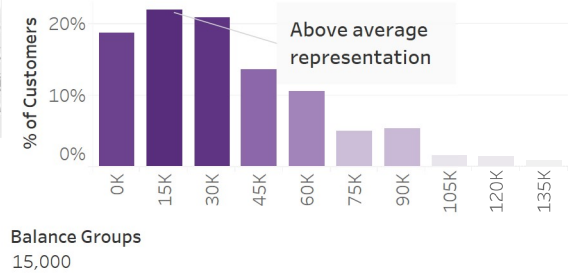
Age Distribution



Gender



Balance Distribution



Customer Job Classification

