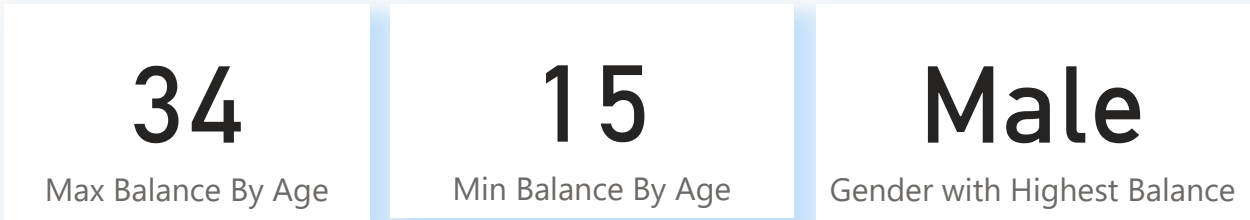
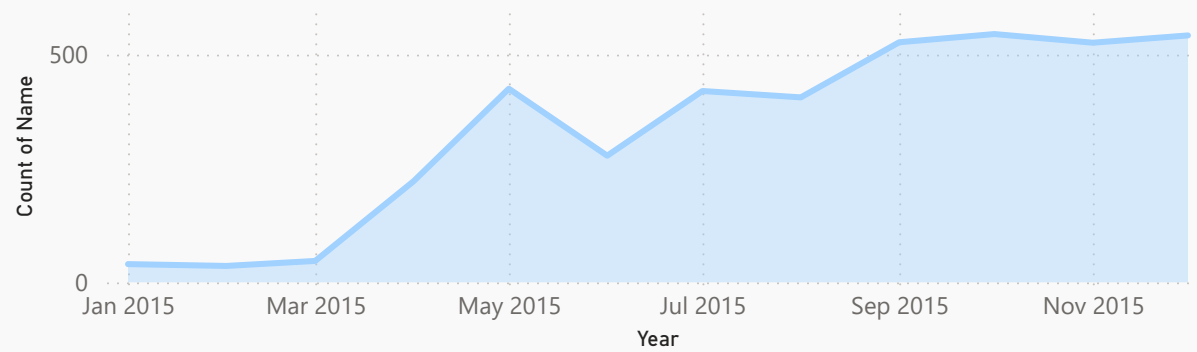


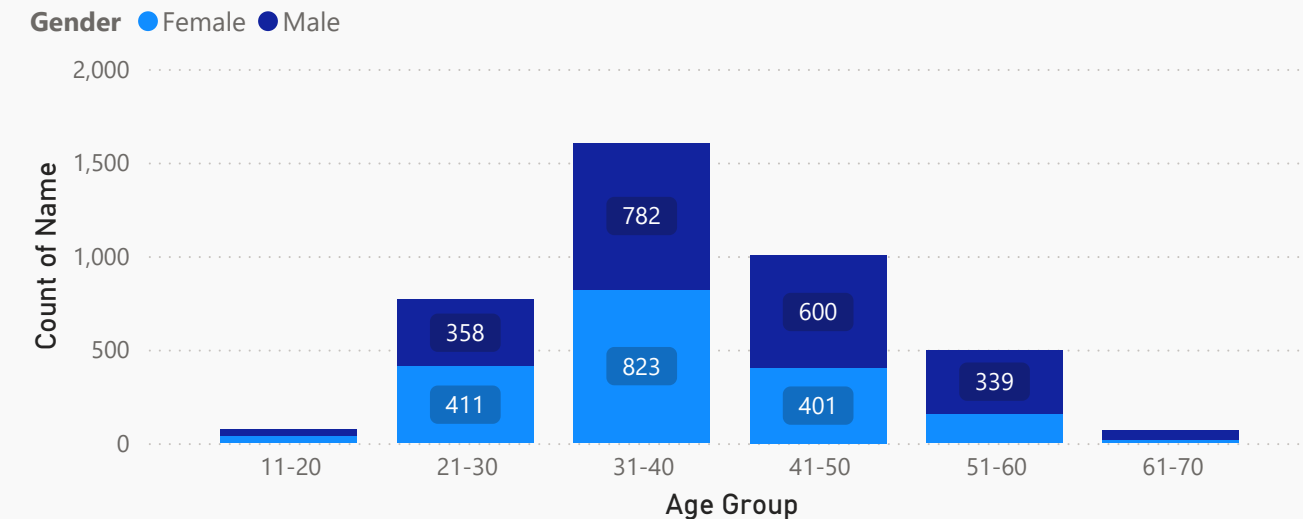
Customer Bank Analysis



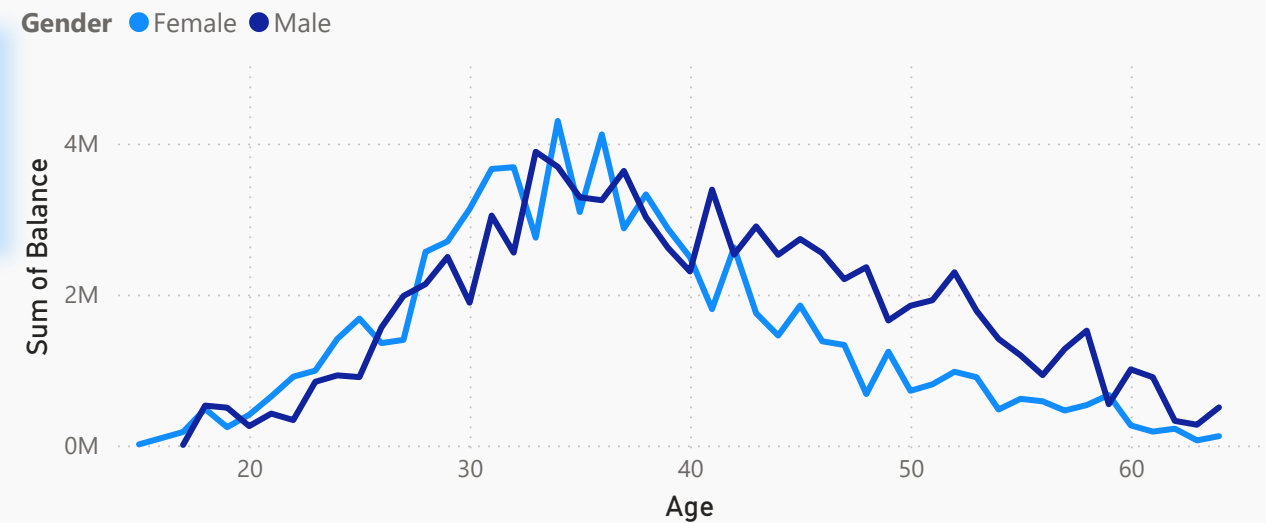
Total of Customer Joined



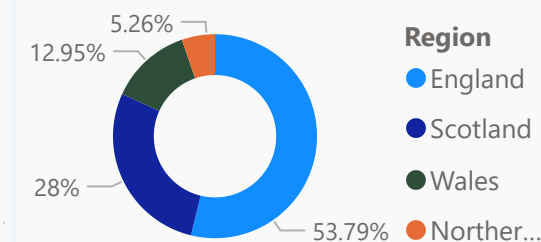
Number of customers by Age Group and Gender



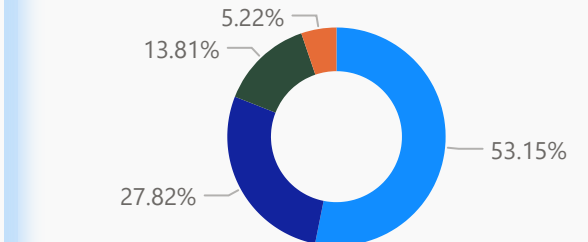
Balance by Age and Gender



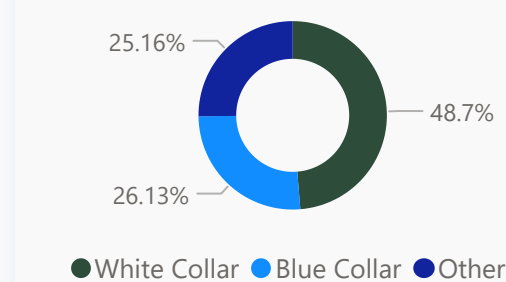
Number of Customers by Region



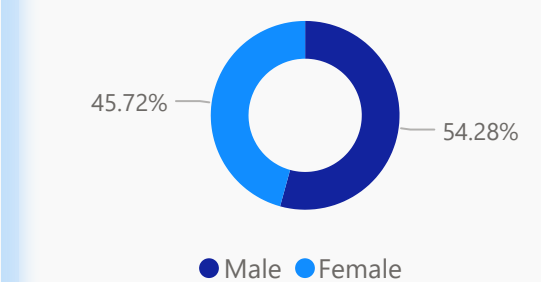
Balance by Region



Number of customers by Job Type



Balance by Gender



Customer Bank Analysis Dashboard

This interactive report presents a detailed view of customer demographics and banking behaviors, segmented by age, gender, region, and job type.

♦ Purpose:

To understand customer distribution, analyze balance trends across demographics, and support strategic planning in customer engagement and financial product offerings.

♦ Key Features:

- Total customer growth over time (2015)
- Customer distribution by age group and gender
- Balance analysis by age, gender, and region
- Geographic segmentation of customers across U.K. regions
- Job-type segmentation with corresponding balance insights

♦ Tools Used:

Power BI, DAX measures, multi-level filtering, and interactive visualizations

This dashboard is designed for business stakeholders, marketing teams, and financial analysts to uncover trends and optimize customer-centric strategies in the banking sector.