

Customer Bank Analysis

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Max Balance By Age

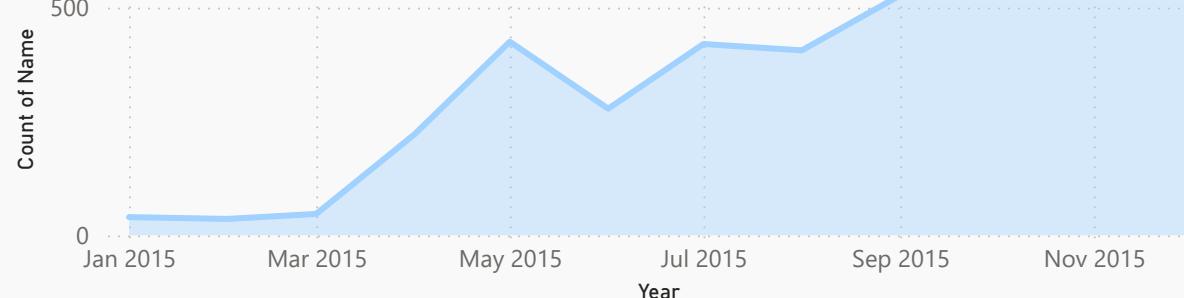
15

Min Balance By Age

Male

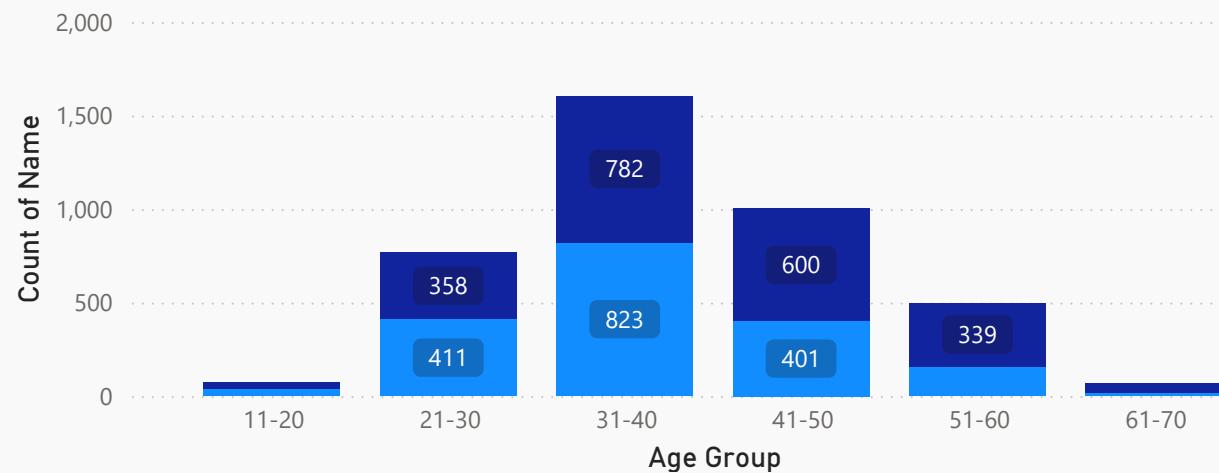
Gender with Highest Balance

Total of Customer Joined



Number of customers by Age Group and Gender

Gender ● Female ● Male

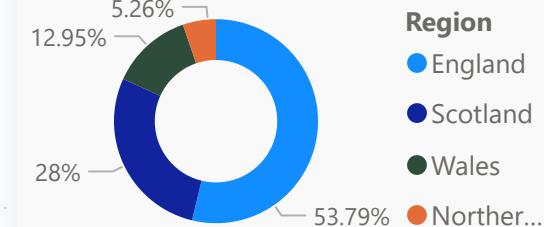


Balance by Age and Gender

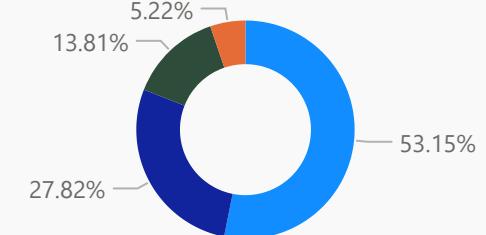
Gender ● Female ● Male



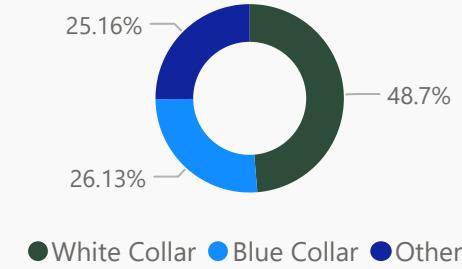
Number of Customers by Region



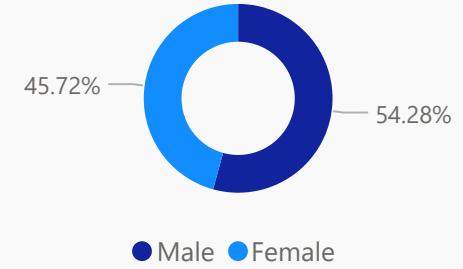
Balance by Region



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.