

Tableau Story

On

United Kingdom Bank Customer Analysis

Customers in Scotland are predominantly males

>

32

A map of the United Kingdom with the following data points:

Region	Number of People per Square Kilometer
Scotland	1,124
Northern Ireland	211
England	2,159
Wales	520

The map also includes a legend for the United Kingdom and Ireland, and a scale bar indicating 0 to 100 miles.

Number of Products	% of Customers
0K	~24%
25K	~24%
50K	~19%
75K	~8%
100K	~3%
125K	~0%
150K	~0%
175K	~0%

A bar chart titled '% of Customers' on the y-axis and age groups on the x-axis. The y-axis ranges from 0% to 4% with major gridlines at 2% intervals. The x-axis labels are 17, 21, 25, 29, 33, 37, 41, 45, 49, 53, 57, and 61. The bars are teal. The distribution is roughly bell-shaped, starting near 0% at age 17, rising to a peak of approximately 4.6% between ages 33 and 37, and then declining back towards 0% by age 61. A legend in the bottom right corner indicates '1 null' with a small teal square.

Age Group	% of Customers
17	0.0%
18	0.6%
19	0.4%
20	0.5%
21	0.6%
22	0.7%
23	1.0%
24	1.2%
25	1.4%
26	1.7%
27	1.9%
28	2.4%
29	2.6%
30	3.4%
31	3.1%
32	4.1%
33	4.2%
34	4.6%
35	4.1%
36	4.6%
37	4.1%
38	3.9%
39	3.2%
40	3.3%
41	3.2%
42	3.0%
43	2.8%
44	2.9%
45	2.8%
46	2.3%
47	2.3%
48	2.1%
49	1.6%
50	1.7%
51	1.8%
52	1.9%
53	1.6%
54	1.4%
55	1.2%
56	1.1%
57	0.7%
58	1.0%
59	1.1%
60	0.6%
61	0.7%

- England
- Northern Ireland
- Scotland
- Wales

Age Groups

1

◀ ▶

Frequency	Percentage
Often	54%
Sometimes	46%

White Collar 49%	Other 25%
Blue Collar 26%	

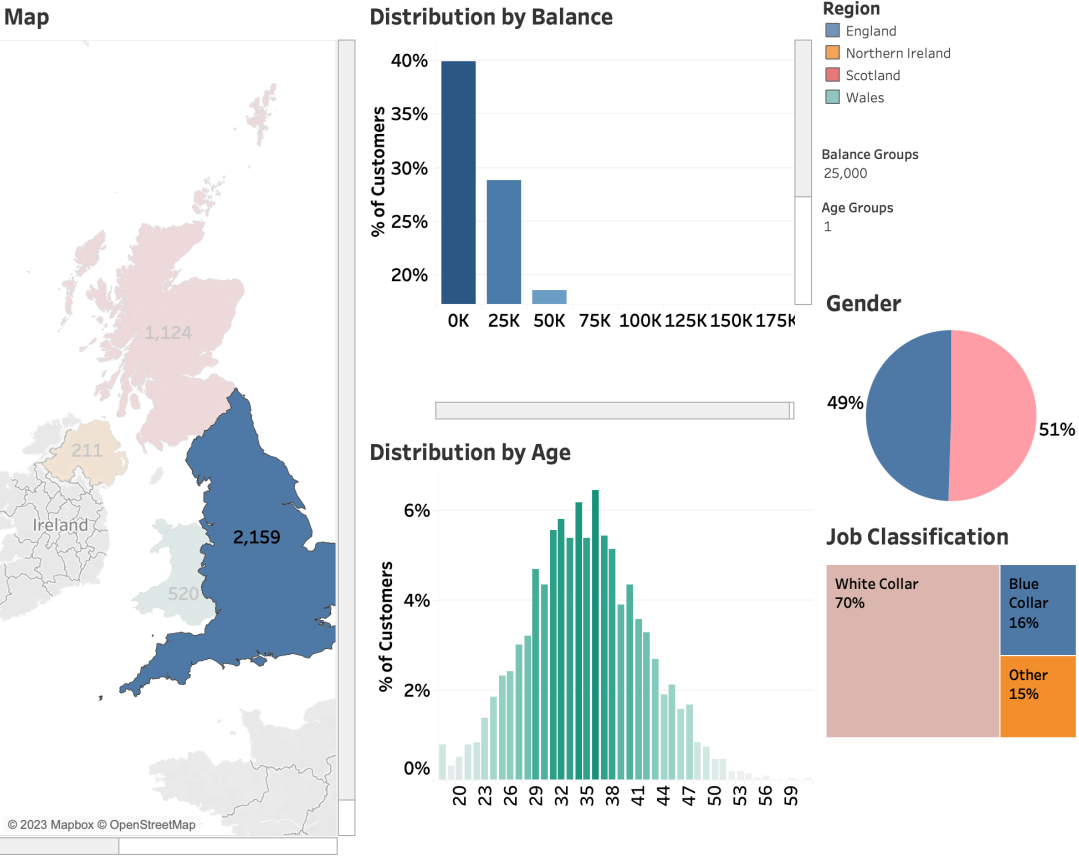
This is the Bank's Customer baseline

England is mostly represented by white collar workers (70%)

Customers in Scotland are predominantly males in their late 40s.

Data for Wales shows an above average representation of mid..

Northern Ireland is mostly represented by female customers in y..



This is the Bank's Customer baseline

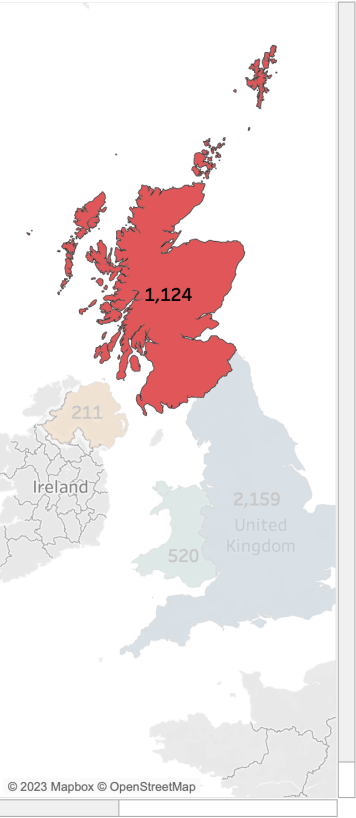
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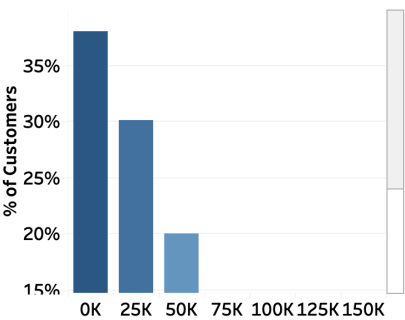
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Map



Distribution by Balance



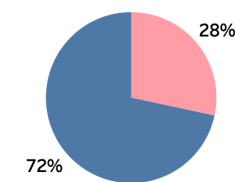
Region



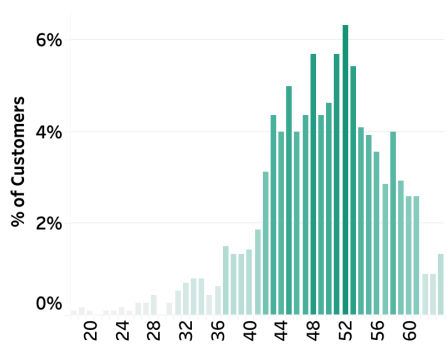
Balance Groups
25,000

Age Groups
1

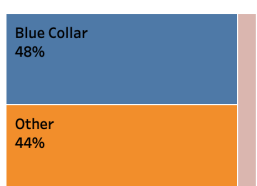
Gender



Distribution by Age



Job Classification



This is the Bank's Customer baseline

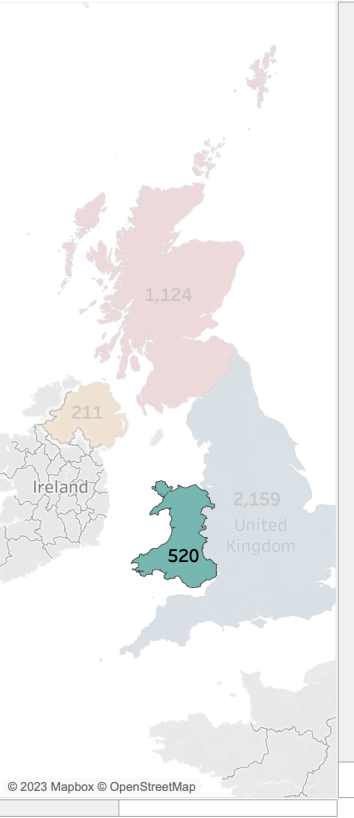
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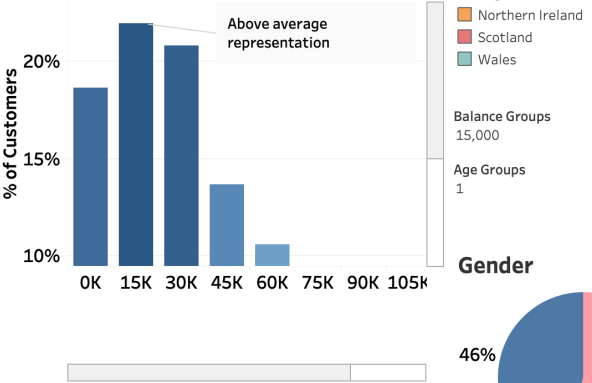
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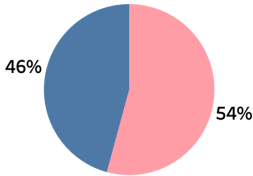
Map



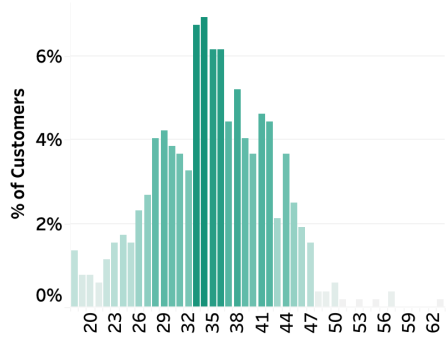
Distribution by Balance



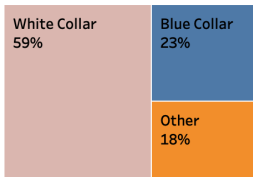
Gender



Distribution by Age



Job Classification



This is the Bank's Customer baseline

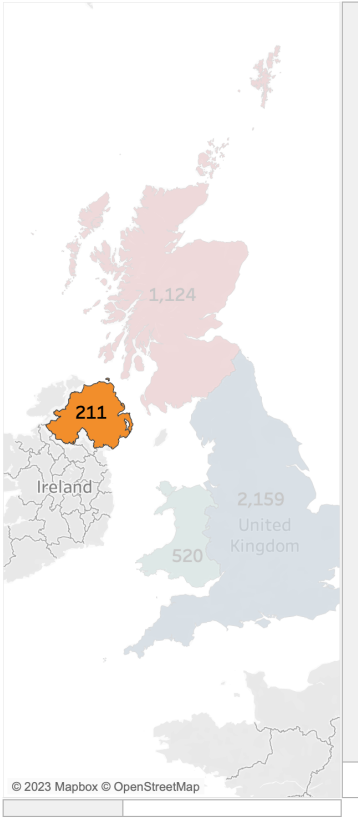
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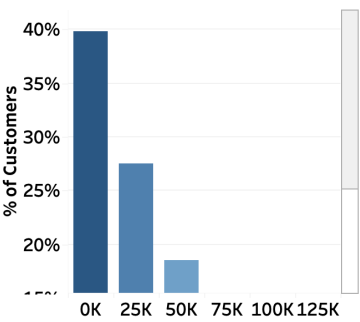
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Distribution by Balance



Region



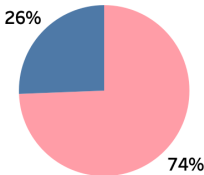
Balance Groups

25,000

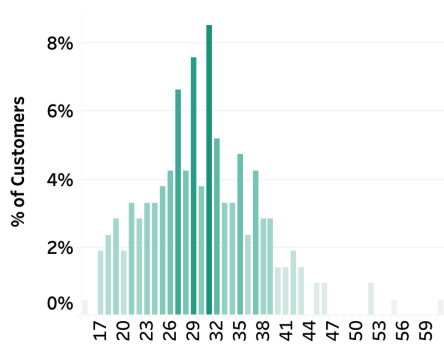
Age Groups

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Gender



Distribution by Age



Job Classification

