

SYNOPSIS

Project Title: Banking Data Analytics using Microsoft Excel

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Team Members:

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Overview:

This project focuses on analyzing banking data using Microsoft Excel. The dataset contains customer details such as age, job, marital status, education, housing loan, and campaign response. Various Excel operations like conditional formatting, pivot tables, filtering, sorting, and chart visualization have been applied to uncover insights such as customer demographics, loan distribution, and campaign performance trends.

Objectives:

1. To clean, organize, and format raw banking data in Excel.
2. To apply conditional formatting for highlighting key metrics.
3. To use Pivot Tables and Charts to visualize customer and loan insights.
4. To summarize customer trends for better decision-making.

Tools and Techniques Used:

- Microsoft Excel
- Pivot Tables and Pivot Charts
- Conditional Formatting
- Data Filtering and Sorting
- Graphical Data Representation (Bar Chart, Pie Chart, Line Graph)

Expected Outcome:

The project will result in a well-organized Excel file showcasing data insights, visual trends, and summarized reports that help understand customer behavior, loan patterns, and marketing effectiveness.