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OBJECTIVE

1. To assess the overall distribution of the data to Male and Female clients, as well as their ages;
2. To evaluate which gender has a higher number of account opening;
3. To evaluate which age group has the most account openings.

PROCESS AND METHODS

Data used was owned by Cooperative Bank of Cotabato, a banking institution. To retain its confidentiality, name and account number should not be disclosed.

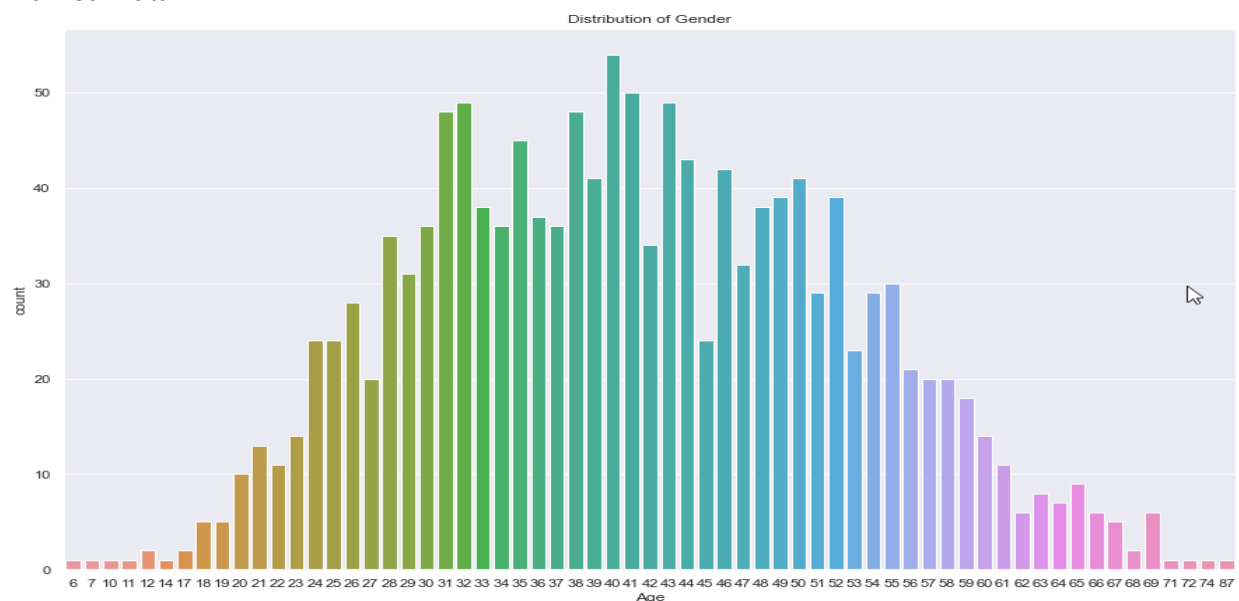
There were 1,396 trained data, clients aged 6 years old through 87 years old were used. There is an initial of 10% test data, however, for satisfactory results, 500 or 35% of the trained data were examined and run into a test data. This 500 test data was composed of Male and Female of equal number (250 each) used clients aged at 14 years old through 71. Selection of test data was based on simple random sampling technique method.

Information was gathered and tested in order to assess the overall distribution of the data based on gender, income, and age group. This project analyzes bank data using the descriptive analysis. The data were saved in the comma-separated values file (csv) format so that the application used for data segmentation could interpret them.

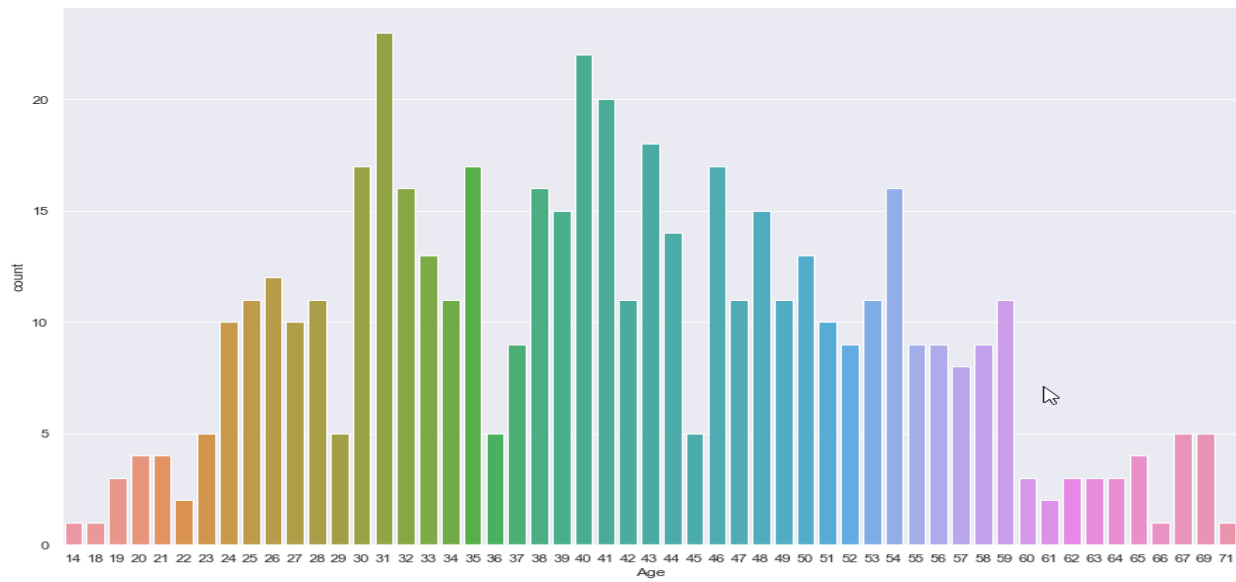
RESULTS AND DISCUSSION

Age Distribution Histogram and frequency of opening an accounts

Trained Data



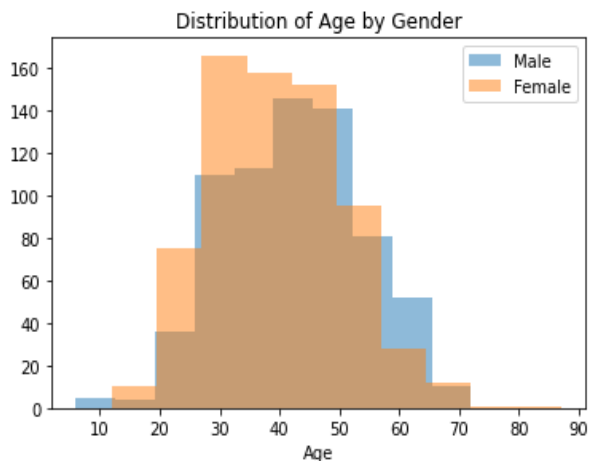
Test Data



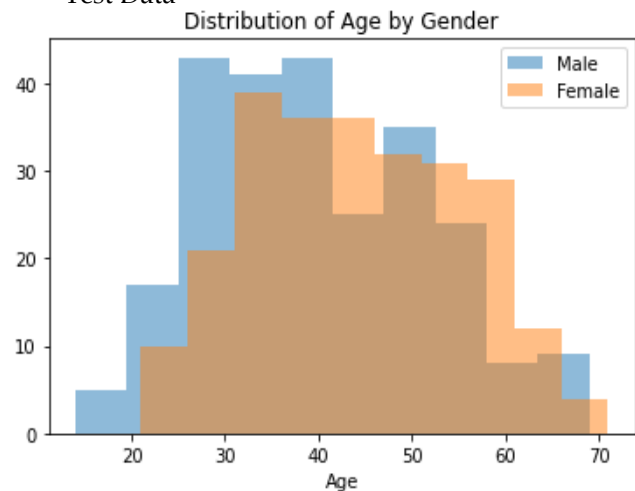
Based on the data, clients aging early 20's through 60 years were the most likely to open a savings account. There were less clients opening an accounts at the young or old ages. This might be because of their cash flow and issue on maintaining the said accounts.

Age Histogram by Gender

Trained Data



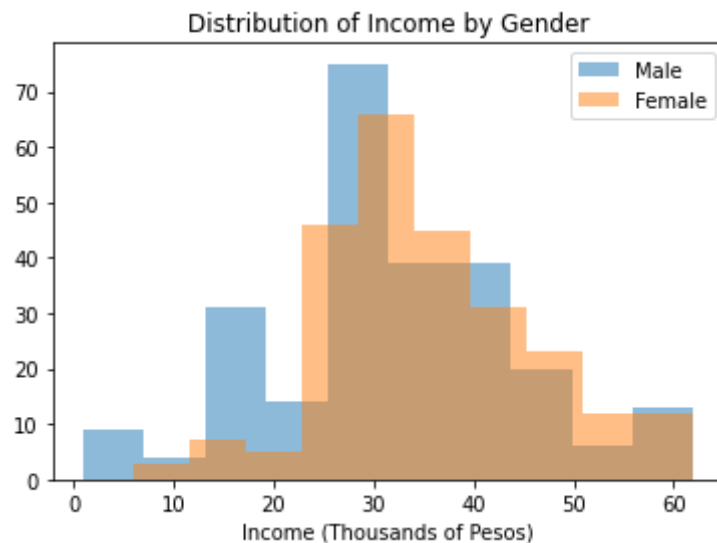
Test Data



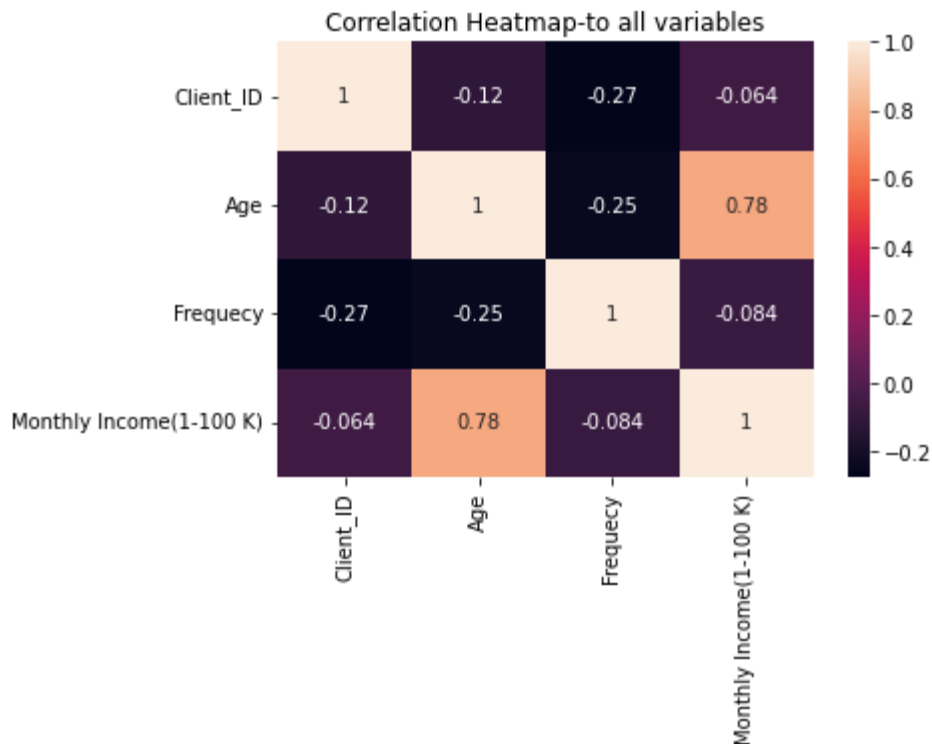
On the trained data set, there is a higher number of women than men opening an account at the age of early 10s up to late 50s. While on the test data set, more men open an account at the early 20s through 40s and on their 50s. As observed, higher percentage of women are opening at the age of early 40s and between 50s-70s.

In addition, men mostly open an account at their middle ages. This might be because of age. Age and resources more strongly affects the inflow of money that might be used for saving. Most of the old ages and younger ones, they do the spending rather than earning.

Test Data



As observed, men has higher income than women at the age of late 10s-30s. Hence, more men are opening an account at this age range.



On the plot above, there is a strong correlation between the Age and the Monthly income. As the person gets older, income tends to increase. It is not perfectly correlated since as the person reached the age of late 60s, income tends to decrease.

Therefore, at the earning stages of a person's life, it is more likely that a person tends to open an account and save money.