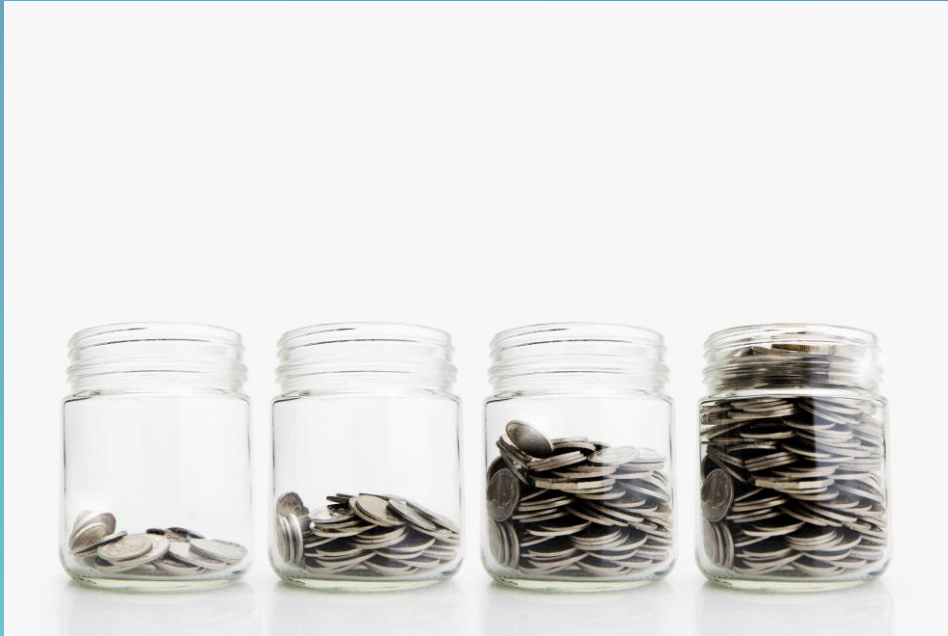




# Bank of England

## Customer Analysis and Financial Trends Overview



## Objective:

This analysis is to understand the bank's customer base and financial trends by examining demographics, job classifications, regional variations, and seasonal patterns. This includes identifying high-value customer segments and top clients to support data-driven decisions for enhancing customer engagement and optimizing bank performance.

# Problem Statements:

## **1.Understanding Customer Distribution:**

What are the main demographics (age, gender, job classification) of the bank's customers, and how can this information help tailor services to meet their needs?

## **2.Regional Imbalance:**

Are there significant variations in customer distribution and account balances across regions, and what strategies can address any imbalances?

## **3.Job Classification Impact:**

How does job classification influence the account balance distribution, and are there specific job segments that the bank could target for growth?

## **4.Gender-Based Analysis:**

Is there a difference in account balance based on gender, and does this require specific strategies to engage different customer groups?

## **5.Seasonality in Balances:**

What are the monthly and quarterly trends in account balances, and how can the bank leverage this data to improve customer engagement and services?

***159.62M***

*Sum of Balance*

***2165***

*Count Customers  
(Male)*

***1849***

*Count Customers  
(Female)*

***4014***

*Count of Customer*

## Top 10 Customer

Customer	Name	Gender	Sum of Balance
100001307	Dorothy	Female	1,83,467.70
100003450	Carl	Male	1,81,680.99
200002010	Connor	Male	1,72,085.48
100003832	Sebastian	Male	1,61,517.82
400000914	Anna	Female	1,49,698.12
100001823	Natalie	Female	1,49,684.40
100003108	David	Male	1,46,892.37
400000639	Peter	Male	1,46,569.77
Total			12,91,596.65



Customer ID by Age Group

Age Group

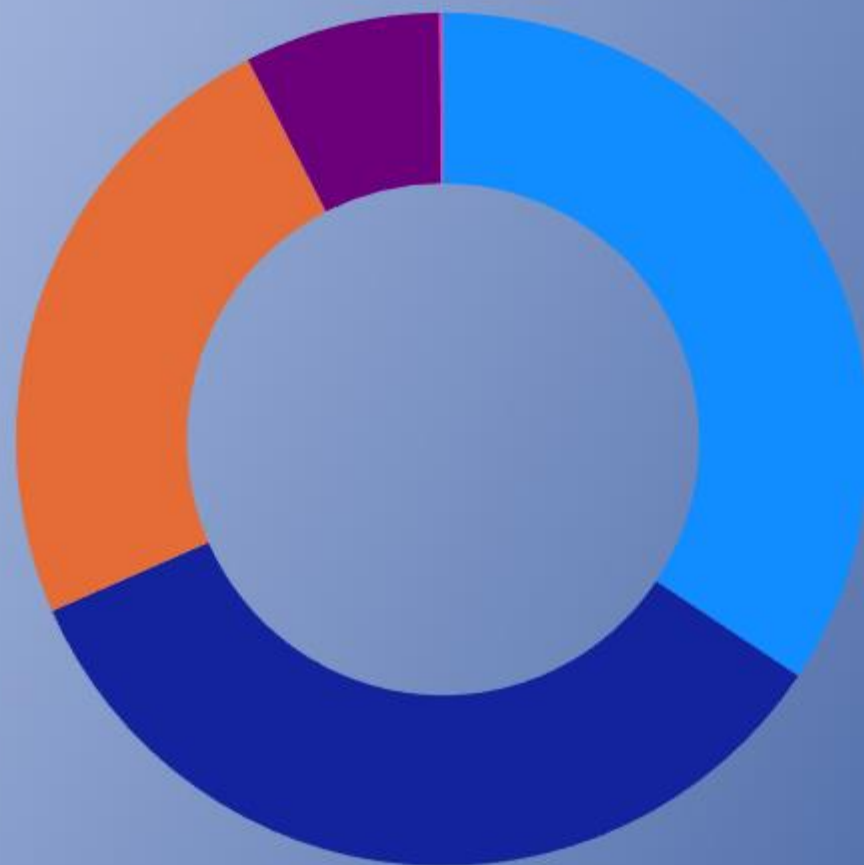
26-35

36-45

46+

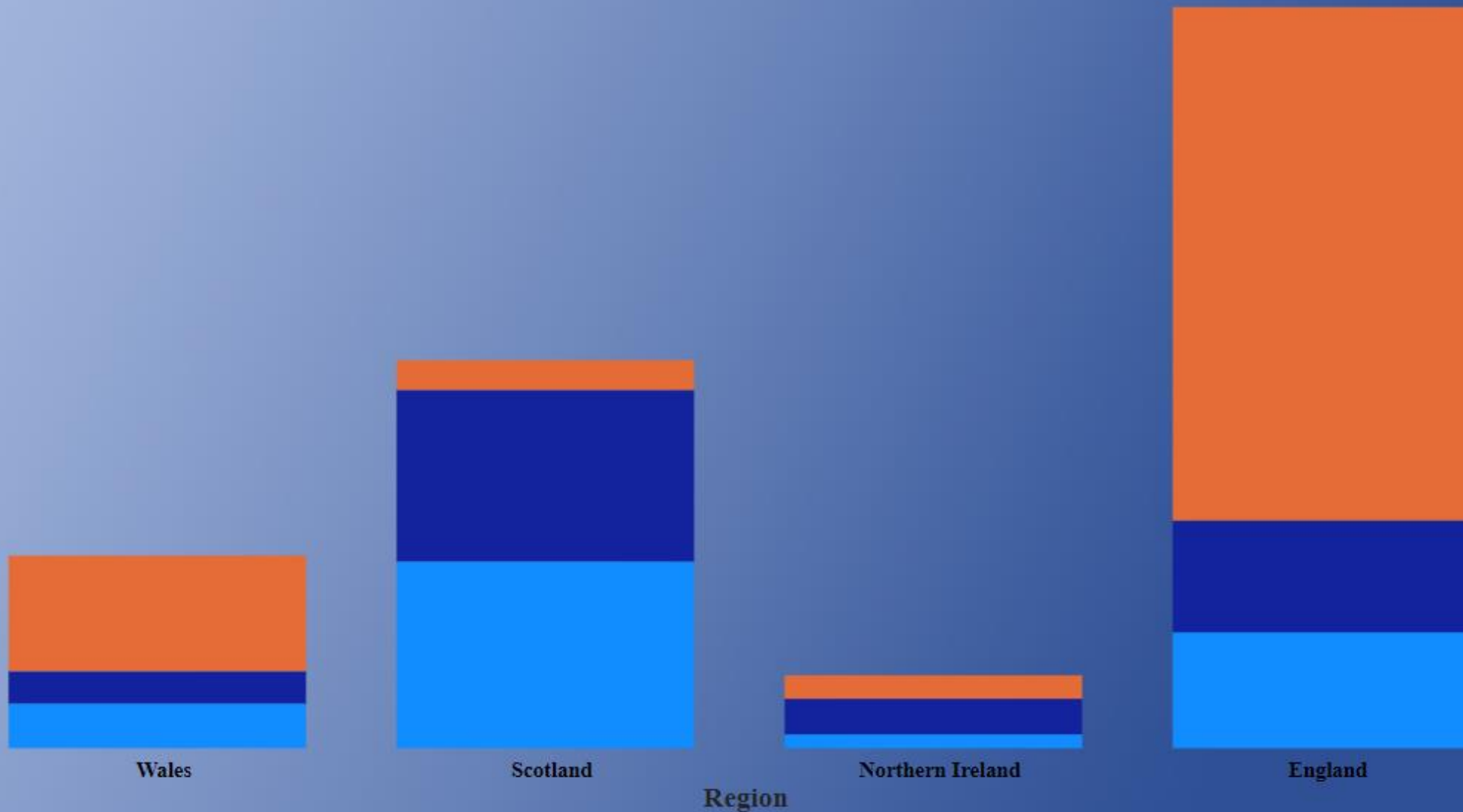
18-25

Less then 18



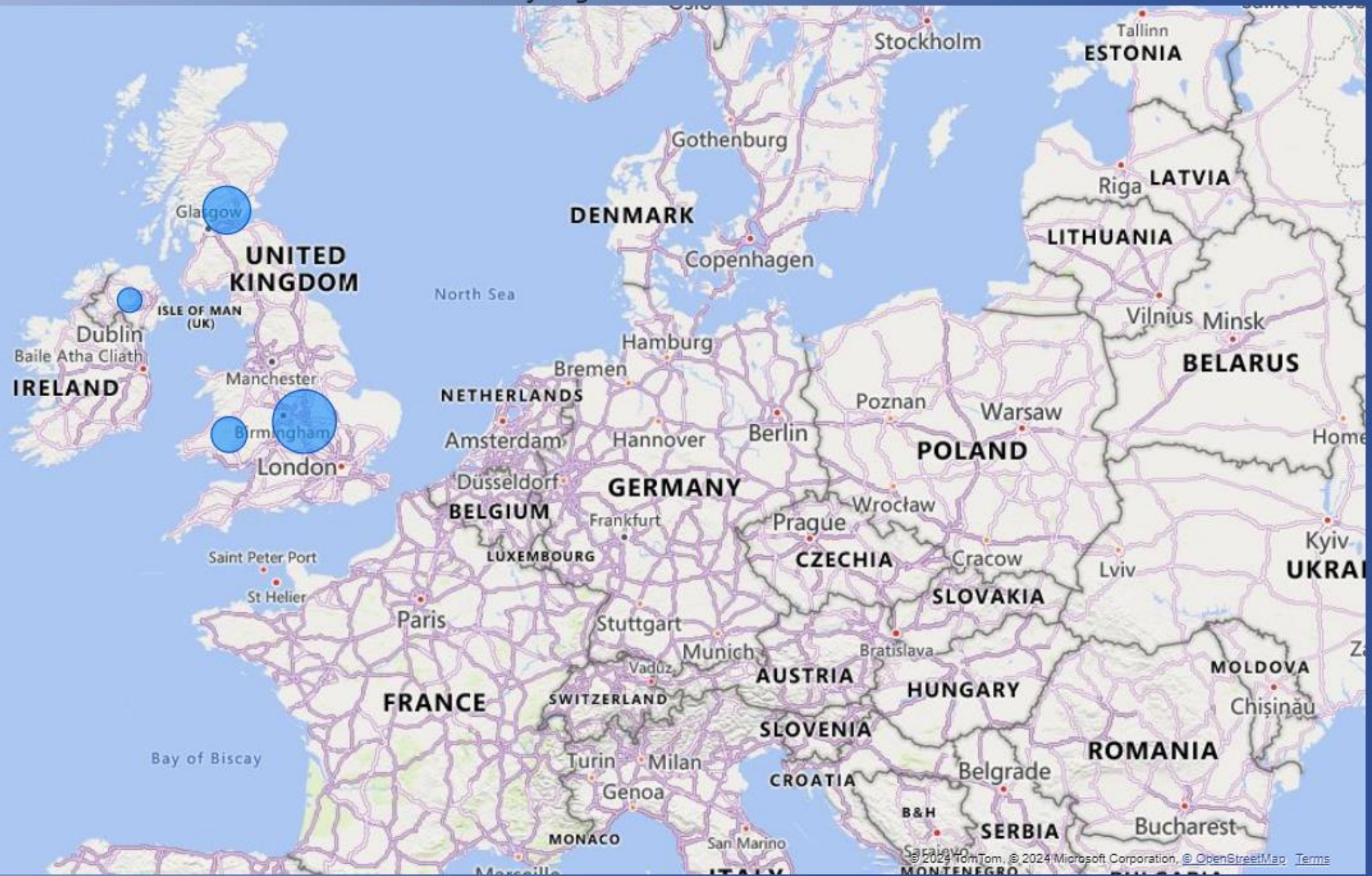
### Region and Job Classification

Blue Collar Other White Collar





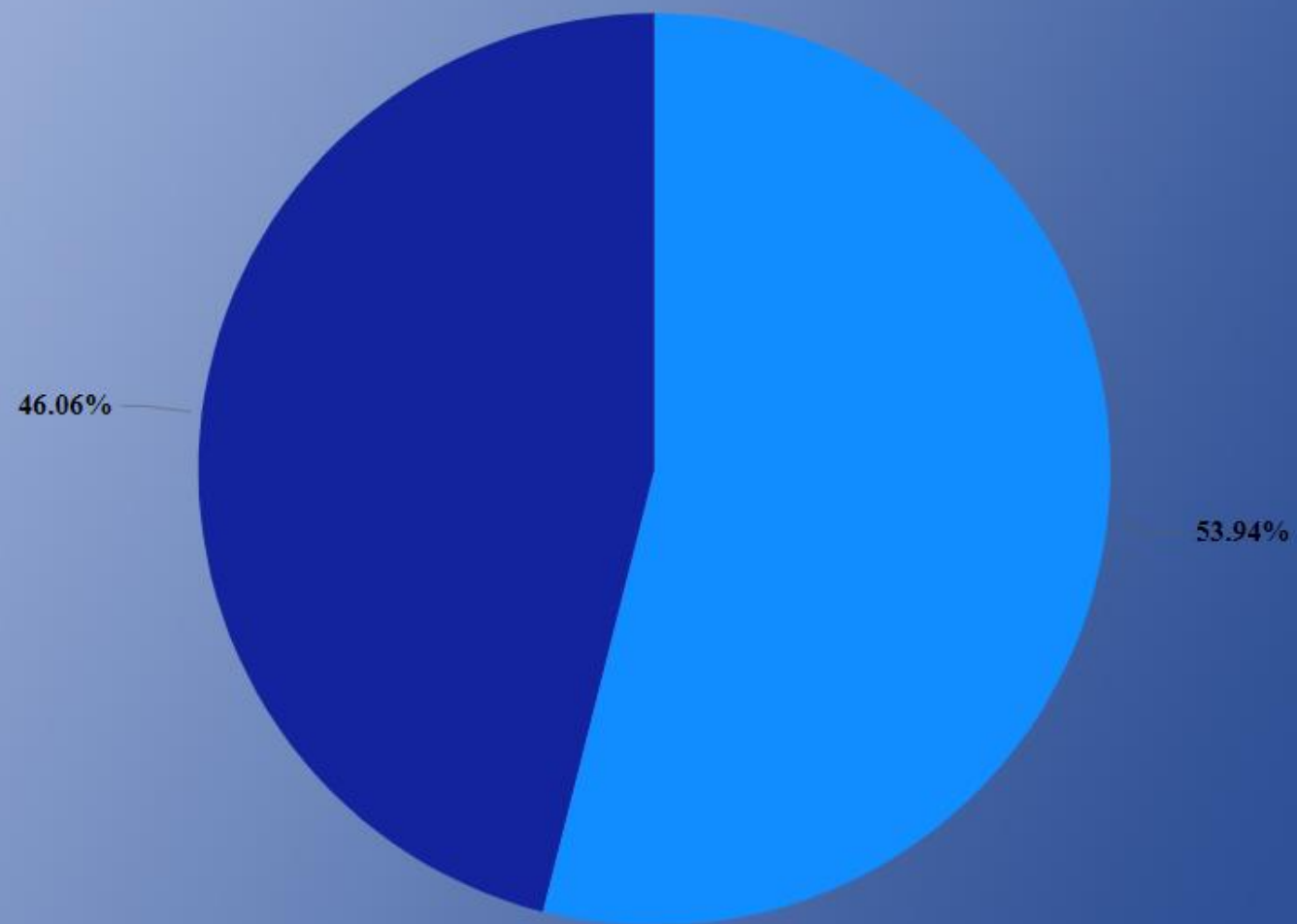
## Balance by Region





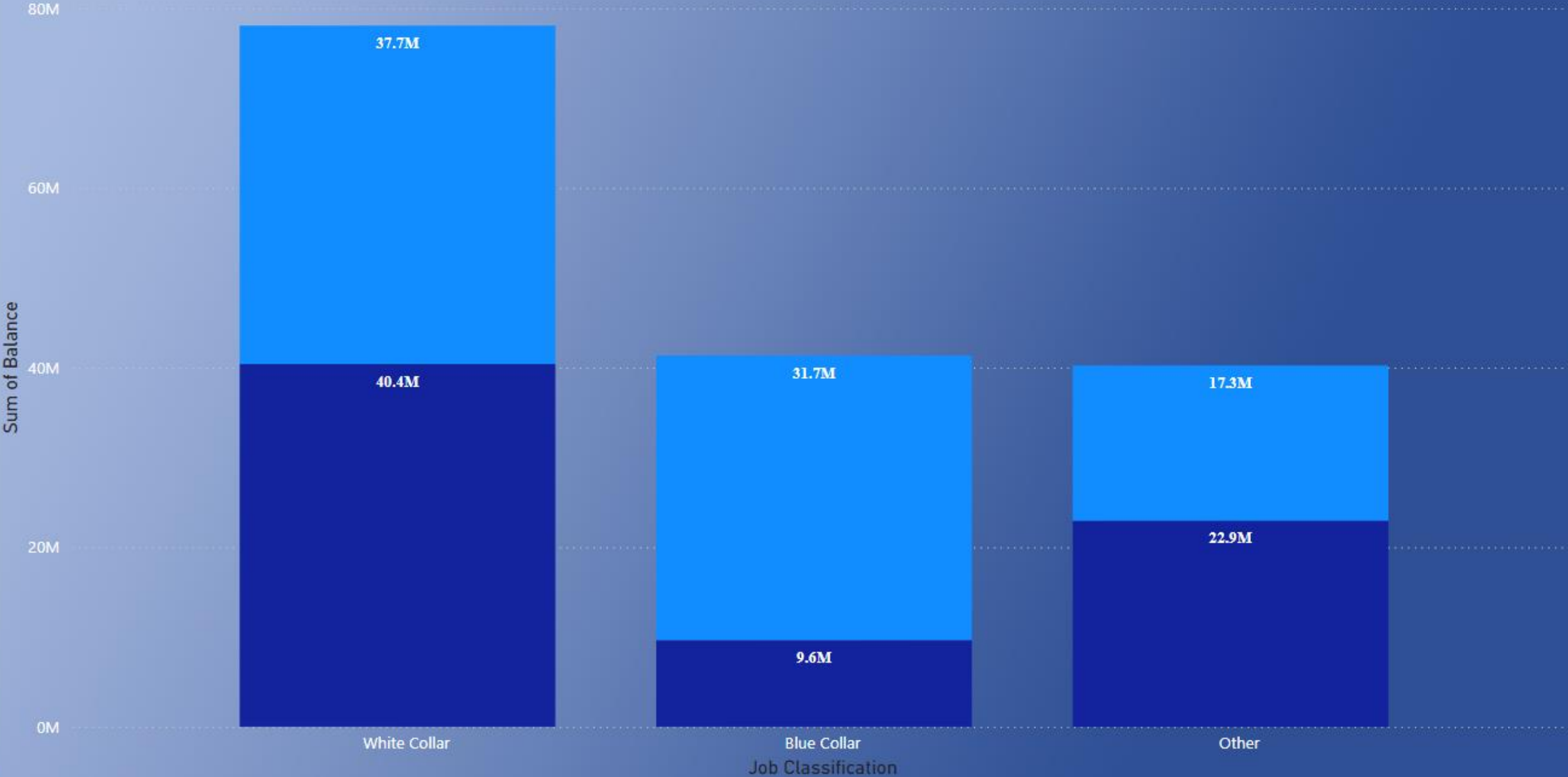
Count of Customer by Gender

Gender ● Male ● Female

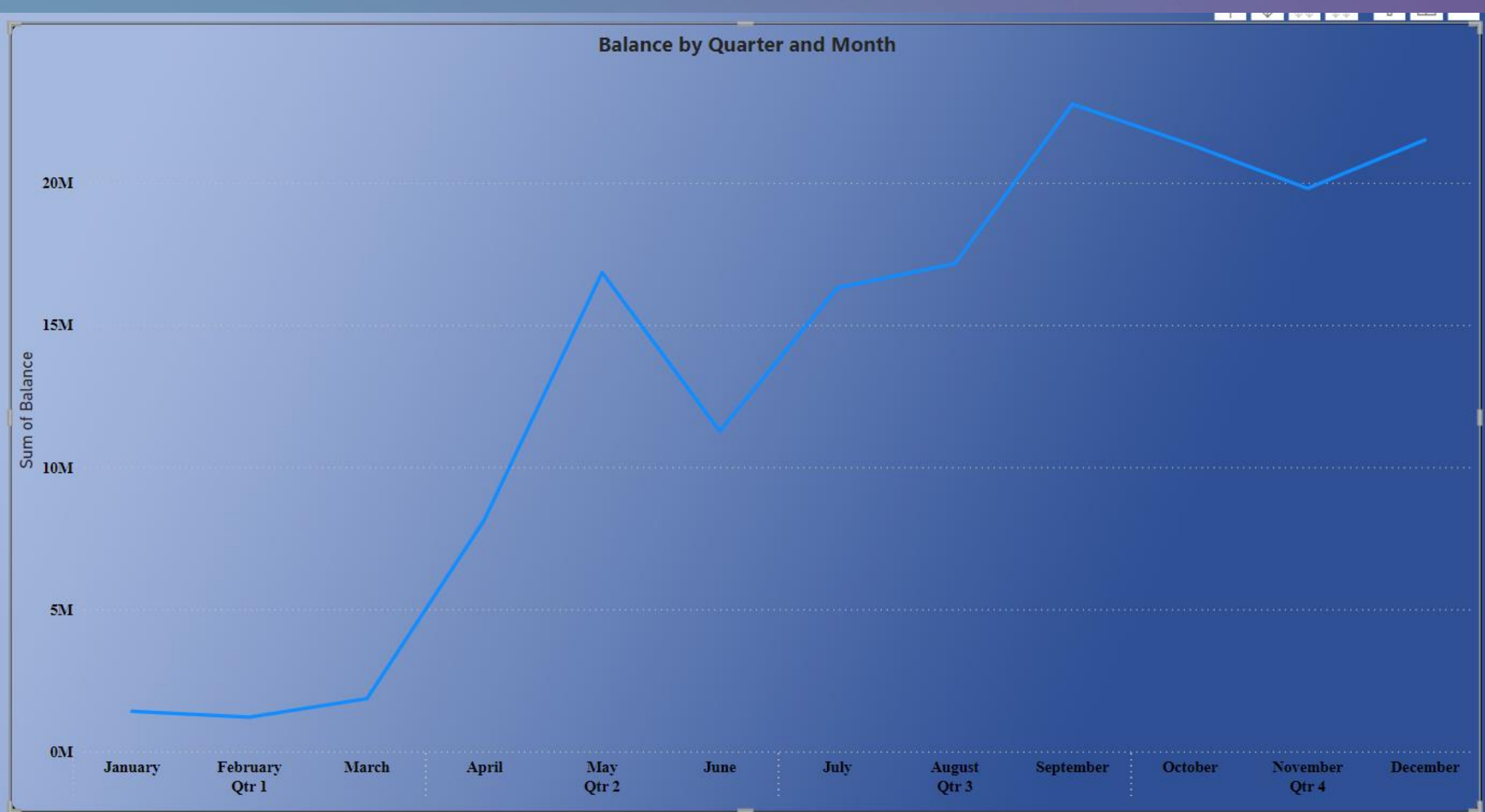


Balance by Job Classification and Gender

Gender ● Female ● Male



Balance by Quarter and Month





Bank of England

159.62M

Sum of Balance

2165

Count Customers (Male)

1849

Count Customers (Female)

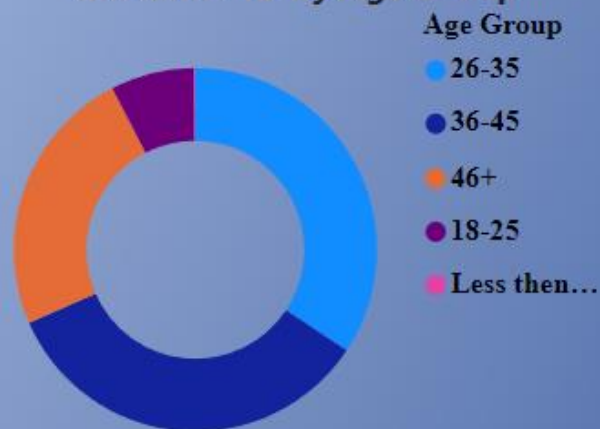
4014

Count of Customer

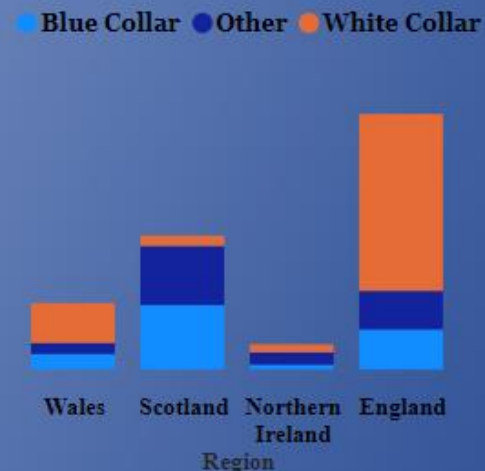
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### Customer ID by Age Group



### Region and Job Classification

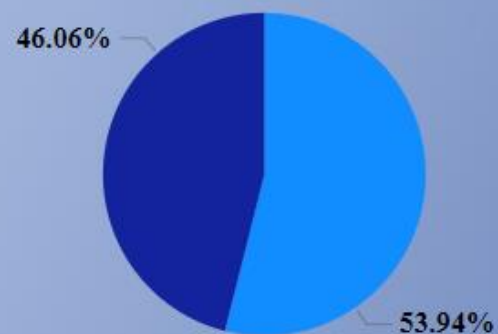


### Balance by Region



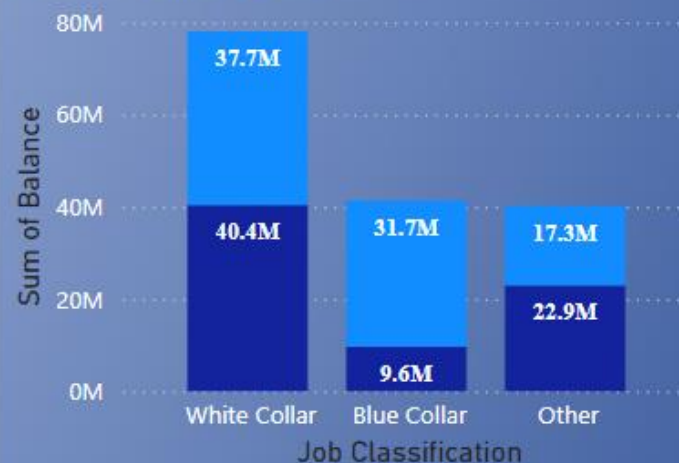
### Count of Customer by Gender

Gender Male Female



### Balance by Job Classification and Gender

Gender Female Male



### Balance by Quarter and Month





# Thank You

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Arun Soni