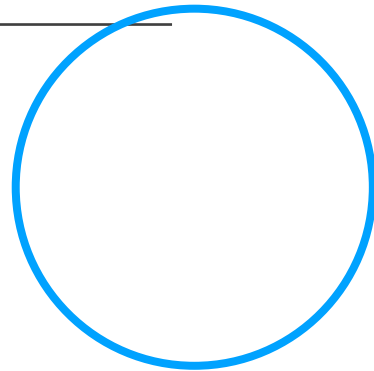


Customer Transaction

PRESENTED BY DENNIS





CUSTOMER CASE STUDY

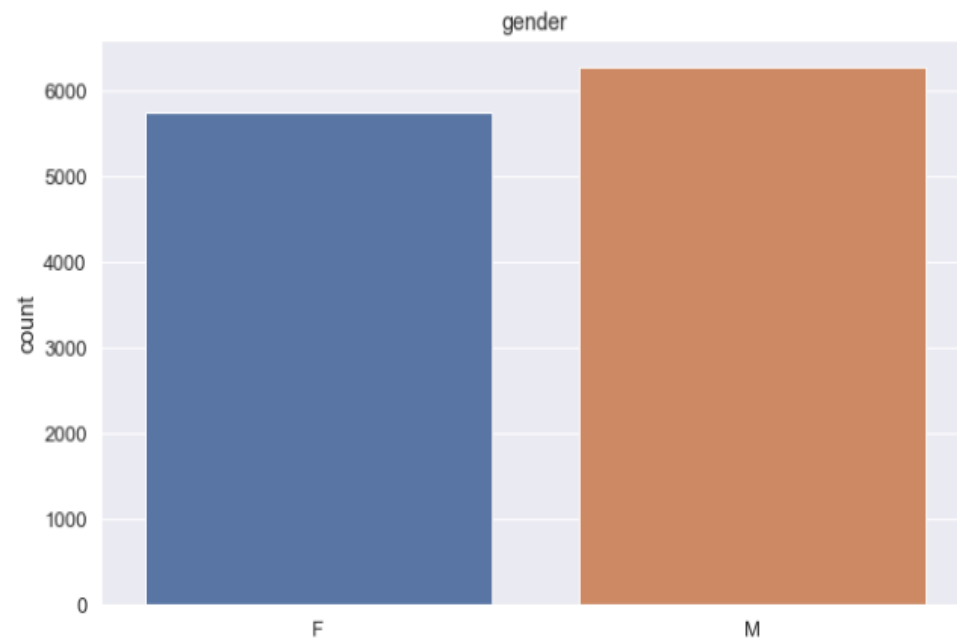
Synthesized transaction dataset containing 3 months' worth of transactions (Aug – Oct 2018) for 100 hypothetical customers. It contains purchases, recurring transactions, and salary transactions.

This presentation will give ANZ management an overview of the dataset analysis results.

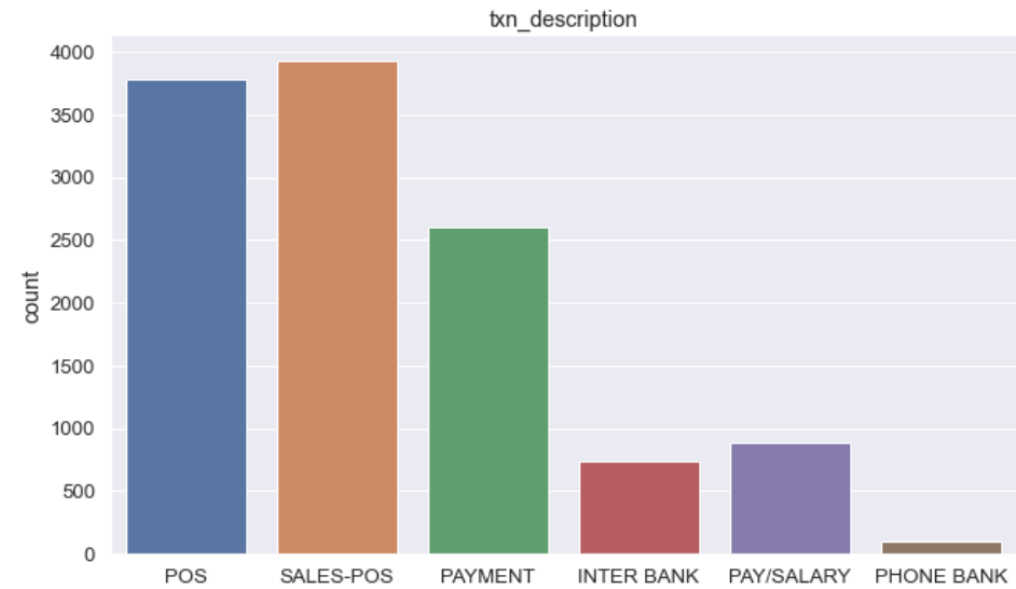


FINDINGS 1

GENDER

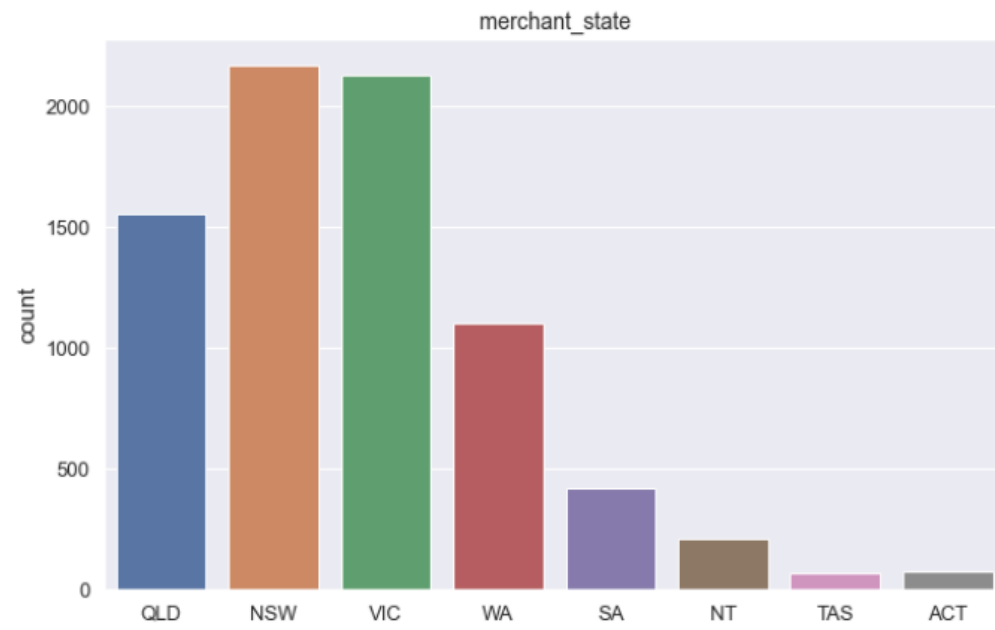


TRANSACTION TYPES

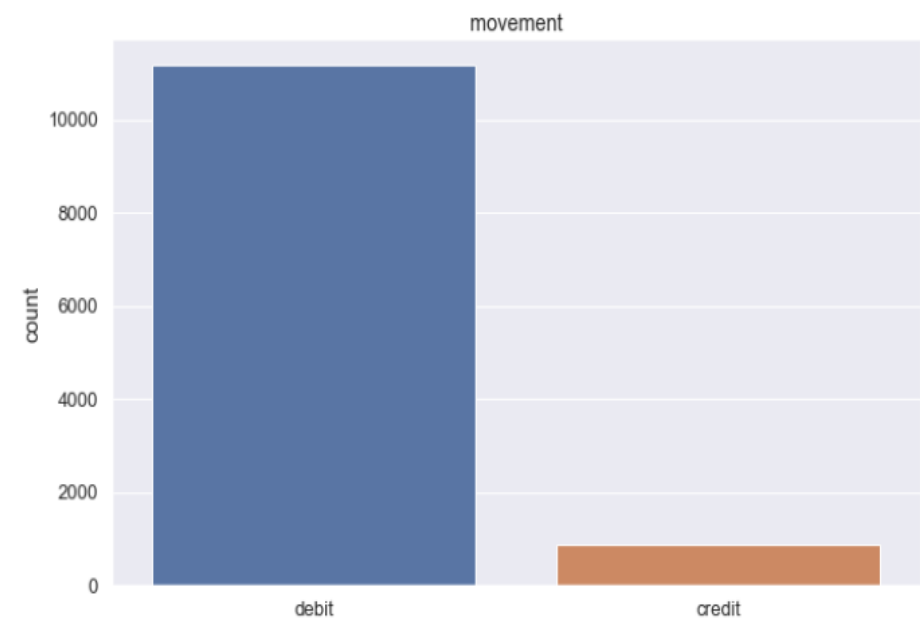


FINDINGS 2

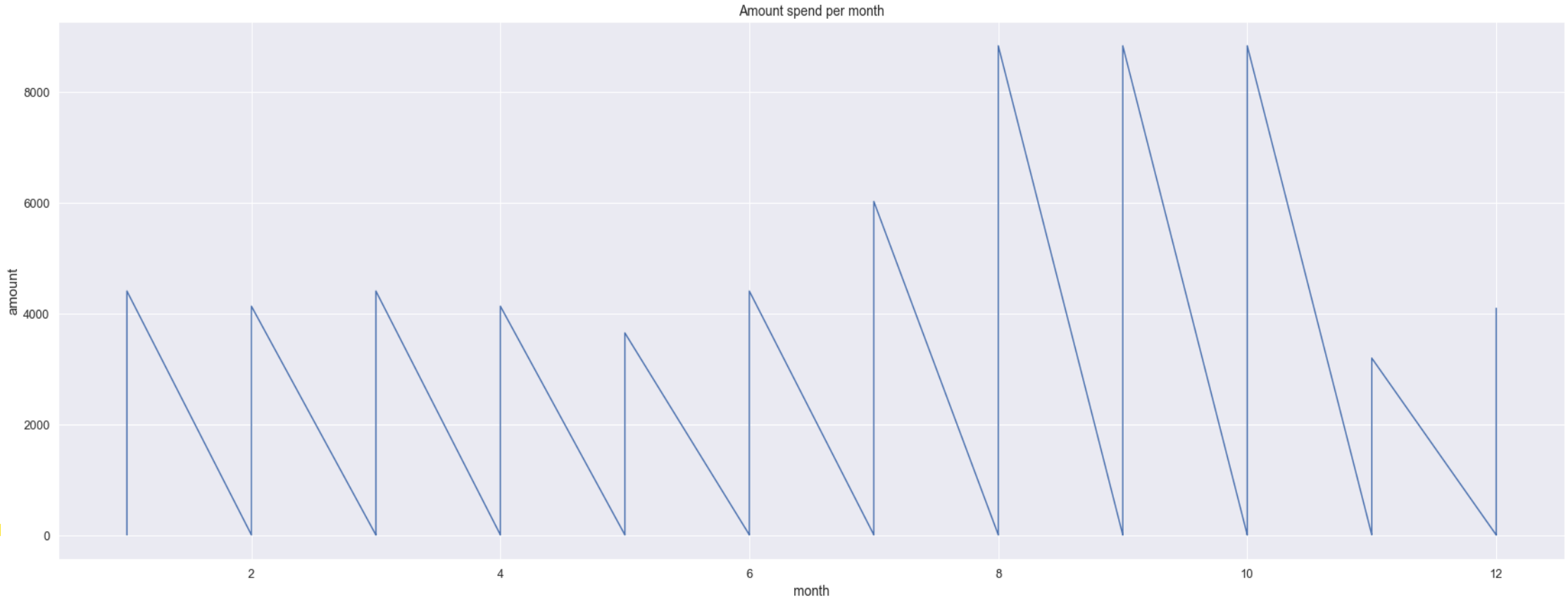
MERCHANT STATES



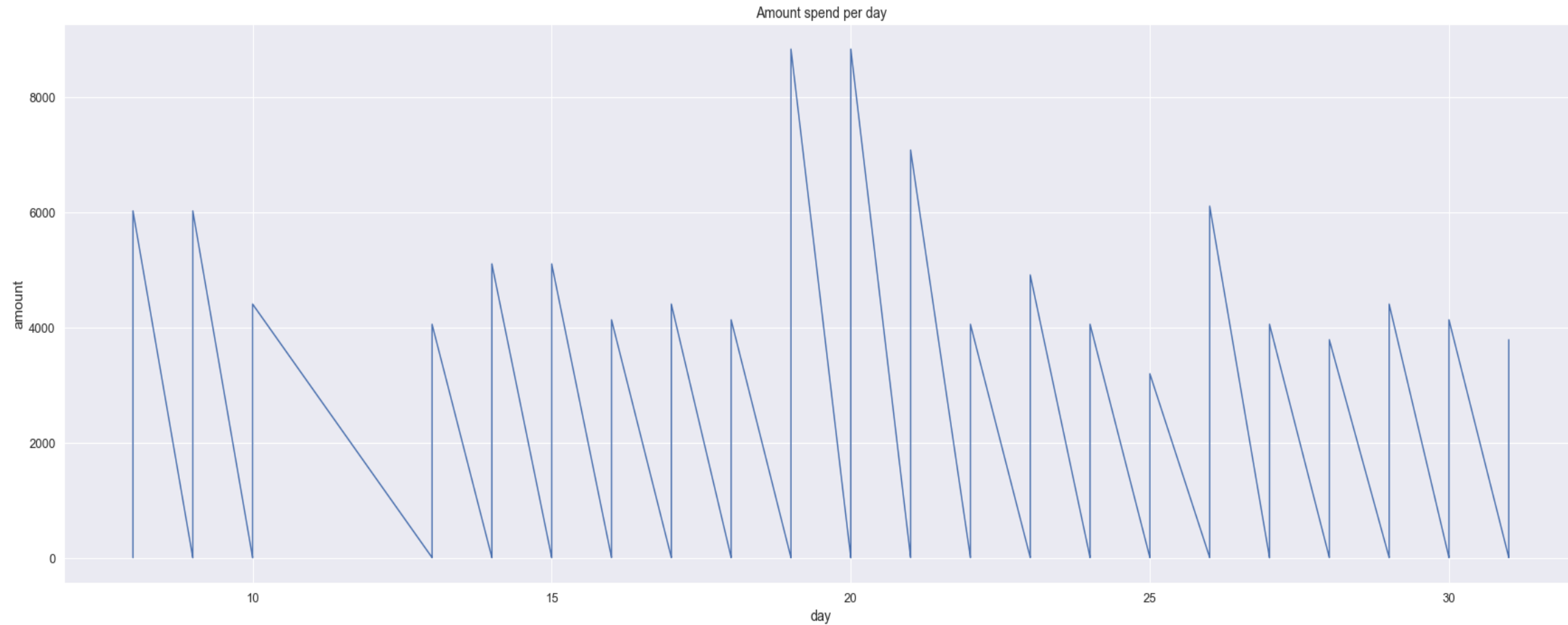
CARD TYPES



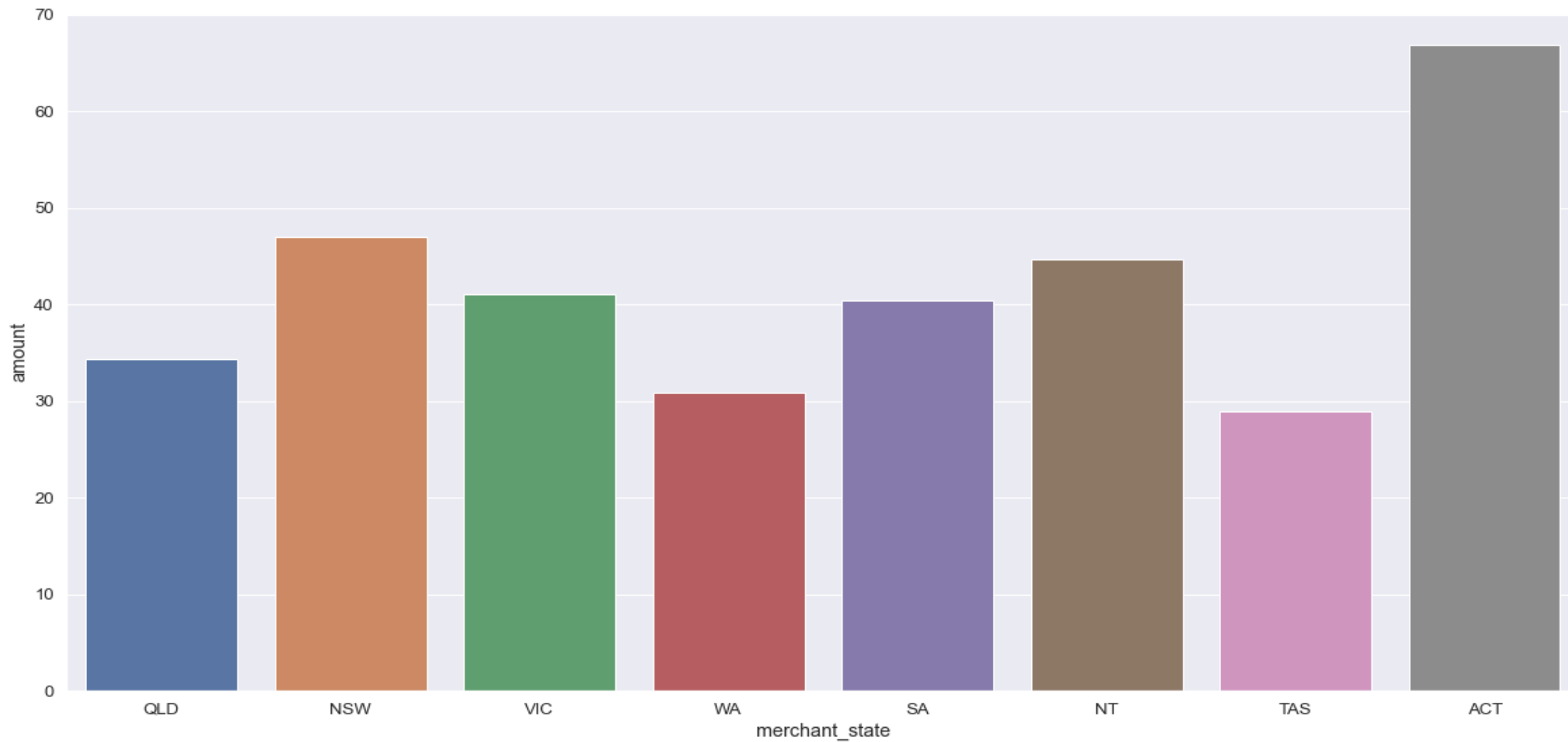
MONTHLY SPENDINGS



DAILY SPENDING



SPENDING AMOUNT BY STATE





QUESTIONS

