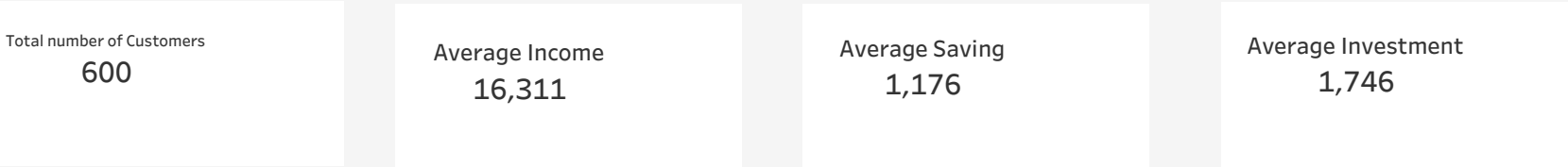
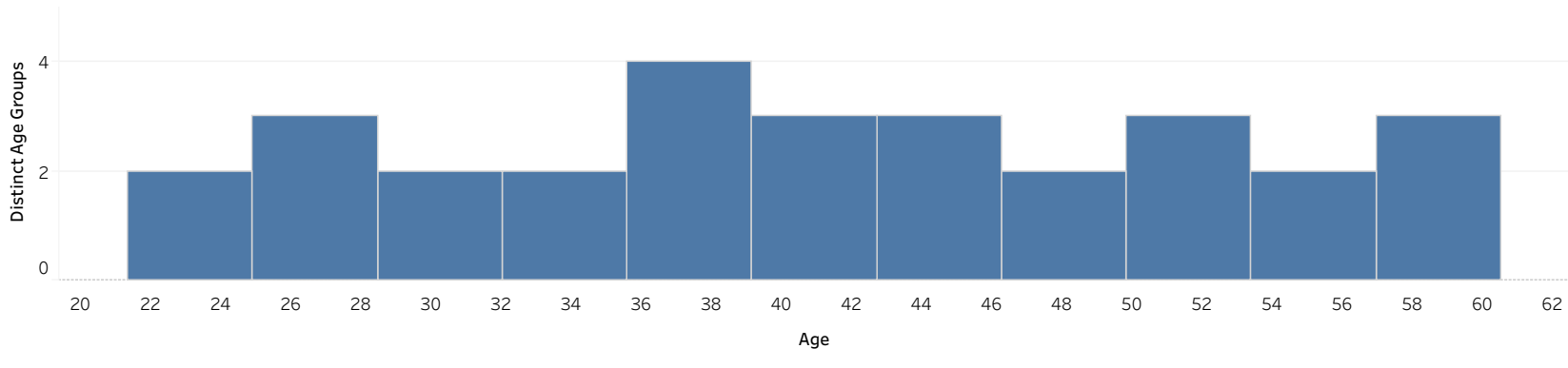


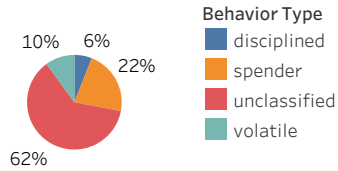
Understanding Customers Through Financial Behavior



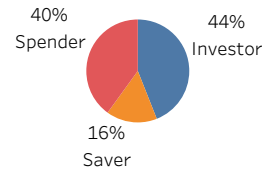
Customer Age Range in the Sample



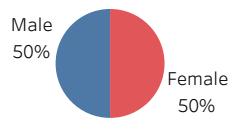
Customer Distribution by Financial Behavior Type



Customer Distribution by Financial Goal



Customer Gender Distribution



by:
Hala Alotaibi
Reema Alotaibi

Customer Segments

Financial Goal
Spender

Customers who do not save or invest significantly, and tend to spend heavily

Segment Size
20

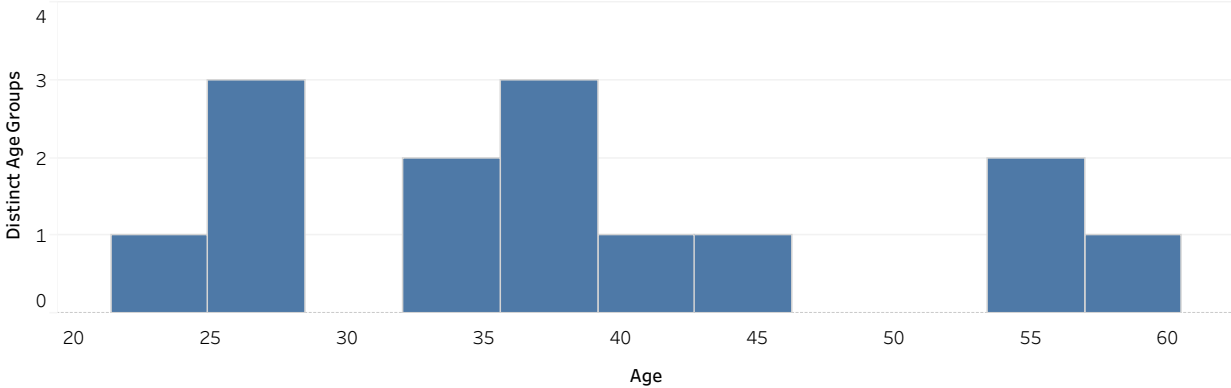
Average Income
15,744

Average Saving Rate
4.11%

Average Investment Rate
1.83%

Average Spending Rate
82.64%

Customer Age Range in the Sample



OverView

Customer Segments

Financial Behavior Analysis

by:
Hala Alotaibi
Reema Alotaibi

Financial Behavior Analysis

Clusters (1)

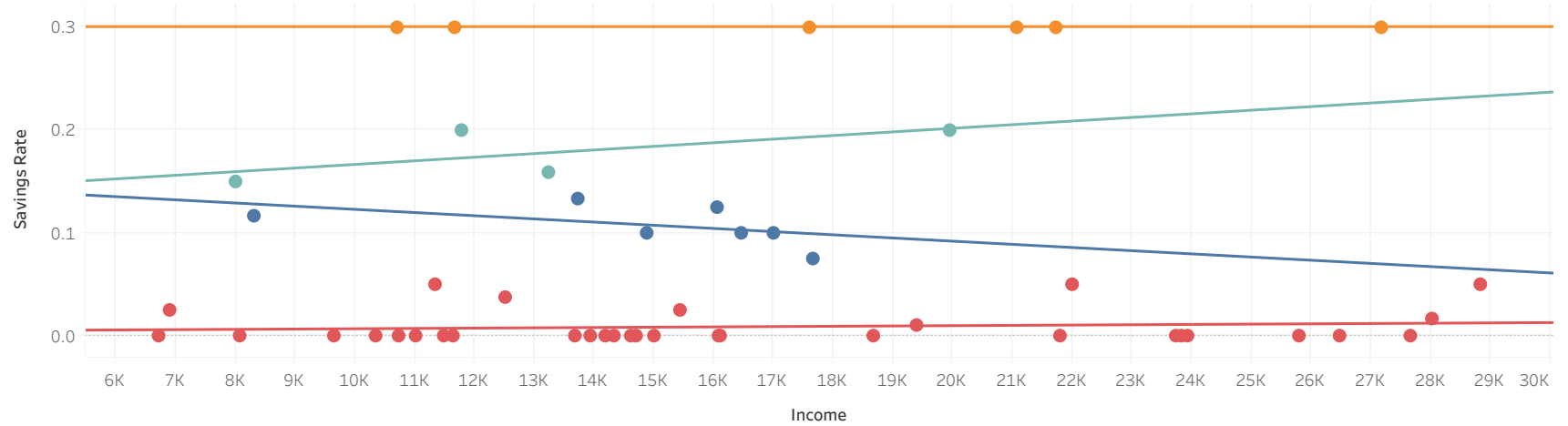
Cluster 1

Cluster 2

Cluster 3

Cluster 4

Analysis of the relationship between income and savings rate



Analysis of the relationship between income and investments rate

