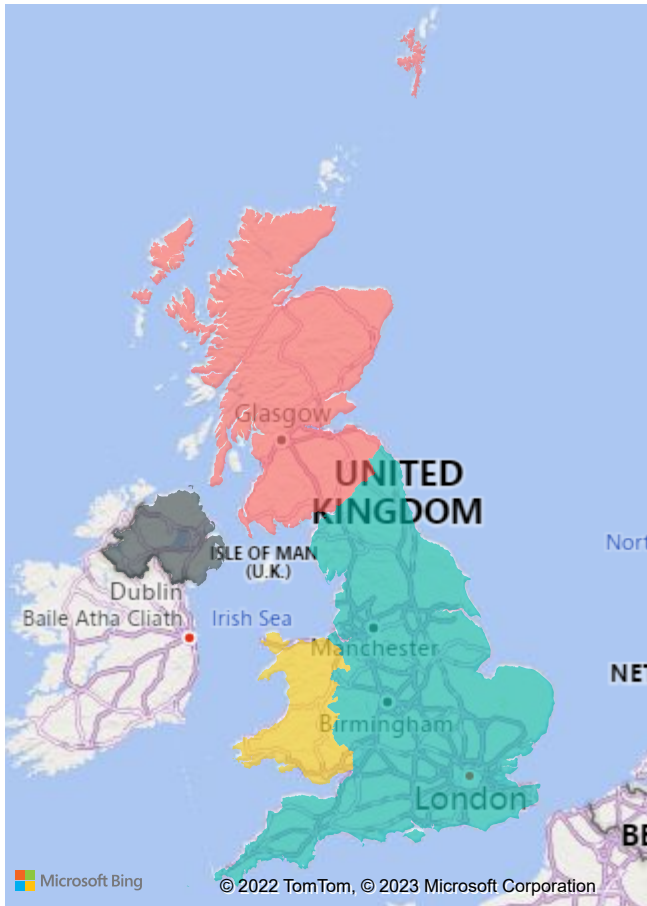


Banking Customer Segmentation Dashboard

4014

Region ● England ● Northern Ireland ● Scotland ● Wales



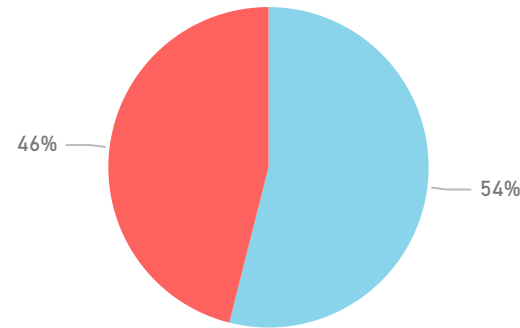
Insights for the CEO:

- Most customers are in the ages of 30 to 40 yrs. old. This age group may need loans to purchase homes or insurance for their homes.
- By clicking on the 2 columns representing 30 to 40 years old, we see the gender distribution is almost equal in this age group.
- By clicking on the columns for 40 and above, we see we have 61% male customers. Why do we have more male customers?

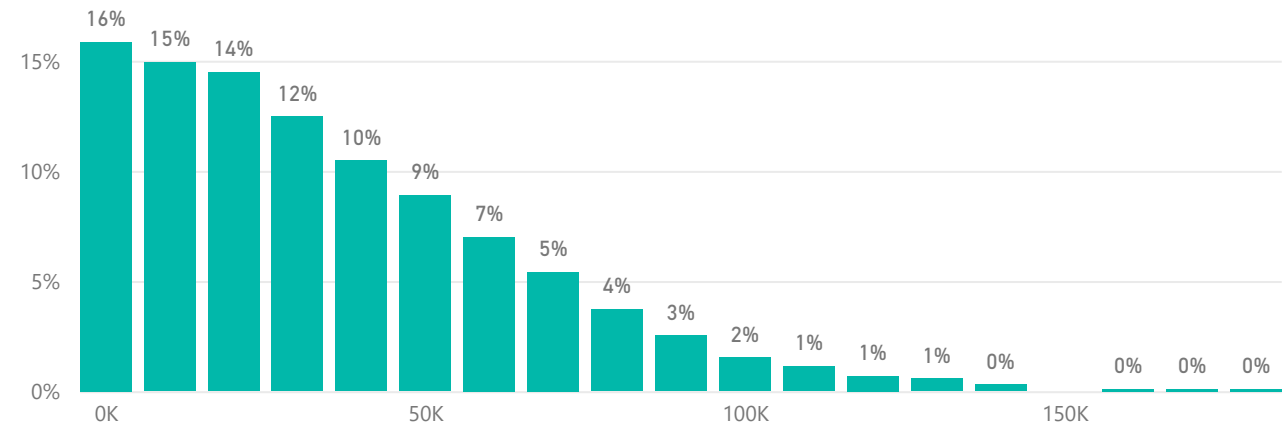
Insights for the Regional Leads:

- England has mostly white collar customers. The 14% drop for 10k balance could be a peak. Is this a representative finding? Are the customers going to another bank with a competitive offer?
- Wales has more female customers at 54% but not in the retirement age group.
- Northern Ireland has 74% female customers. Are there key learnings that Northern Ireland can share with Wales?
- Scotland has mostly male customers at 72% in the age group of 50. We should continue with the products that they like and see how to attract more female customers.

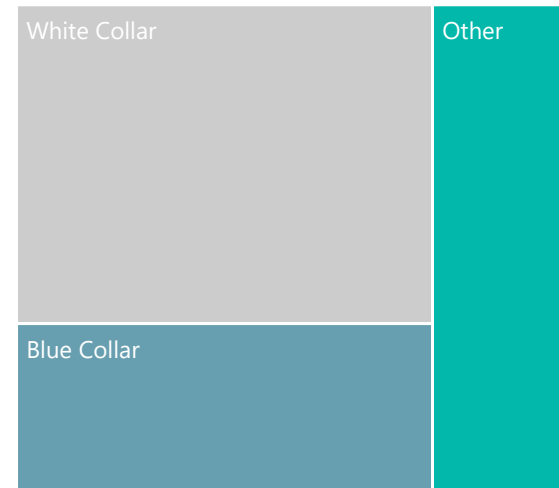
Gender



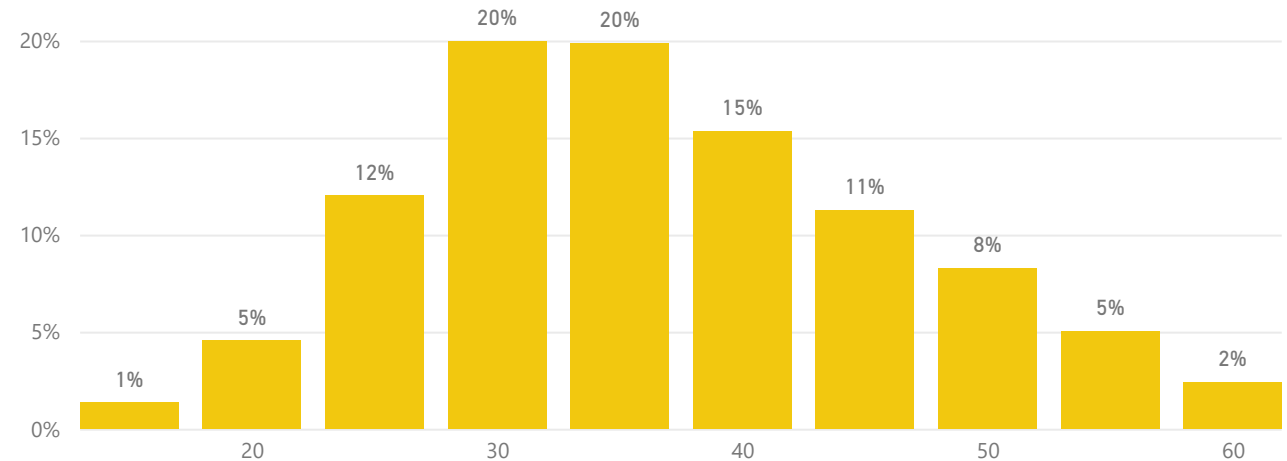
Distribution by Balance



Job Classification



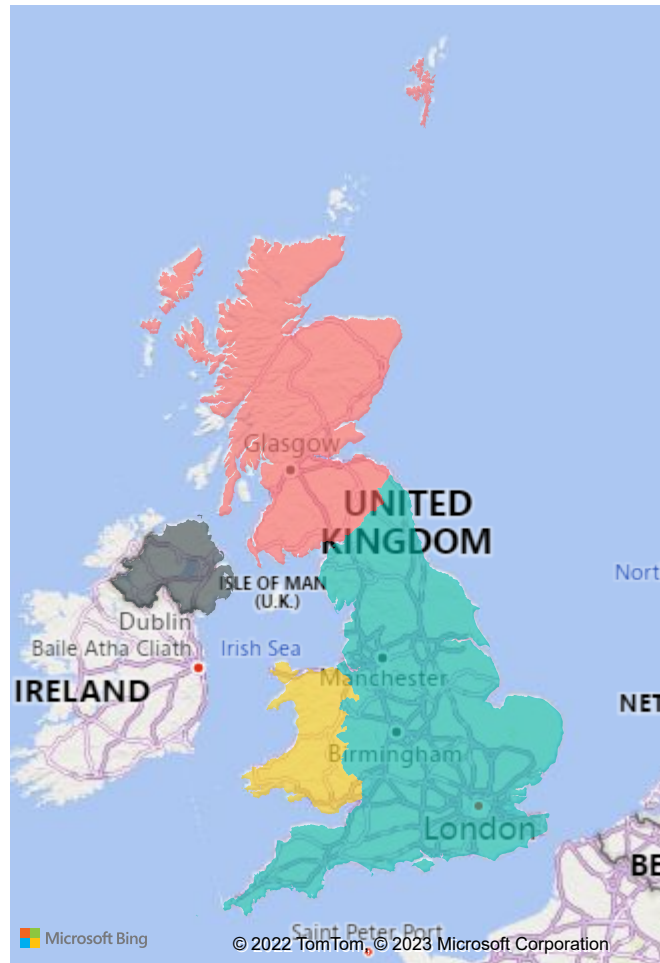
Distribution by Age



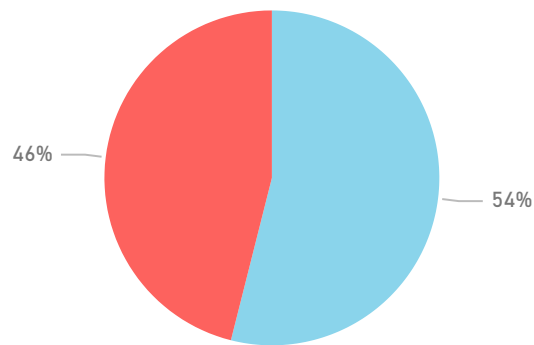
4014

Region and Region

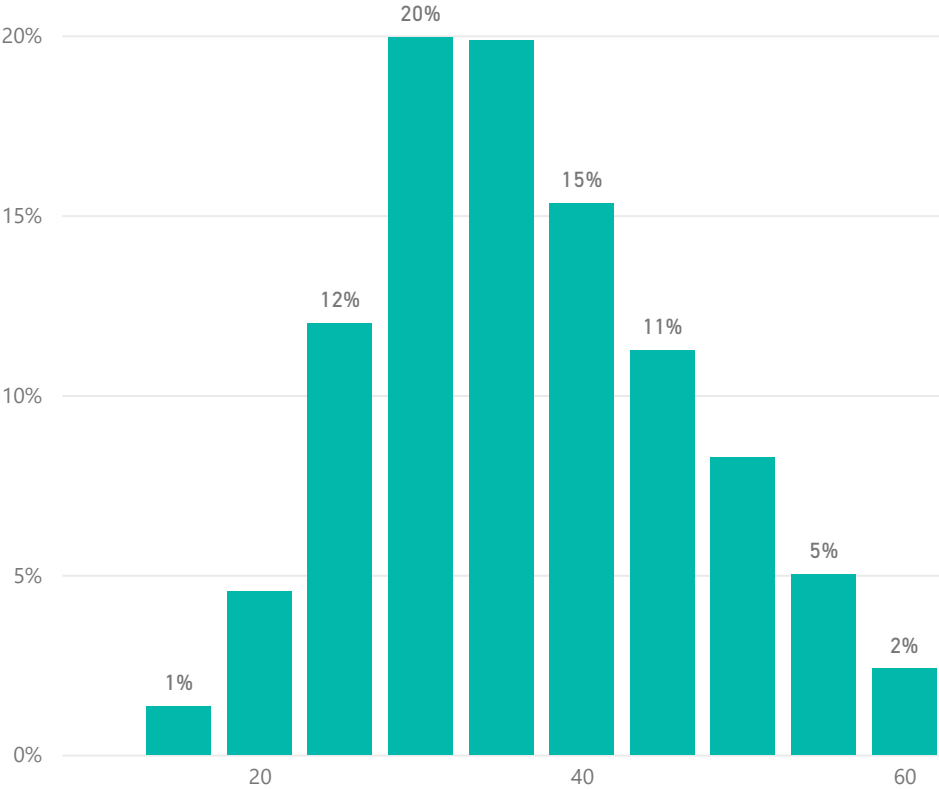
Region ● England ● Northern Ireland ● Scotland ● Wales



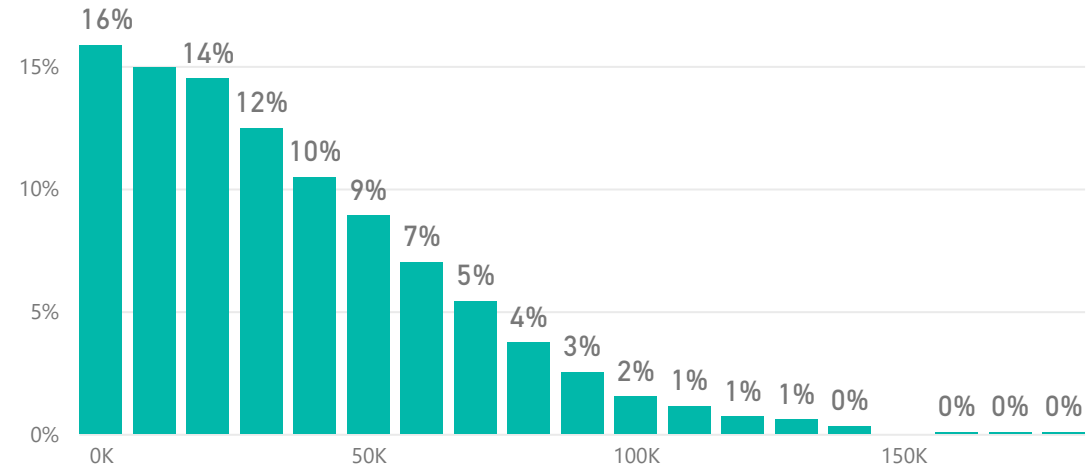
%GT Customer ID by Gender by Gender



%GT Customer ID by Age (bins)



%GT Customer ID by Balance (bins)



%GT Count of Customer ID by Job Classification

