Code Profiles of Activity Clusters

(plot_activity_clusters.R)
(account_distances_by_code_profile.R)
(code_profile_clusters_within_activity_clusters.R)

- Code orderings and activity level orderings appear synchronized

Code		High-Activity Back Cluster	Medium-Activity Back Cluster	Low-Activity Back Cluster	Churn Cluster
TRANSFER CREDIT	X25				
TRANSFER DEBIT	X75				
OVERDRAFT CHARGE	X930				
LOAN PAYMENT	X88				
SERVICE CHARGE DEBIT	X68				
CHECKING WITHDRAWAL	X79				
CHECK	X80				
ACH DEBIT	X58				
INTEREST PAYMENT	X997				
DEPOSIT	X10				
ACH CREDIT	X18				
CHECK	X81				
ACH CONVERTED CHECKS	X182				
SERVICE FEE	X994				
NON-RESOURCE ATM W/D	X57				
CIRRUS FEE RFND	X407				
ATM FEE	X936				
ATM TRANSACTION FEE	X991				
RESOURCE CENTER W/D	X53				
POINT OF SALE DEBIT	X61				
DDA PURCHASE	X64				
CREDIT MEMO	X34				
RECURRING DEBIT CARD	X63				

0.0 0.2 0.4 0.6 0.8 1.0

Subcluster sizes: 2053   2263   1765   2193   639   660   75   351

(Active)   (Inactive)

Fees & Transfer Credit/Debit ← ATM/POS ← Check/Credit/Debit ← Deposits/Interest