

Customer Segmentation Storyline

This is the Bank's customer baseine.

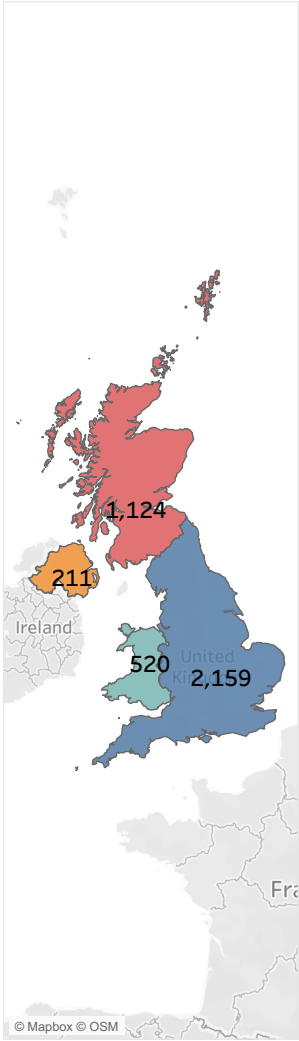
England is mostly represented by white collar ..

Customers in Scotland are predominantly males in their..

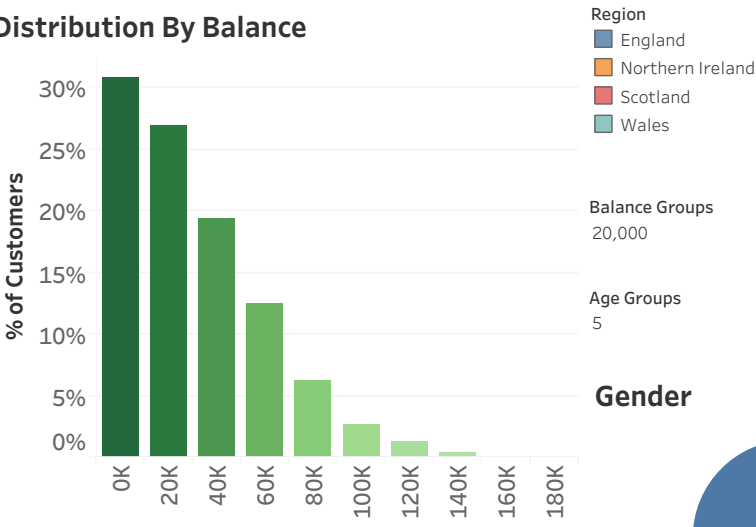
Data for wales shows an above average representatio..

Northern Ireland is mostly represented by female custo..

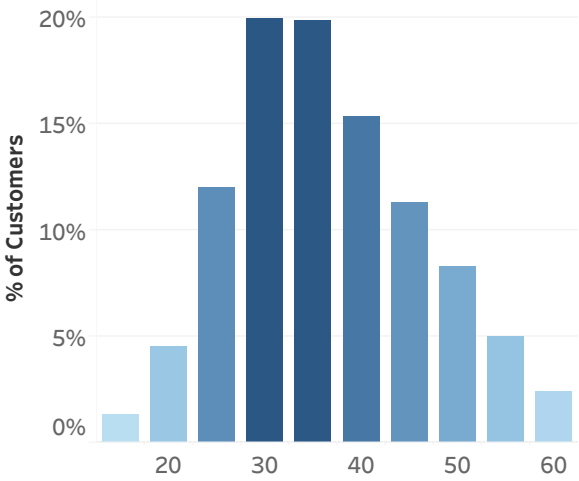
Map



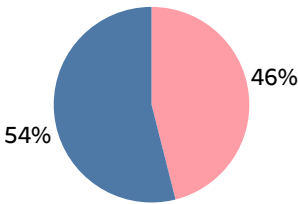
Distribution By Balance



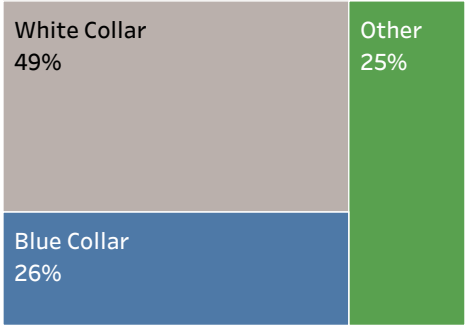
Distribution By Age



Gender



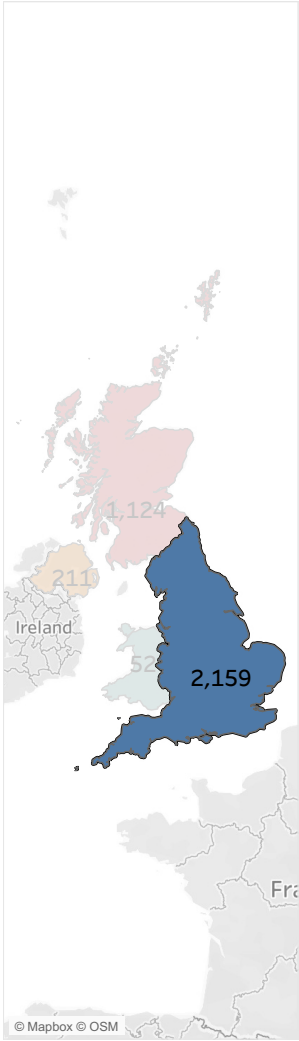
Job Classification



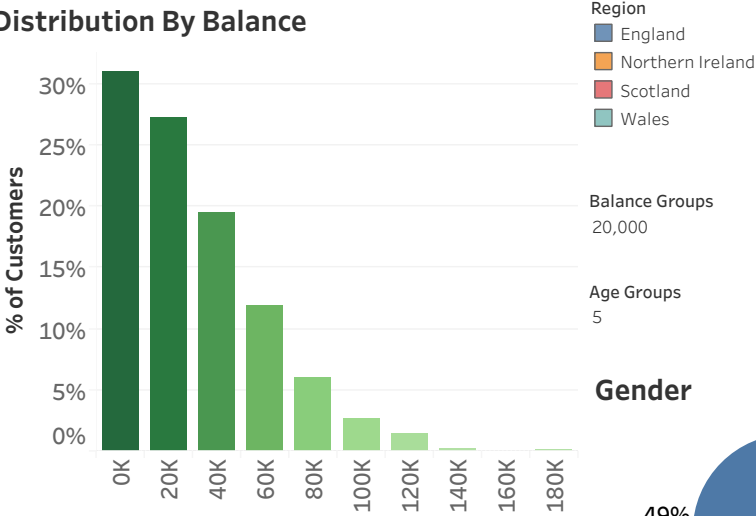
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Map



Distribution By Balance

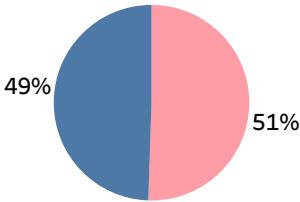


Region
England
Northern Ireland
Scotland
Wales

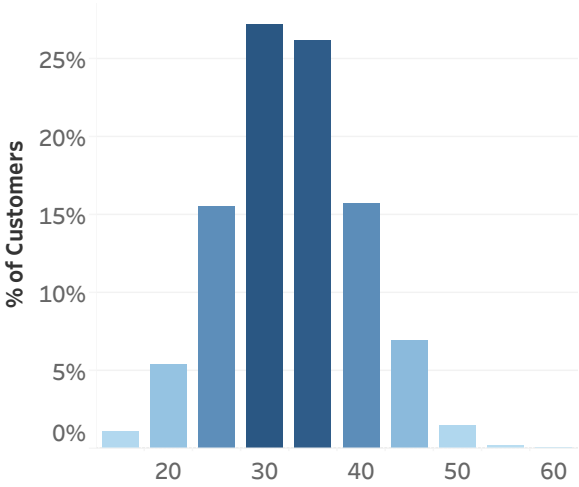
Balance Groups
20,000

Age Groups
5

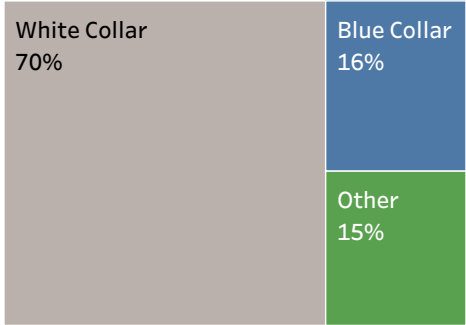
Gender



Distribution By Age



Job Classification



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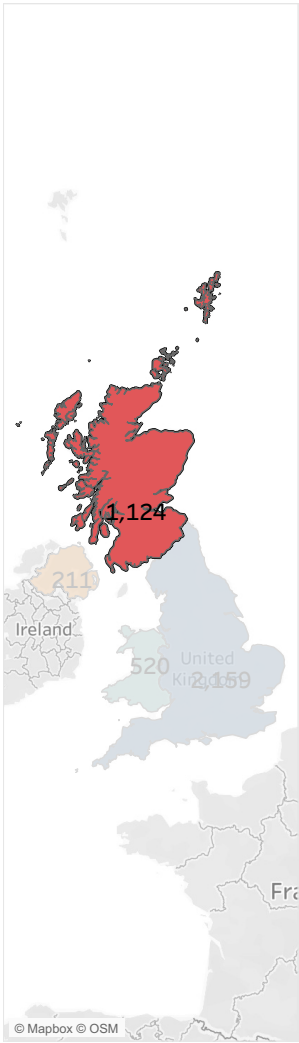
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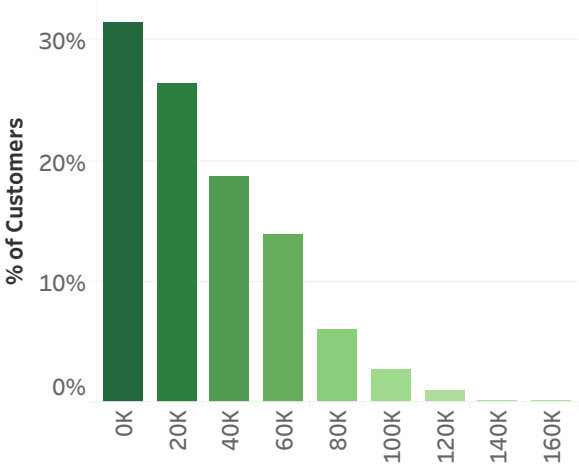
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Map



Distribution By Balance



Region

- England
- Northern Ireland
- Scotland
- Wales

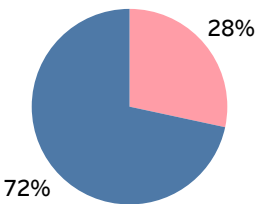
Balance Groups

20,000

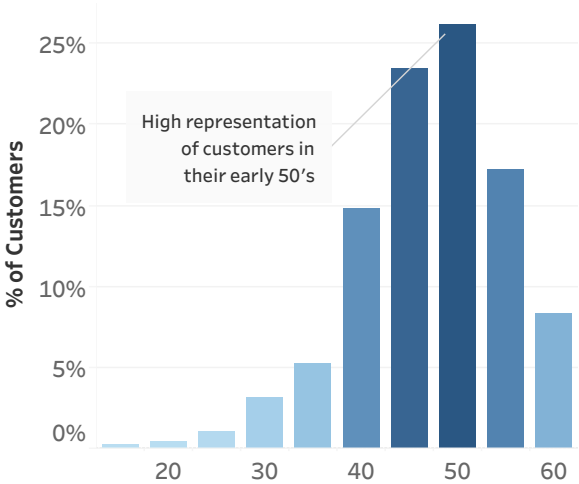
Age Groups

5

Gender

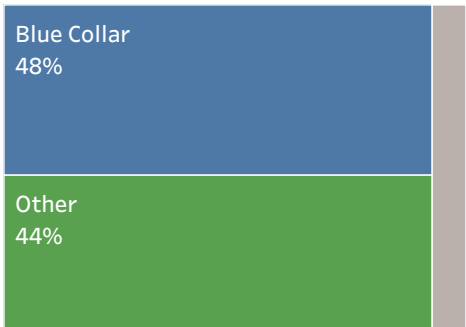


Distribution By Age



High representation of customers in their early 50's

Job Classification



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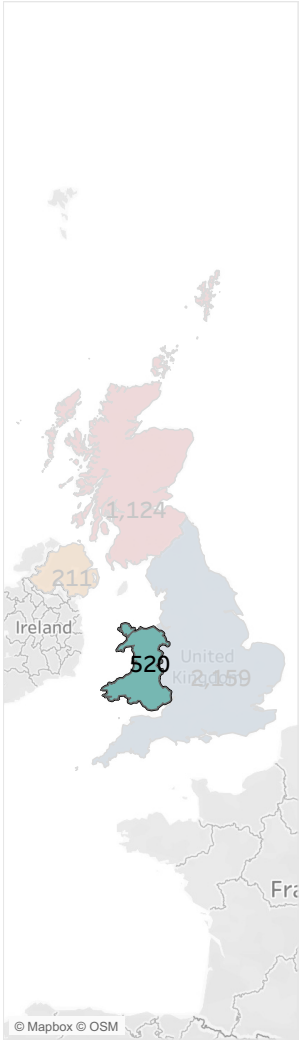
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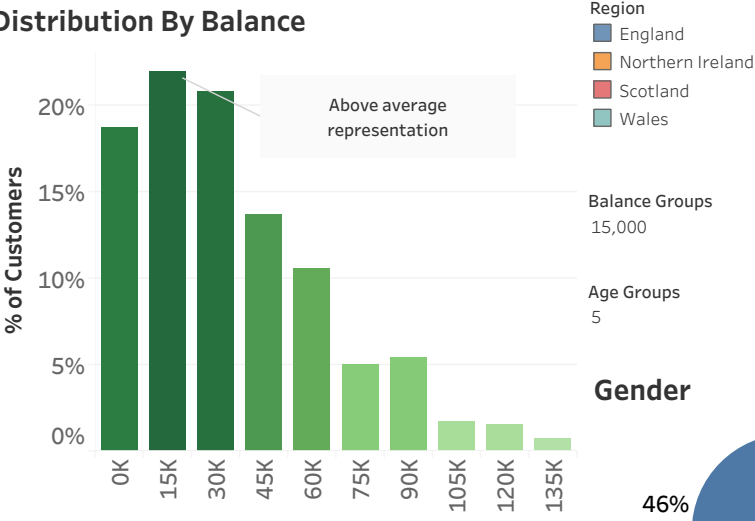
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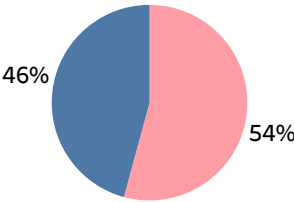
Map



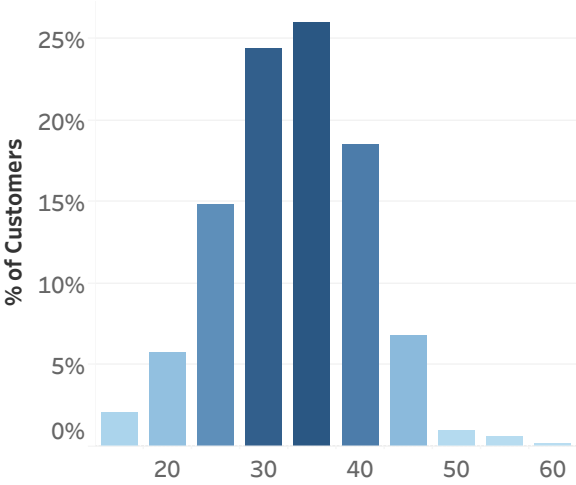
Distribution By Balance



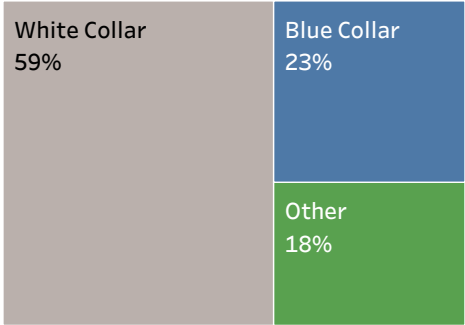
Gender



Distribution By Age



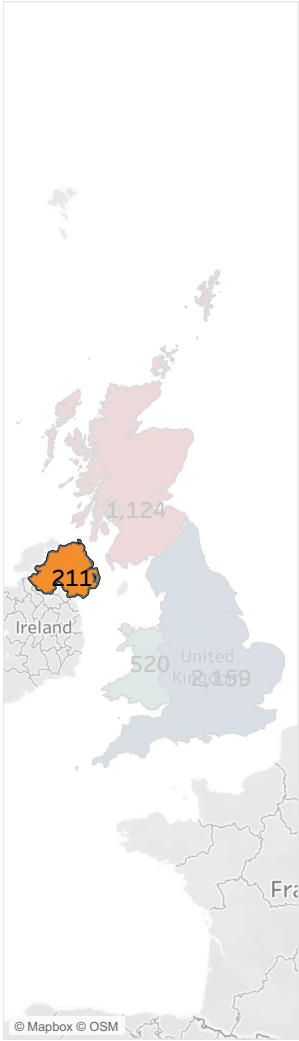
Job Classification



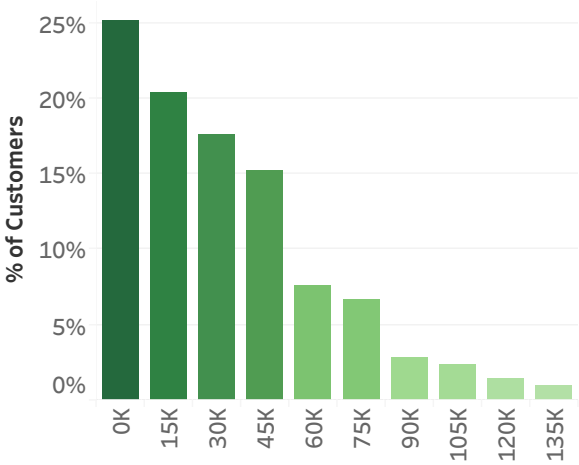
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Distribution By Balance



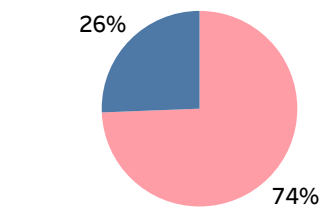
Region

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- Wales

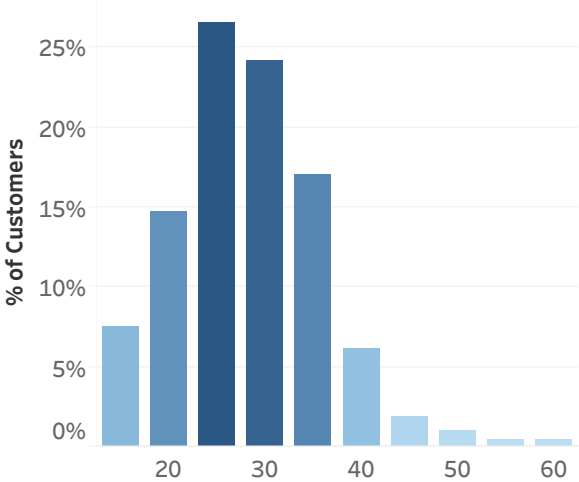
Balance Groups
15,000

Age Groups
5

Gender



Distribution By Age



Job Classification

