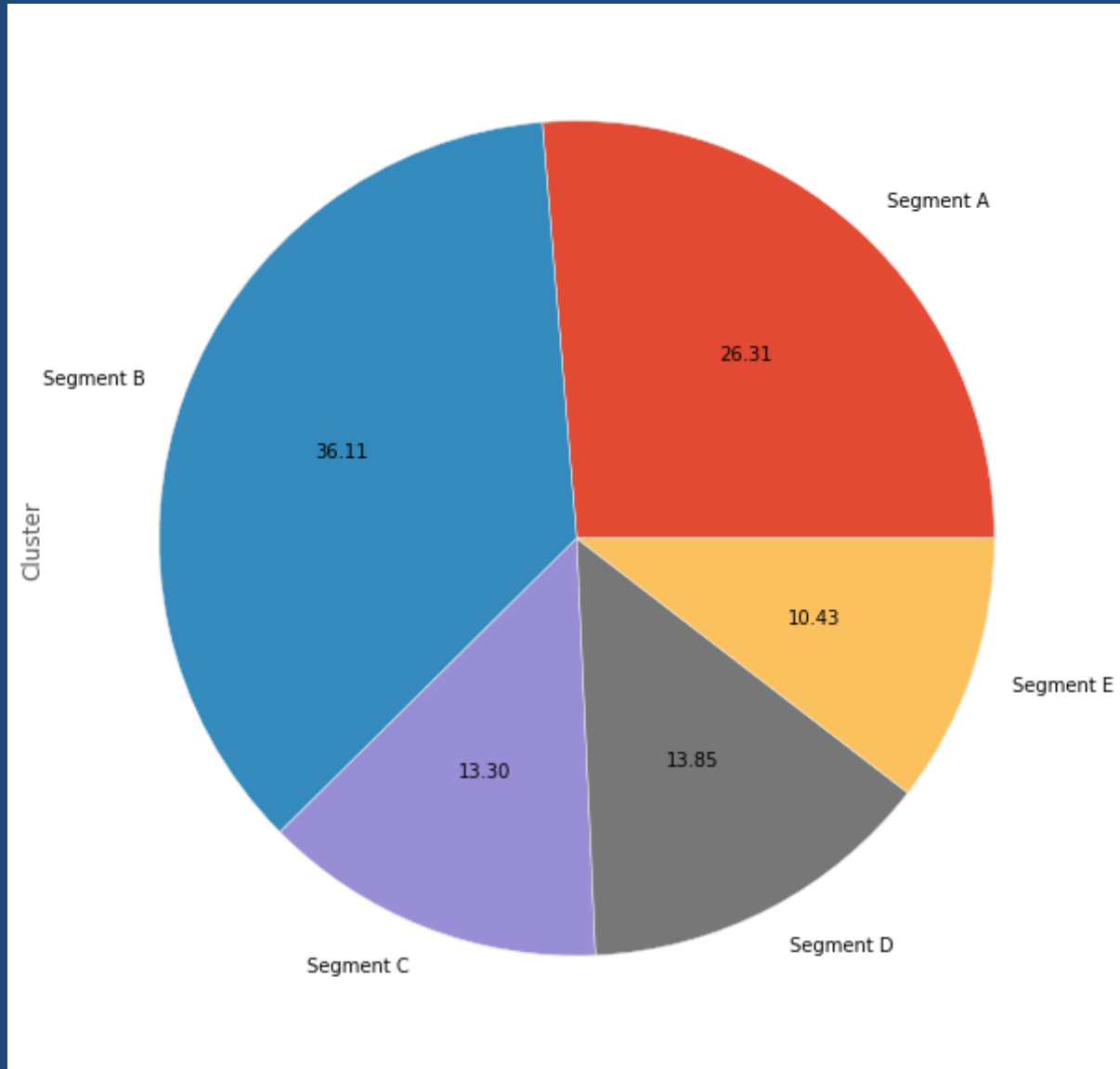
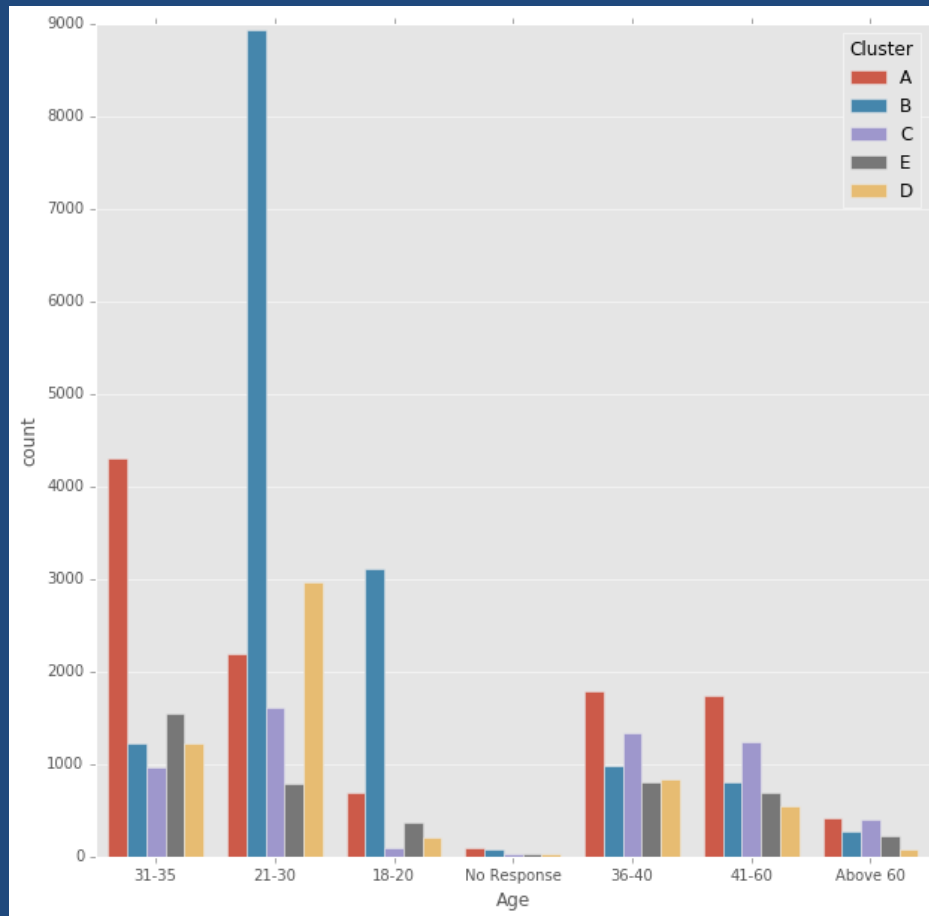


# Percentage of the total customer base that each identified customer segment represent

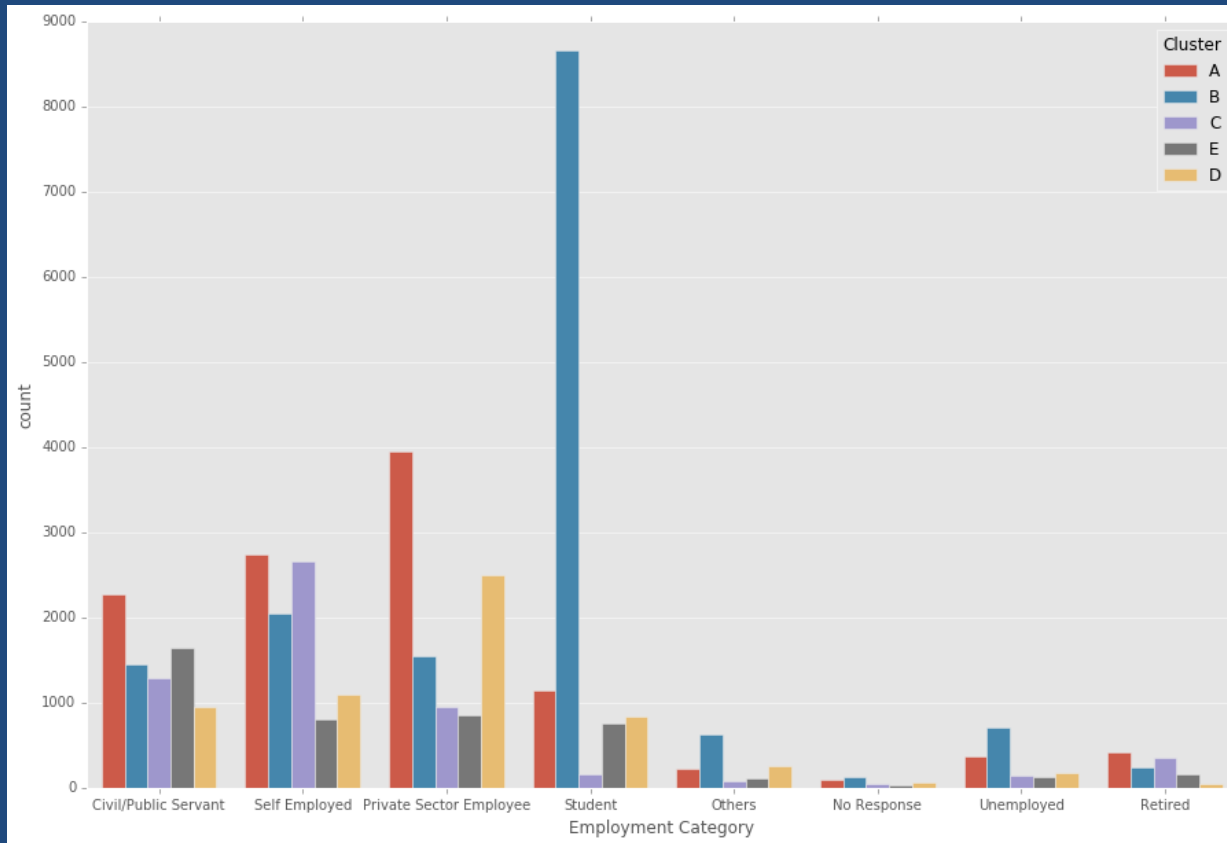


# Age distributions of Customer Segments



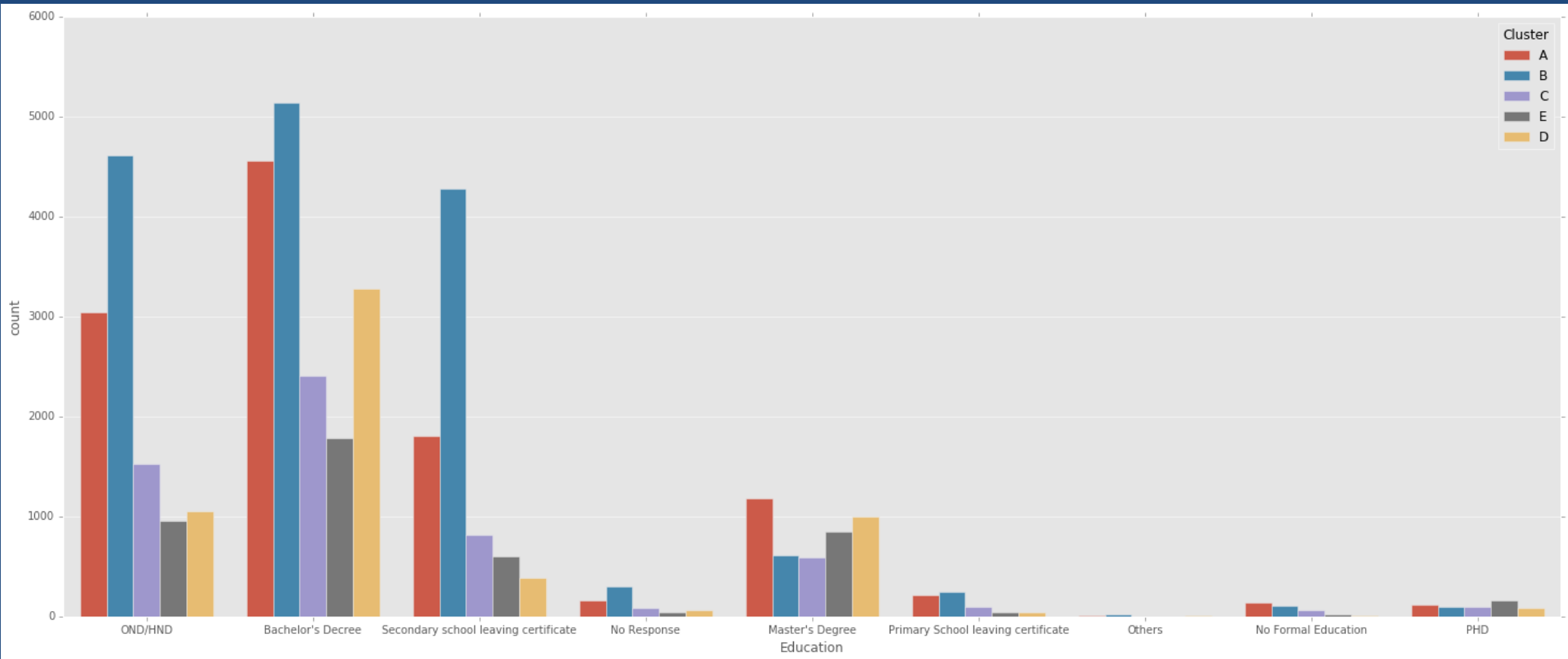
- About 40% of customers in segment A are in the age brackets of 31 – 35 years old.
- Majority of customers in segment B are between the age of 18 – 30 years old

# Employment Category



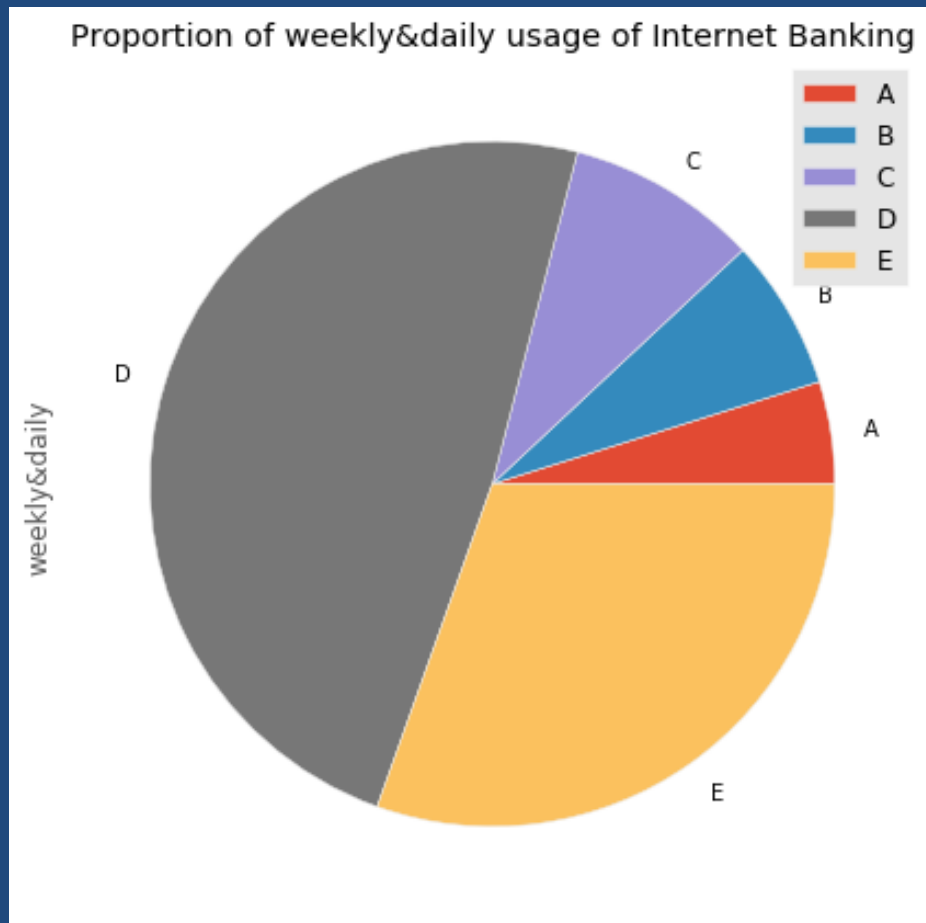
- More than half of customers in segment B are students.
- About 40% of customers in segments A and D are private sector employee.
- About half of customers in segments C are self employed.
- About 40% of customers in segment E are civil/public servant

# Education



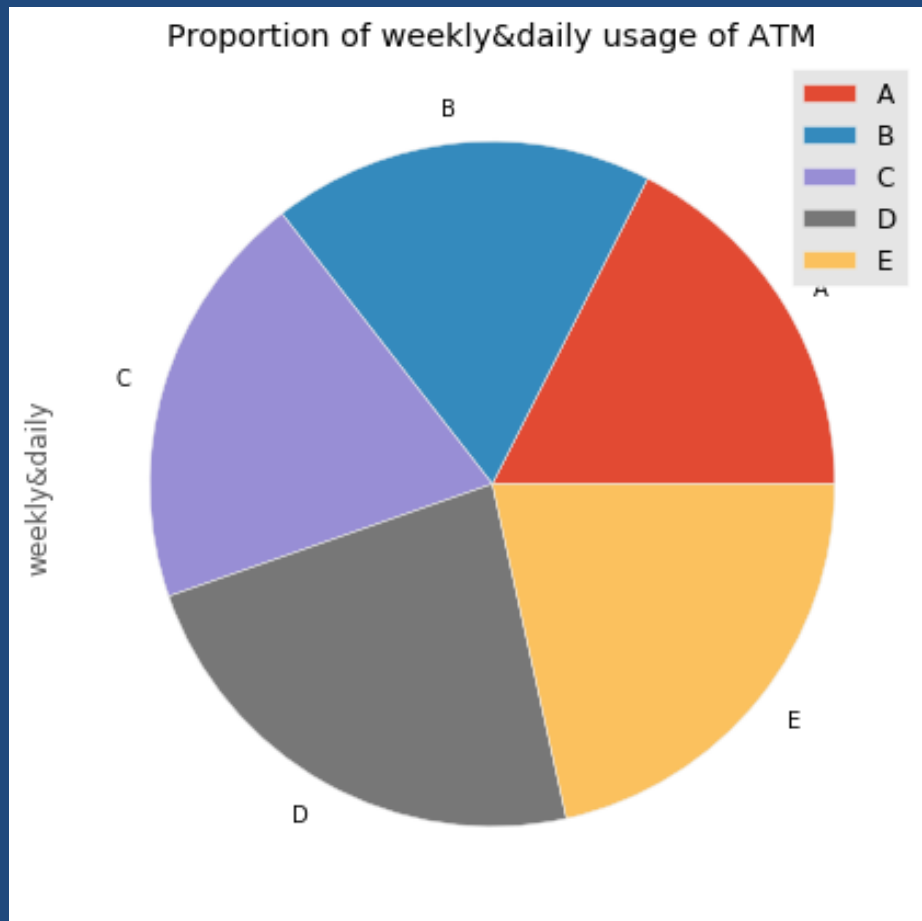
- About 40% of customers in each segment are Bachelor's degree holders.
- The segment that has the most educated customers is segment A, followed by segment E

# Banking Channels Usage Frequency: Internet Banking



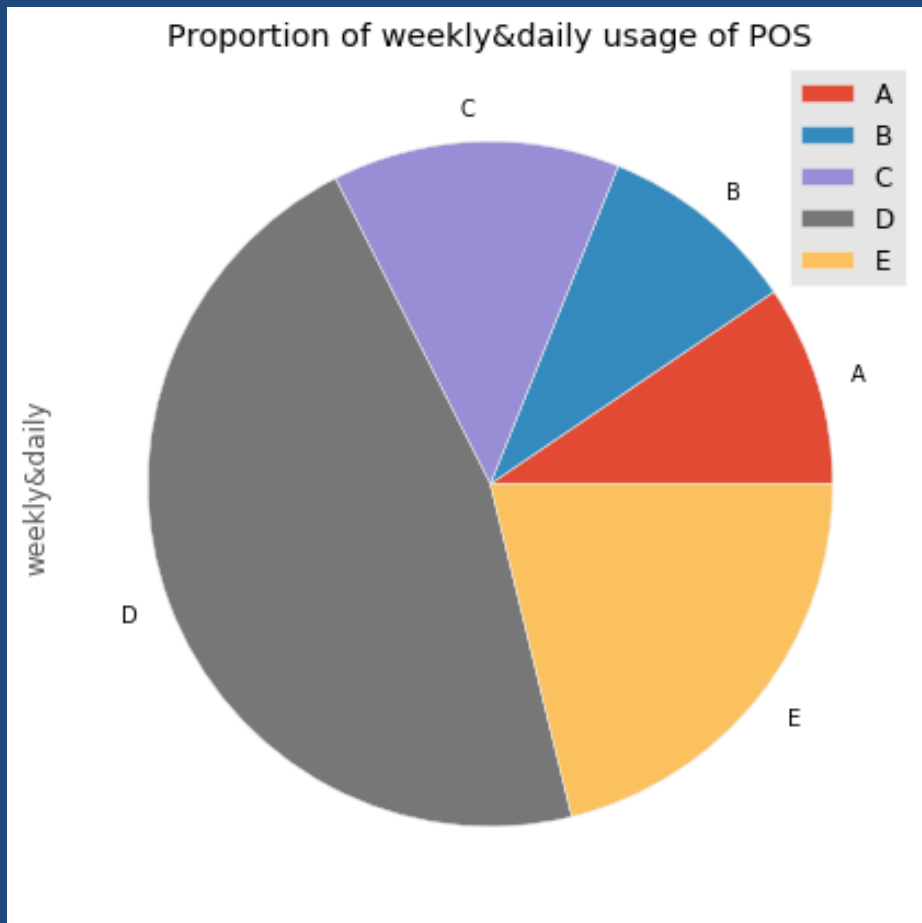
When it comes to the use of Internet for banking activities, segment D has more than half of its customers using Internet banking at least daily or weekly.

# Banking Channels Usage Frequency:ATM



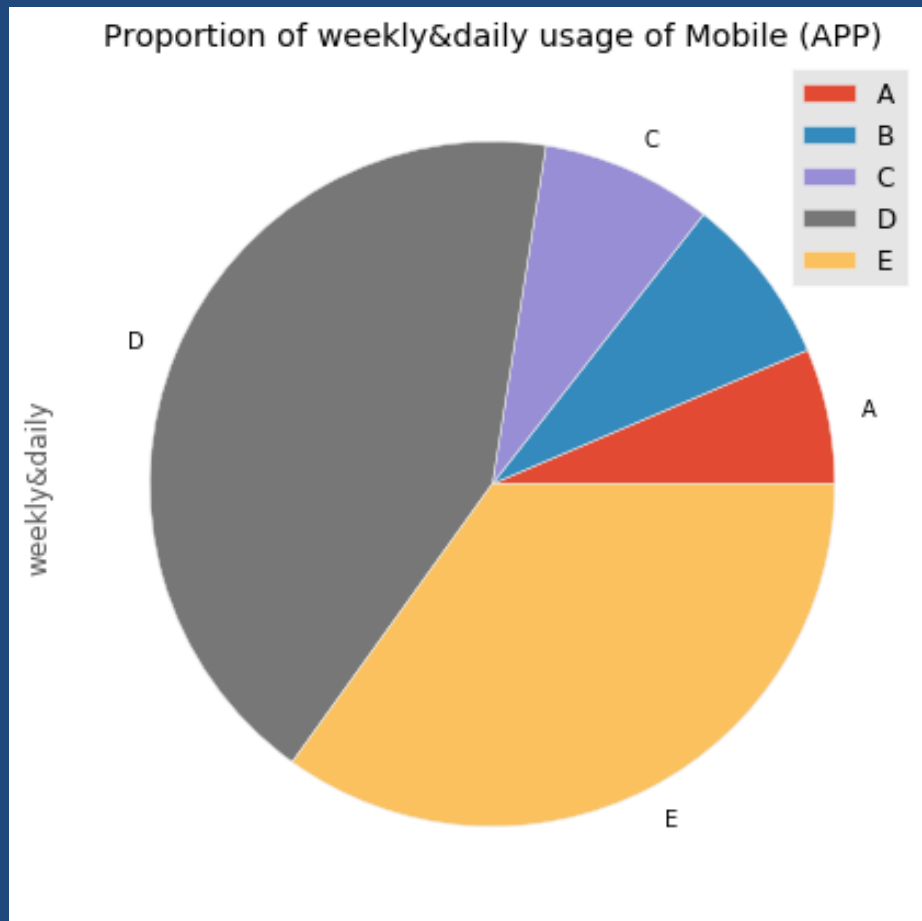
More than 60% of customers in all the segments make use of ATM at least daily or weekly but the percentage of usability is the lowest in segment A with the highest distribution of customers that have never and rarely use ATM.

# Banking Channels Usage Frequency: POS



The usage of POS is low in all the segments but about half of customers in segment D make use of POS at least daily or weekly followed by customers in segment E

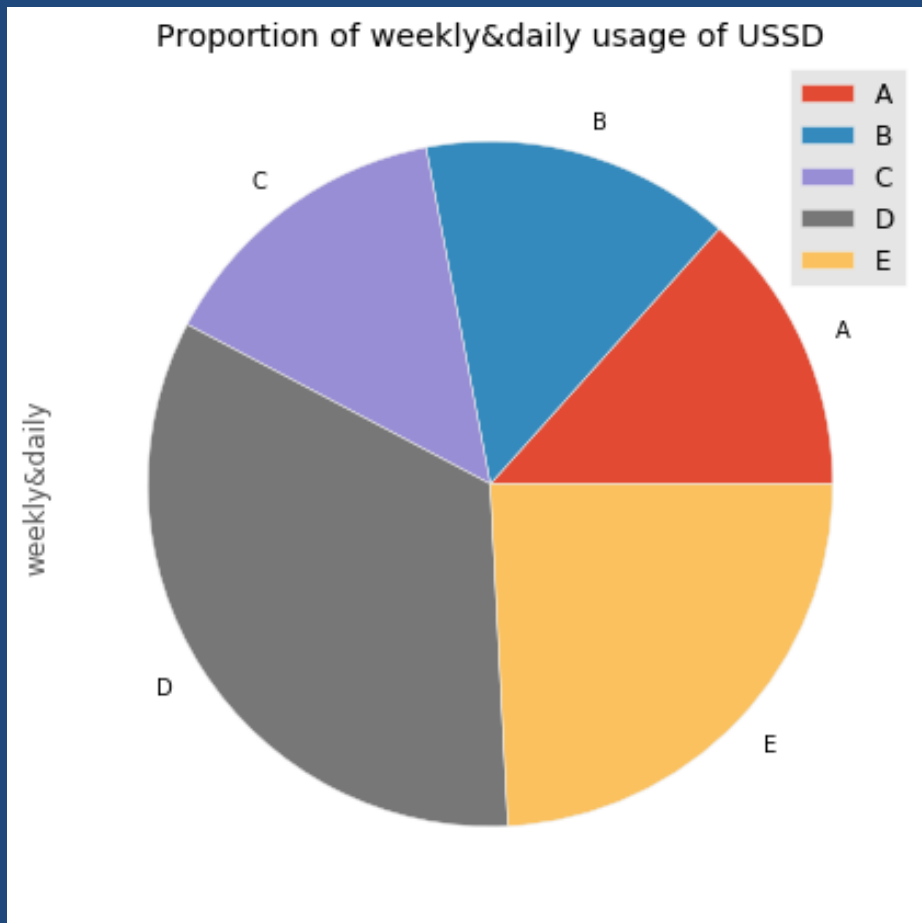
# Banking Channels Usage Frequency: Mobile (APP)



More than half of customers in segment D and E make use of mobile APP for banking activities at least daily or weekly with segment D having the highest proportion of usage in its distribution; of about 80% of customers in the segment.

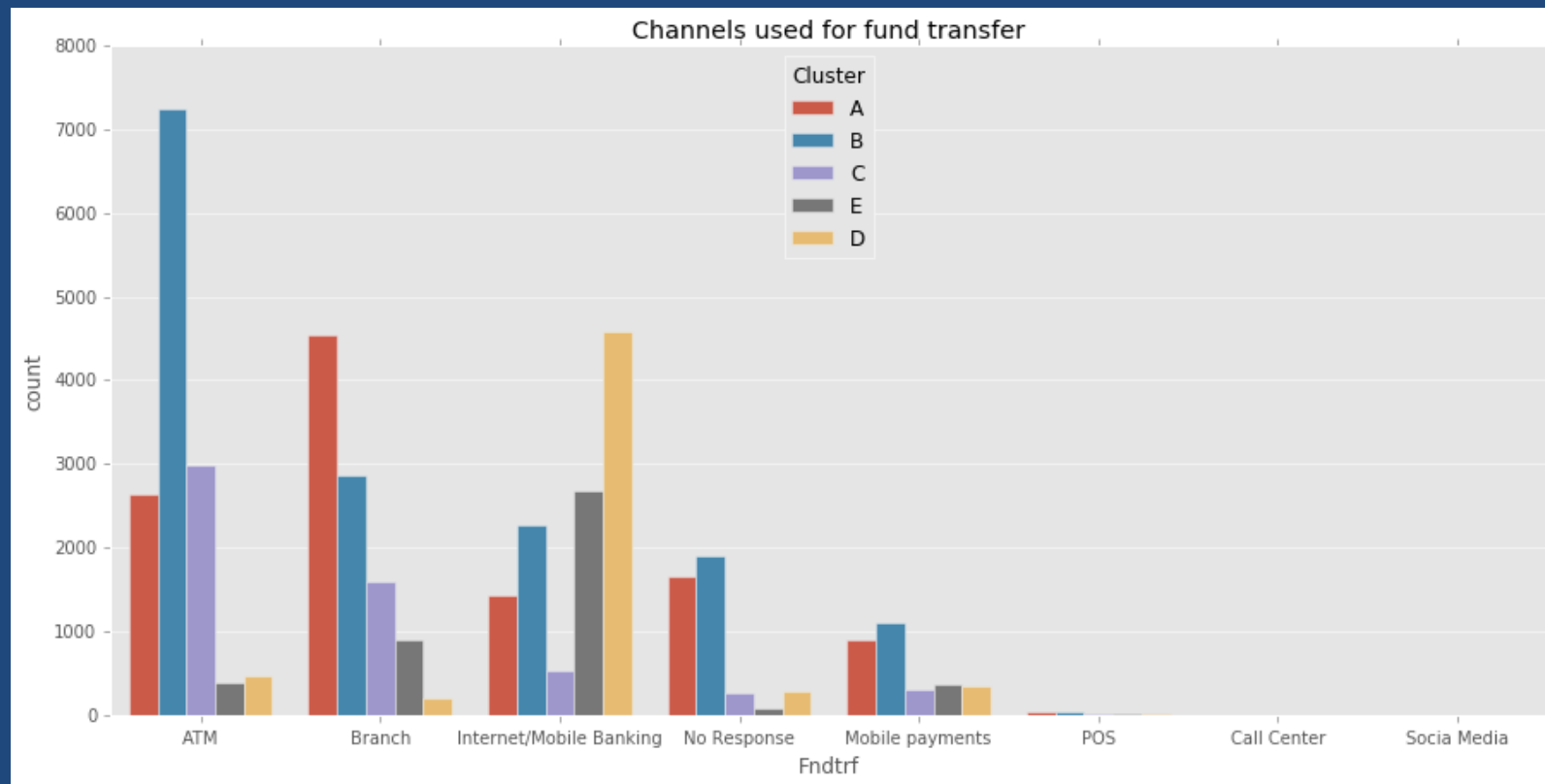


# Banking Channels Usage Frequency: USSD



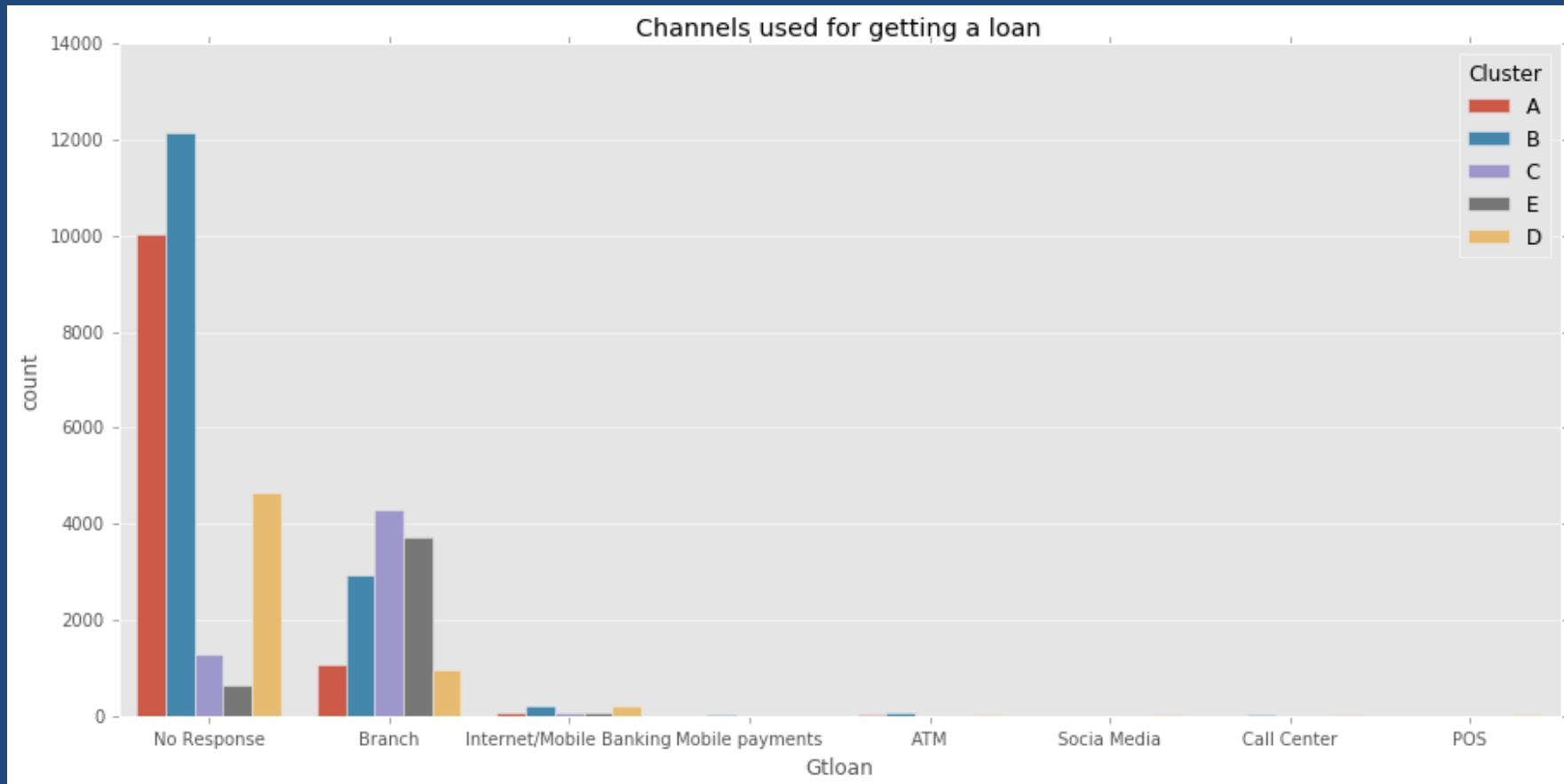
About 40% of customers in segment D make use of USSD for banking activities at least daily or weekly, followed by 28% of customers in segment E.

# Channels used for fund transfer



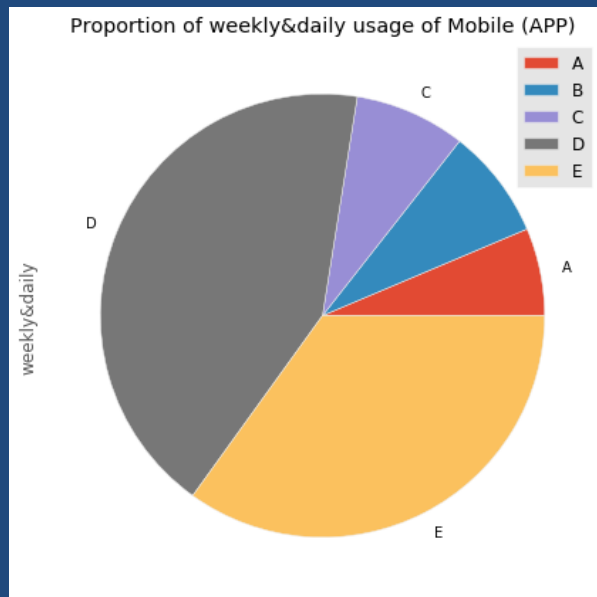
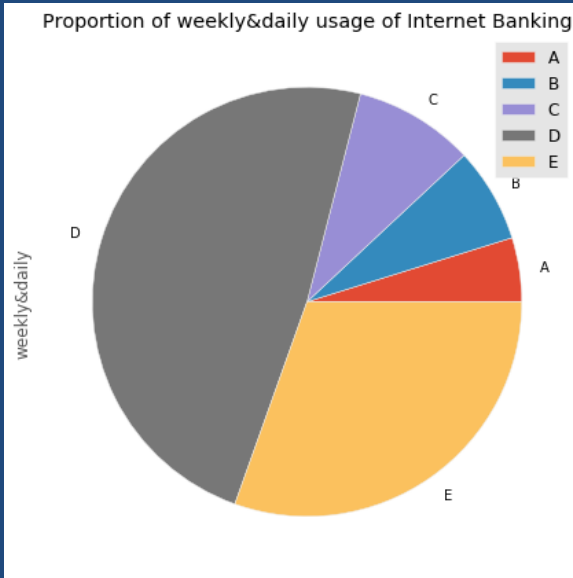
- About 80% of customers in segment D make use of internet / mobile banking for fund transfer followed by 60% of customers in segment E.
- About half of customers in segment B & C prefer to transfer fund through ATM
- About half of the customers in segment A still make use of branch channel for fund transfer.

# Channels used for loan



- There are lots of no reponses, this shows that a large proportion of customers in the segments do not have access to loan.
- But majority of customers that have access to loan prefer to use the branch channels of about 80% of customers in segments C and segment E

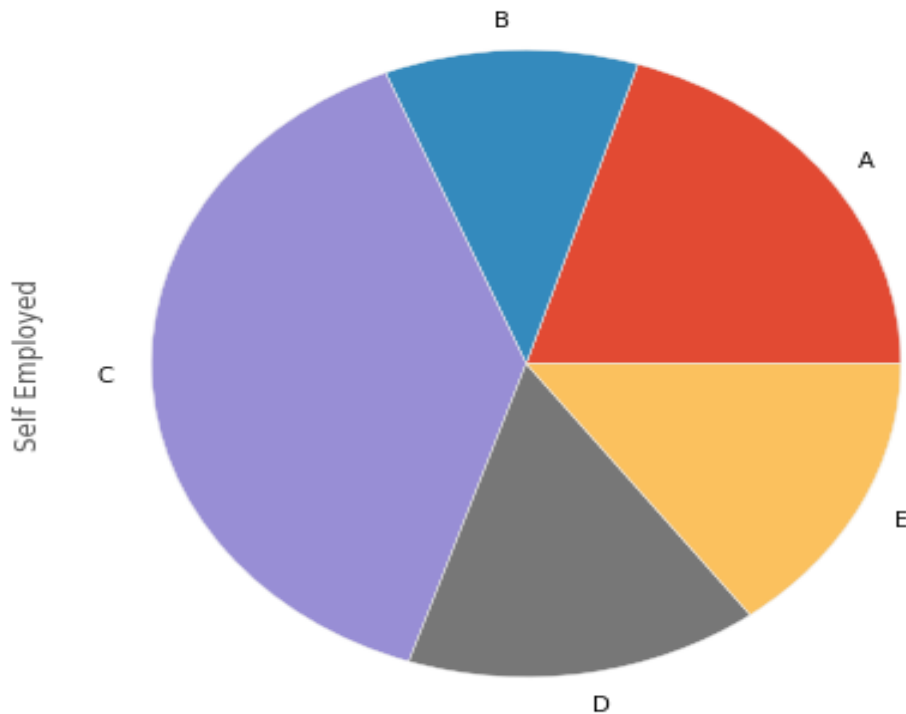
# Bank C wants to launch a new dollar card product: Who should be their target customers?



- The possible targets for a dollar card products are most likely customers that use internet and mobile banking for financial transactions which could be for buying goods online from foreign websites where they need to make payment in foreign currencies.
- More than half of customers in segment D and about 40% of customers in segment E make use of Internet and mobile banking for financial transactions.

# Bank C wants to launch a new dollar card product: Who should be their target customers?

Proportion of those that are self employed in each customer segment



- Dollar cards are also in demand for those whose businesses are highly dependent on foreign inputs which payments have to be made with foreign currencies.
- Owners of businesses are self employed.
- About 50% of customers in segment C are self employed, possibly the nature of their businesses could require the use of foreign inputs. But the knowledge of such businesses is needed to make conclusion.

# Propensity for adoption of the intended new product

- The free fall of exchange rates between the Nigeria Naira and other currencies has prompted the CBN to take necessary actions that could boost the value of the Naira over dollar.
- One of the actions was a policy to restrict online shopping and foreign transactions using Naira denominated cards to pay for dollar denominated products.
- The propensity for adoption of the new dollar product by customers will be high; because it will be in high demand for those who find it difficult to make foreign transaction with their Naira denominated cards.

# Information

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