Bank details Dashboard

Region-wise number of customers

Region	Count of Name
Wales	520
Scotland	1124
Northern Ireland	211
Total	**4014**

Customer presence throughout the world (based on the region-wise customer base)

Region ● Northern Ireland ● Wales ● Scotland ● England

Northern Ireland
Scotland
Wales
England

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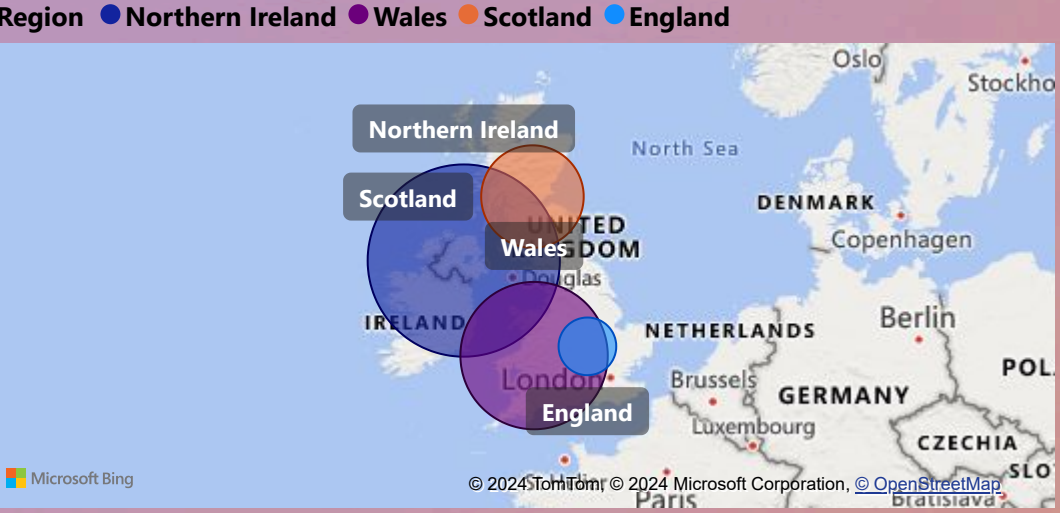
Region-wise customer's bank balance

8.34M (5.22%)
22.04M (13.81%)
44.41M (27.82%)
84.83M (53.15%)

Region
● England
● Scotland
● Wales
● Northern Irel...
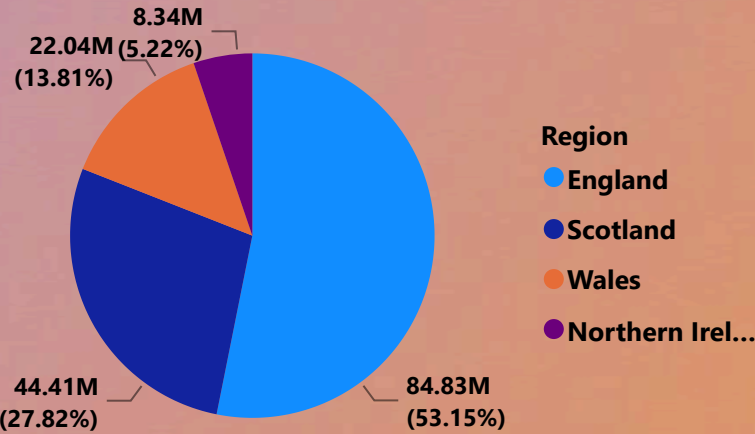
Region-wise number of Male & Female Customers

Gender ● Female ● Male

England: 1091 / 1068
Scotland: 319 / 805
Wales: 282 / 238
Northern Ireland: 157 / 54

Region-wise Monthly balance availability trend

Region ● England ● Northern Ireland ● Scotland ● Wales

England
Scotland
Wales
Northern Irelan
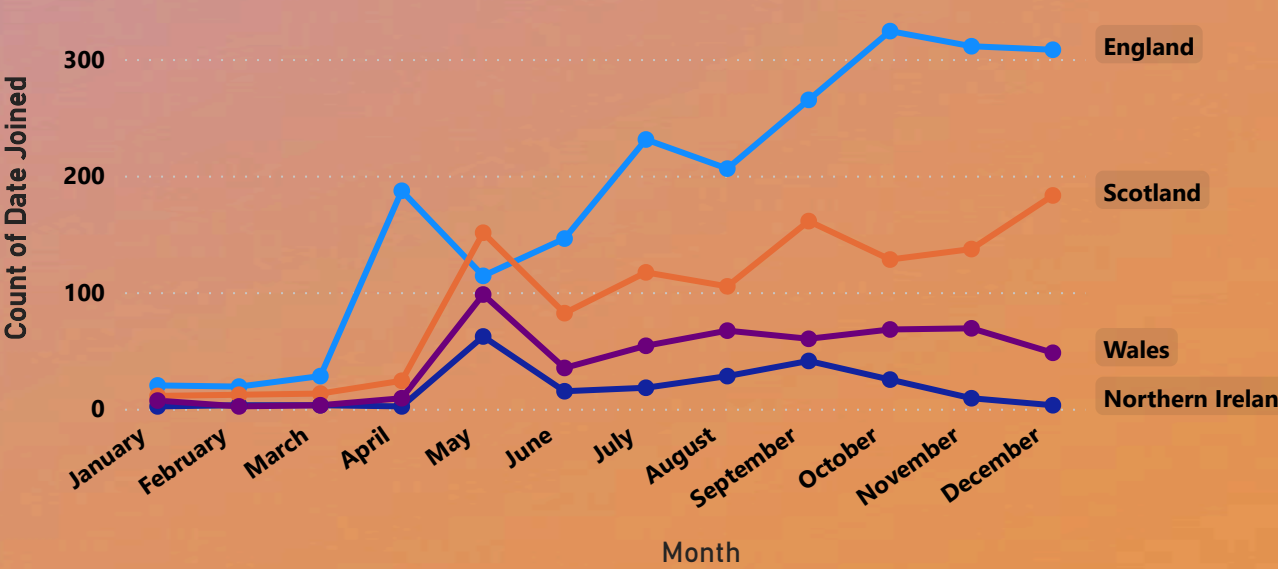
Sales Dashboard

Action Items Based on Sales Data Analysis

1. **Areas for Further Improvement in Terms of Business Product Sales:**
1. Analyze the reasons behind the differences in profit percentages between Jacob and Ben and implement best practices.
2. Focus on improving sales strategies during night shifts, as both representatives seem to have higher night shift counts, indicating possibly higher sales or required presence during these hours.

2. **Work Shift Patterns:**
1. Both sales representatives mostly work during night shifts, with each having 27 night shifts compared to 17 day shifts.

     Ben has 27 Day shifts and 17 Night shifts.
     Jacob has 27 Night shifts and 17 Day shifts.
We can conclude:
     Ben mostly works during the **Day** shifts.
     Jacob mostly works during the **Night** shifts.

3. **Impact on Business in Terms of Product Sales Trends:**
1. The consistent number of night shifts suggests that night hours may have a higher sales volume or operational requirement.
2. Strategies can be implemented to balance the workload and possibly increase efficiency during day shifts.

Overall profit percentage and commission for sales against each sales representative

Sales Rep	Profit Percentage	Commission ▲
Jacob	0.000844112	2.5955
Ben	0.001463158	2.8015
Ben	0.000902718	2.8485
Jacob	0.000991491	2.8525
Jacob	0.001120846	2.906
Ben	0.001041568	3.0445
Ben	0.001838399	3.0475
Ben	0.001366569	3.197
Jacob	0.001327325	3.2045
Ben	0.002397366	3.3525
Ben	0.001434297	3.3945
Jacob	0.001052955	3.3975
Ben	0.000699981	3.4945
Ben	0.002367447	3.6505
Ben	0.000902157	3.7035
Jacob	0.000732406	3.7505
Ben	0.002718289	3.7515
Ben	0.000850226	3.754
Jacob	0.00267028	4.0035

Sales representative-wise total number of work shifts (monthly basis)

Month- ● July ● August
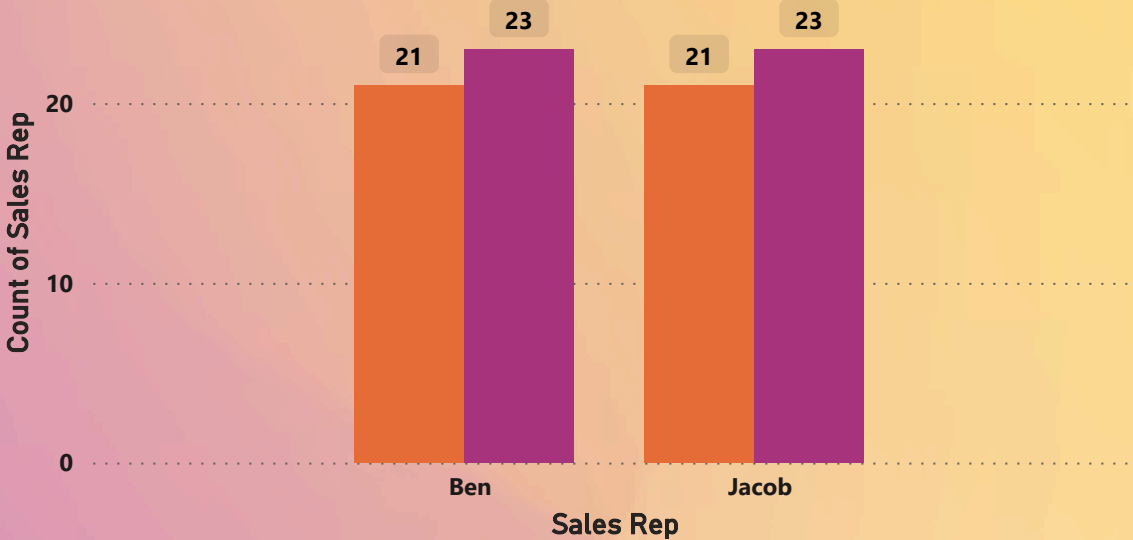
Work shifts (day & night) trends against the sales representative

Shift ● Day ● Night