Storyline

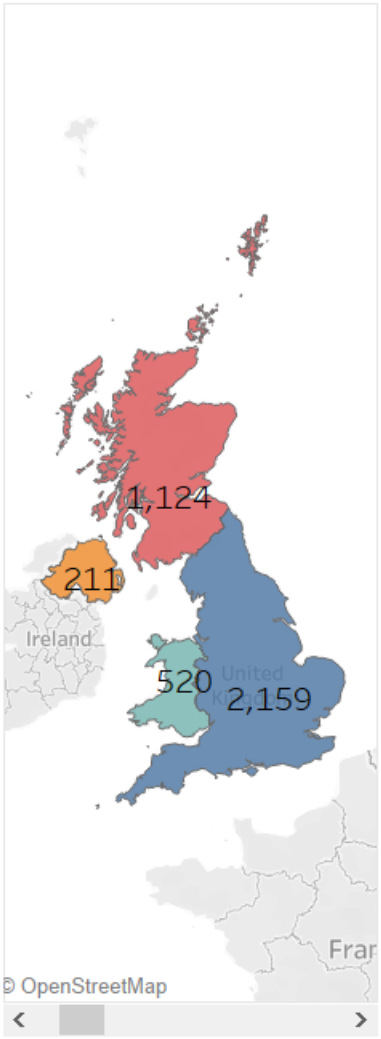
This is bank's customer baseline

England is mostly represented by White Collar workers (70%)

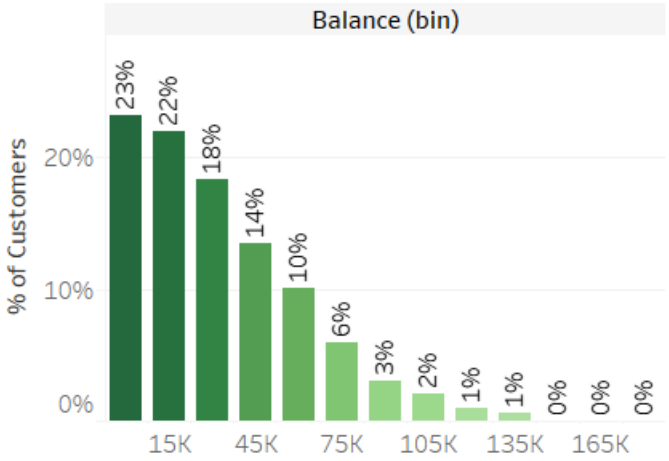
Customers in Scotland are predominately males in late

Whales: An above average representation of mid-size

Distribution by Map



Distribution by Balance



Region

England Scotland Northern Ir.. Wales

Balance Groups

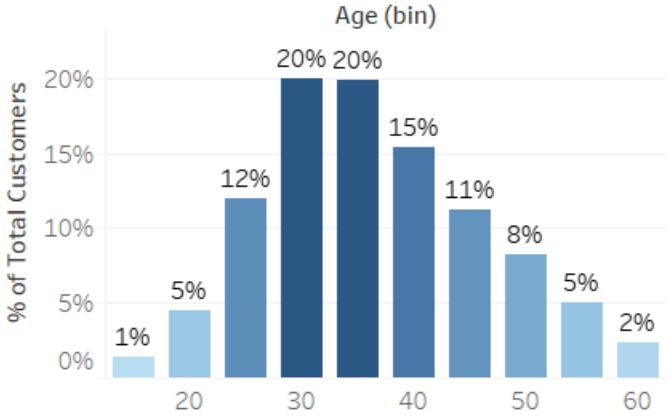
15,000

Age Groups

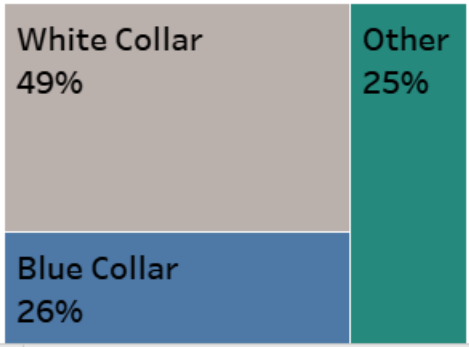
5

Gender

Distribution by Age



Job Classification



Gender | Age | balance | Job | Segmentatio Dashboard | Storyline | Story 2