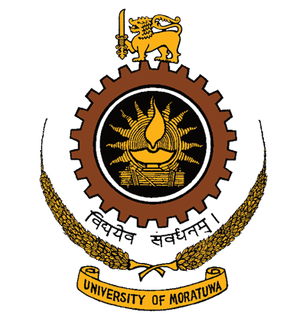
**Mobile Banking App Usage**

**Project Report**



**Department of Computer Science and Engineering**

**University of Moratuwa**

**Academic Year 2019**

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**CS5651 - Statistical Inference**

**Analyzing the Patterns of Mobile Banking App Usage of Educated Users**

# Research Question

The main objective of this research is to analyze mobile banking application usage of educated users to identify patterns.

# Introduction

This survey was conducted for 3 days and collected data with 78 valid responses from educated users. The data was collected through online survey. Sample of these voters selected randomly to avoid sampling bias. Data was collected based on following demographic attributes

* Gender
* Age
* City
* Employment
* Highest education level
* Marital status
* Number of children
* Monthly Income

To identify the usage patterns following information was also collected.

* Methods access your bank account
* Number of banking apps using
* Frequently of banking app usage.
* Reasons for using banking app
* Suggesting Improvements
* Effect of Covid-19 pandemic on mobile usage

# Results and Analysis

Below graphs shows the composition of the sample according to the demographic data collected.

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According to the overall sample 82% uses mobile banking applications and only 39% visit bank for their banking needs.

Majority (58%) of the users in the sample uses more than one mobile application for their banking transactions.

When analyzing the frequency of mobile application usage and visiting bank, a significant difference can be observed.

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The most popular reason for users to prefer mobile banking over other methods was Easier Access and Ability to pay bill and credit card payments.

43% of the user behaviors were affected due to Covid-19 pandemic. But the Majority (57%) has no effect on the usage.

Using above information, we can plot the satisfaction of the applications in general, with 46% of overall satisfaction.

# Conclusion

According to the results of this analysis we can see that most preferred method to fulfill their banking needs, is the mobile banking application among educated customers. The frequency of using mobile applications is significantly higher than visiting the bank in person. The popular reason for this frequency result is that the mobile banking application is more accessible and provide better functionality when paying bills.

When income gradually increases users expect more secure transactions with the application. But we can see an exception with more than 300,000 LKR income earners, where the security concern drops to 20%. Third party account transactions are more popular among Married users.

Most mobile banking app users use more than one application to access different accounts. Most of the users are satisfied with their mobile applications and checking account balance is popular among the functionalities provided by applications. Changing password and contacting bank agents are some functionalities that needs improvements.

# Discussion

The sample is mostly consisting of educated (degree holders) full time employees between age 20 and 30. But the results might change when considering different education levels and age groups. This will result in bias sample where mobile banking is the more popular choice. So, it would be better to extend this demographic scope to other areas for a more accurate representation.

It would have been easier to analyze if the survey questions were less ambiguous and created considering a set of targeted topics in advance, to get specific information.

# GIT Repository Link

<https://github.com/navoda/Statistical_Inference_Mobile_App_Usage>