**About The Dataset:**

This dataset provides information on a bank’s customers and the bank’s transactions. The Customer Table shows each customer’s country, registration date, status, tier, age and login age, which is the last time the customer logged on to the bank (in hours). The Transaction Table shows the transactions’ date, transactions’ type, how many transactions were carried out and the total amount of money transferred. It is important to note that there is no connecting attribute between the two entities in this dataset.

**Problem Statement**

Emerald Digital Bank has observed significant variations in customer engagement, transaction volumes, and account activity across different market segments. While some customers remain highly active, others have increasingly idle accounts. Additionally, transaction trends suggest differences in spending behaviour across tiers, demographics, and locations.

As a data analyst, I have been tasked with uncovering key insights to help optimize customer engagement, identify at-risk accounts, and improve transaction activity. By analysing the dataset, I aim to determine which customer segments are most engaged, which transaction types dominate, and what factors contribute to account inactivity.

**Questions**

**Customer Engagement & Segmentation**

1. What is the demographic distribution of our customers, and how does it vary across different tiers?
2. Which customer tiers dominate each market location?
3. How does account status (active, pending, or blocked) vary across the customer base?

**Account Activity & Inactivity**

1. Which age groups have the most idle accounts?
2. How does average login age vary across different customer segments?
3. Which locations have the most inactive accounts?

**Transaction Behaviour & Trends**

1. What are the most common types of transactions, and how do they vary by quarter?