

# Analysis of Bank Transaction for

Analyzing Transactions and Saving Bank, utilizing Power BI for comprehensive insights  
by Paquita Putri Ramadhany

# Paquita Putri Ramadhany



## **Education :**

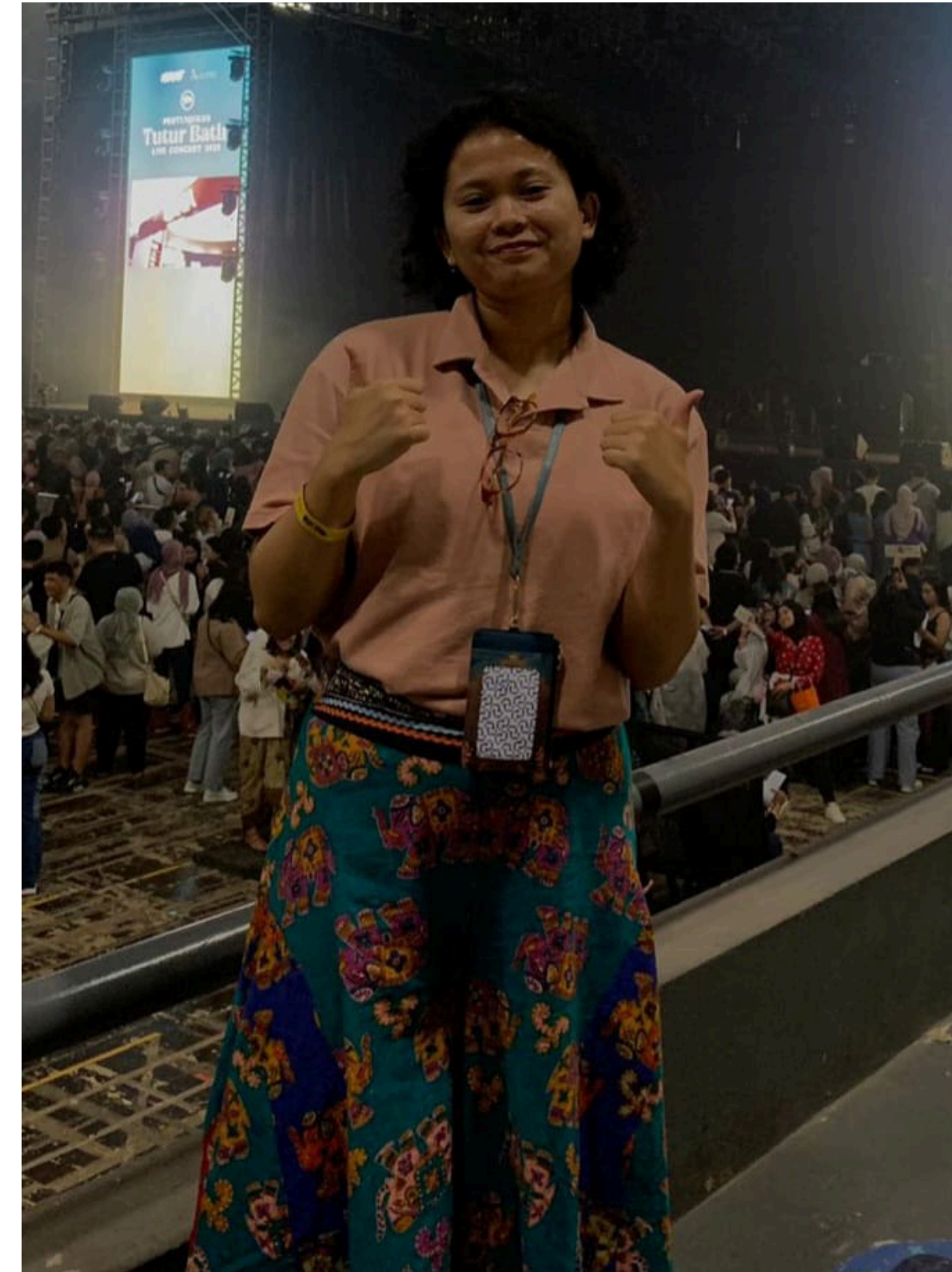
**MAJOR IN COMPUTER SCIENCE (GPA 3.50 / 4.00)**

**Padjadjaran University, 2016-2021**

## **Professional Experience :**

- **Data Analyst (PT Permodalan Nasional Madani)**
- **Agustus 2024 - Sekarang**
- **Data Engineer (PT Bank China Construction Bank Indonesia Tbk)**
- **Oktober 2021 - Agustus 2024**

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### **Data Engineer Basic**

1. Introduction to Data Engineer
2. Python
3. GIT
4. SQL
5. Data Warehouse Introduction
6. ETL (Extract Transform Load)
7. Web Scraping

### **Data Engineer Intermediate**

1. Data Warehouse Modeling
2. ETL with Python Airflow
3. Hadoop
4. Cloud

### **Data Engineer Advanced**

1. Big Data Analytics with PySpark
2. Batch Processing with PySpark
3. Kafka
4. Data Pipelines for Streaming System
5. Data Governance



# **Project Introduction**

## **Goals of This Project**

**This project focuses on Bank Transaction and Savings analysis, where this analysis is used to monitor transactions in the bank.**

- 1. Average Transaction Amount by Location**
- 2. Analyzing the age groups with the highest number of transactions, along with their location (Trend Analysis of Transaction Volume and Amount)**
- 3. Perform Location-wise analysis to identify regional trends**
- 4. Perform transaction-related analysis to identify interesting trends that can be used by a bank to improve / optimi their user experiences**

# Goals of This Project

## 1. Kaggle

(<https://www.kaggle.com/datasets/shivamb/bank-customer-segmentation>) dengan Size: 25 MB

Columns: TransactionID, CustomerID, CustomerDOB, CustGender, CustLocation, CustAccountBalance, TransactionDate, TransactionTime, TransactionAmount

## 2. Fake Stream for Today's Transaction Data

3. For Saving Data makes dummy but CustomerID based on the Kaggle data.

# Bank Customer Segmentation (1M+ Transactions)

Customer demographics and transactions data from an Indian Bank



Data Card

Code (40)

Discussion (5)

Suggestions (0)

## About Dataset

### Bank Customer Segmentation

Most banks have a large customer base - with different characteristics in terms of age, income, values, lifestyle, and more. Customer segmentation is the process of dividing a customer dataset into specific groups based on shared traits.

*According to a report from Ernst & Young, "A more granular understanding of consumers is no longer a nice-to-have item, but a strategic and competitive imperative for banking providers. Customer understanding should be a living, breathing part of everyday business, with insights underpinning the full range of banking operations."*

Usability ⓘ  
10.00

License  
Data files © Original Authors

Expected update frequency  
Never

Tags

# WHY DO BANKS NEED TO MONITOR SAVINGS AND TRANSACTION VALUES?



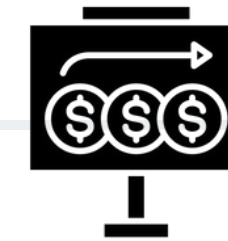
## RISK MANAGEMENT

By understanding transaction patterns, banks can identify potential risks, both from the customer side and market conditions.



## PRODUCT DEVELOPMENT

Data can be used to analyze customer needs. This helps banks design products and services that are more in line with market demand.



## FINANCIAL PLANNING

Banks can use this information for better financial planning and business strategies



# Data Flow

