



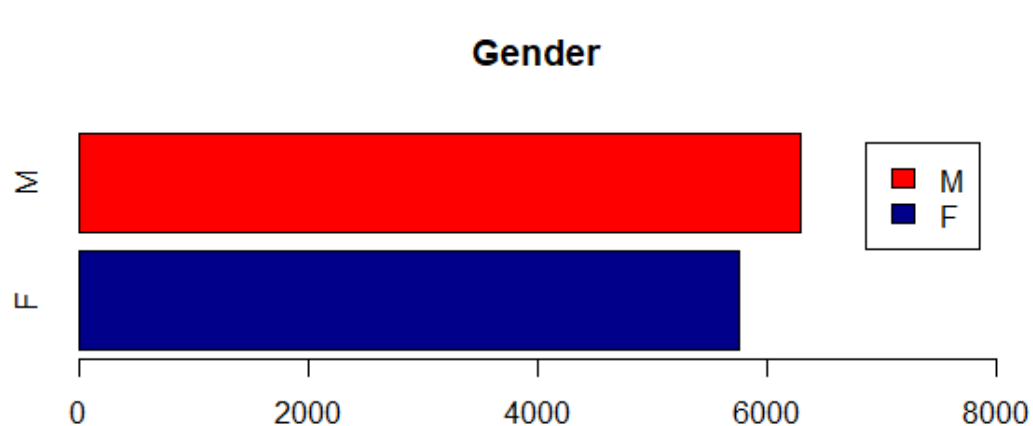
ANZ Transaction dataset

Exploratory Data Analysis
(Based on R)

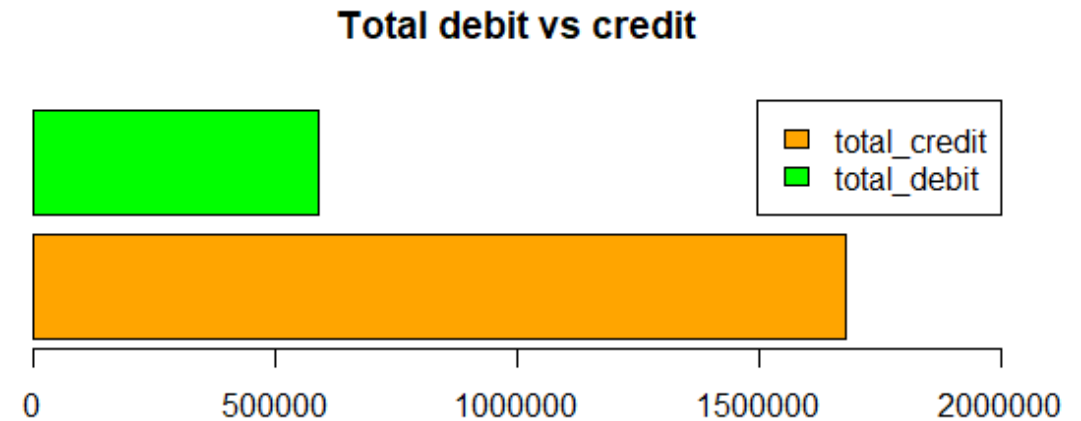


Basic insights on Gender & Transaction type

Transaction amount vs Gender and Transaction type



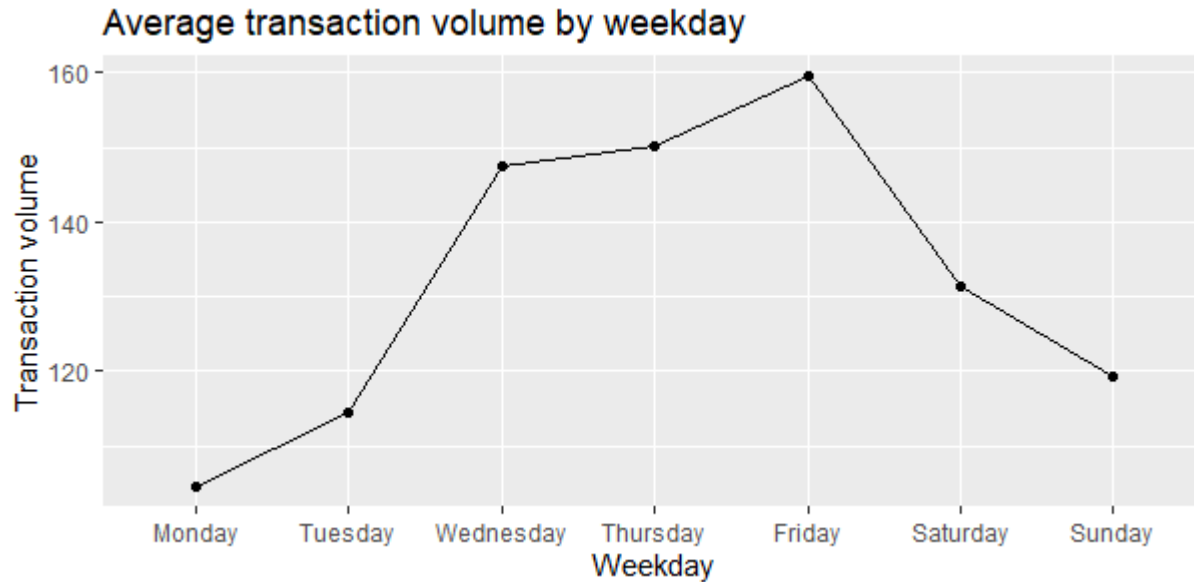
Inference: Males have higher amount of transactions (credit and debit) compared to females



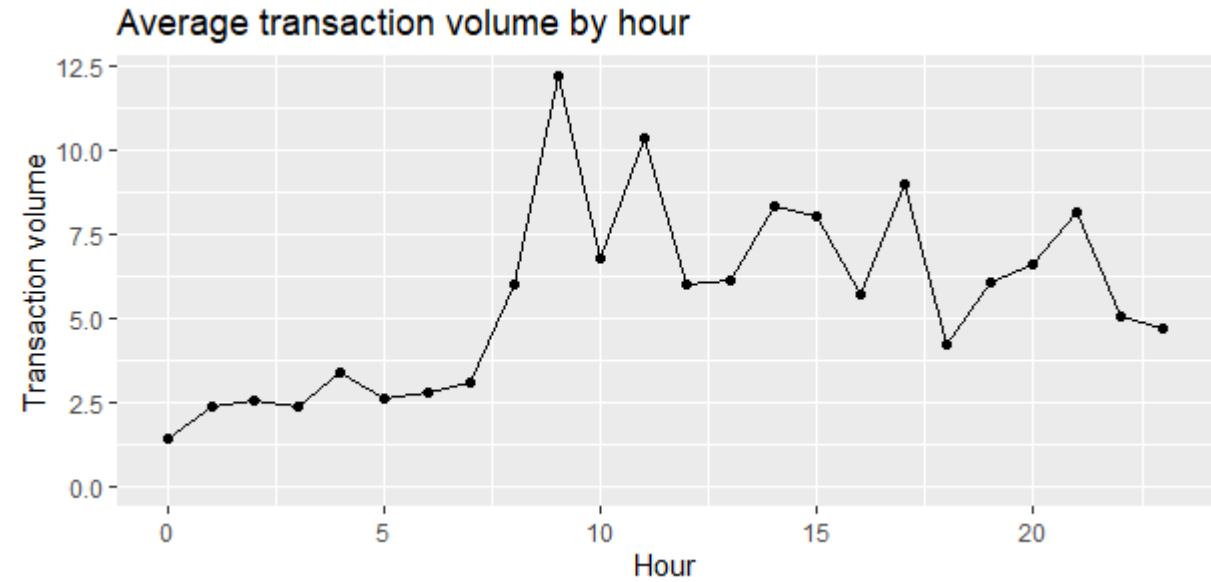
Inference: Total for credit transactions is higher than total for debit transactions

Weekly and hourly transaction frequency

Weekly/ hourly transaction frequency



Inference: Transaction amount increases every day peaking at Friday after which it falls over the weekend

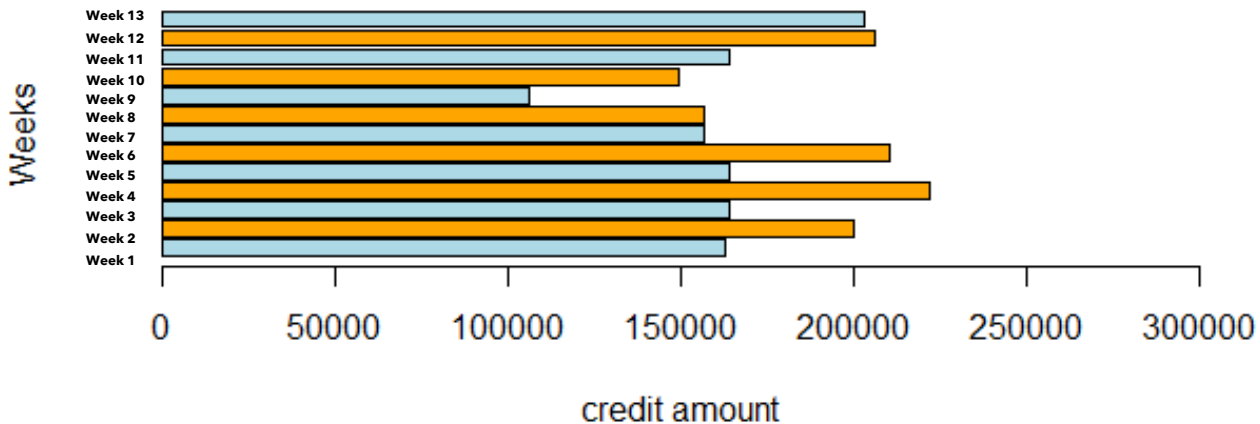


Inference: Transaction amount varies across 24 hours with the highest being at hour 9 and lowest at hour 0

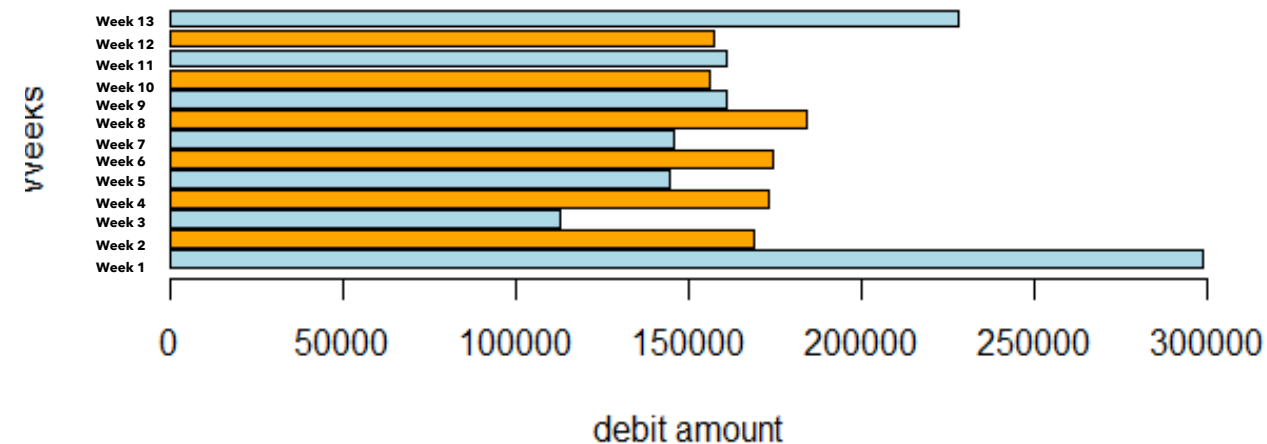
Dataset segmentation - Weekly transactions

Weekly average amount and frequency (credit & debit)

Credit transaction per week



Debit transaction per week

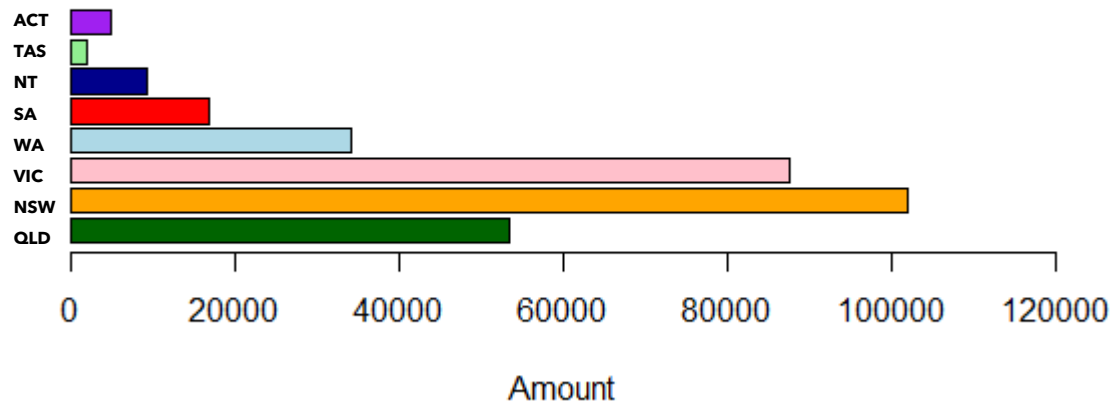


Inference: Higher credit does not directly translate to high debit transactions as we observe high debit weeks correlated with low credit weeks and vice versa. (Data should be normalized & correlated for further insight.)

Transactions per state and purchase transaction amount frequency

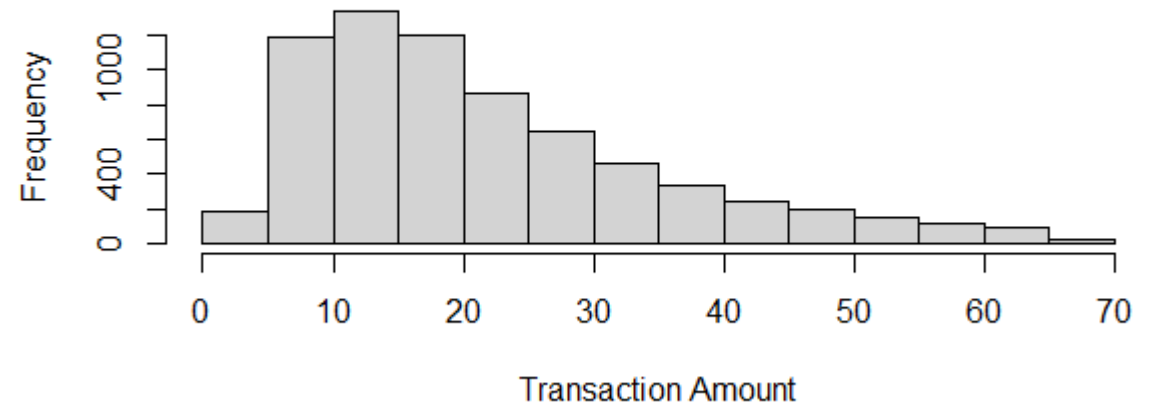
Transaction amount vs Merchant state & Transaction frequency for purchases

State Transactions



Inference: Highest transactions (credit & debit) in NSW followed by VIC and QLD. The lowest is in TAS

Histogram of purchase transaction amount



Inference: Purchase transaction frequency ranges from 0 to 70 with highest transaction frequency between the 10-20 range