

Author Profile

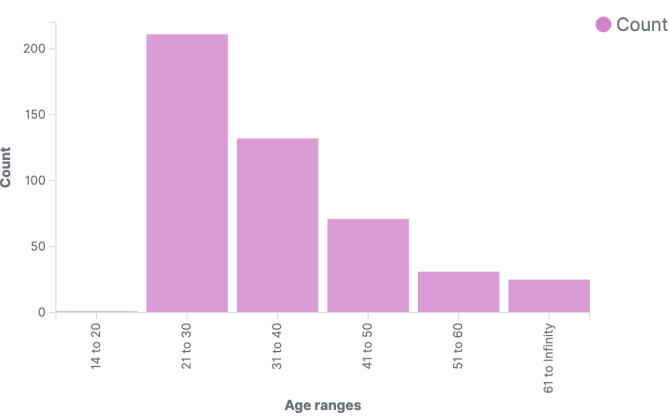
Name : M Gheddi

Batch : RMT-022

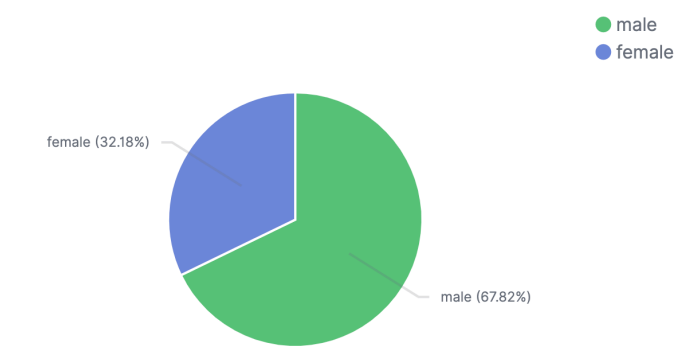
Objective : This dashboard display some insightful visualization of a credit company in Germany. Some insight presented in this dashboard are :

- 1. Distribution of age group.
- 2. Gender proportion of the customer.
- 3. Job level distribution (0 : unskilled, 1 : low skill, 2 : skilled, 3 : highly skilled).
- 4. Relation between saving account to purpose.
- 5. Min, max, average of credit amount in the customer base.
- 6. Most popular use of credit.

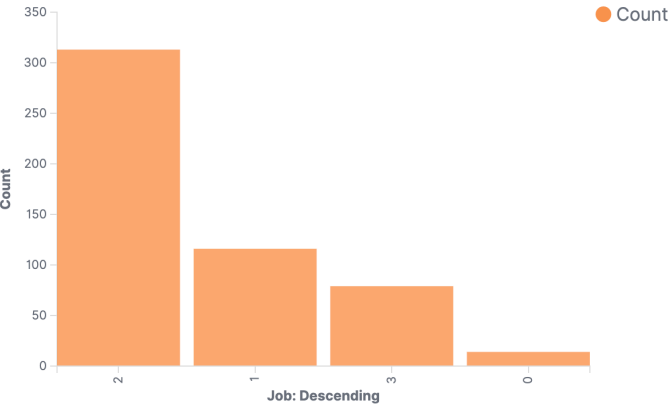
age group



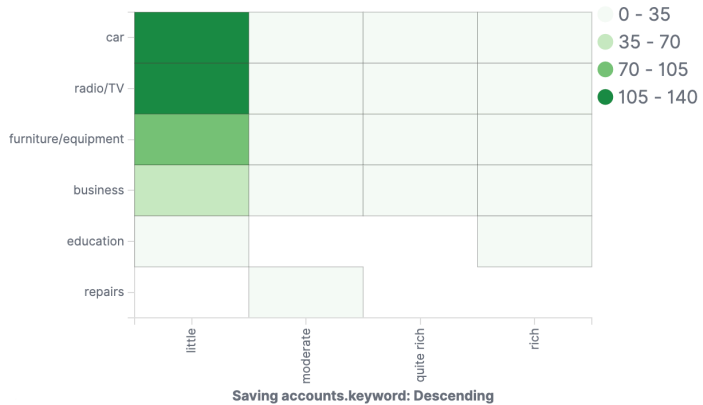
Gender Proporpotion



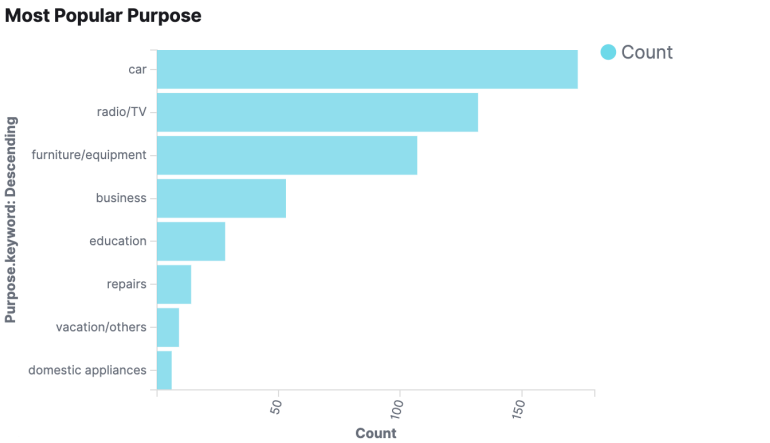
Major Occupations



Saving Account to Purpose



Credit Amount for each Purpose			
Purpose.keyword: Descending ⌵	50th percentile of Credit amount ⌵	Max Credit amount ⌵	Min Credit amount ⌵
vacation/others	11,328	18,424	1,164
repairs	1,513	11,998	454
radio/TV	1,880.5	10,961	338
furniture/equipment	2,864	9,960	428
education	1,669	12,612	339



Conclusion

Insight from each visualization :

- 1. The customer base of credit company is mostly made up by people aged around 20 to 40.
- 2. The majority of customer base is male that comprised two-third of the total customer base
- 3. the majority of the customer base are skilled worker
- 4. Customer with little saving account mostly utilize credit for car,radio/tv, and furniture/equipment purpose.
- 5. Customer with higher credit amount tend to use credit for vacation purpose.
- 6. The most popular use of credit from customer base is car, radio/tv, and furniture/equipment purpose.

Conclusion : From the analysis we can conclude that the majority of the customer base are male in their productive age and having a descent job. Common use of credit service is for paying automobile and household appliances. And customer with higher credit amount tend to use credit for vacation purpose.

Further Recommendation : For further recommendation, the author would suggest to adjust marketing campaign that best suit the majority of the customer specified beforehand.