# Lloyds Banking Group - Customer 360 Analysis – Dashboard 2 – Customer Profile

This **Customer Profile** dashboard provides a detailed view of the customer base, enabling decision-makers to quickly assess demographic distribution, financial profiles, and customer experience. By consolidating key metrics and visual insights, it supports strategic decision-making in areas such as customer segmentation, service improvement, and product targeting. Its slicers and visualizations make it easy to drill down into customer-level details and identify patterns across regions, account types, and loan statuses.
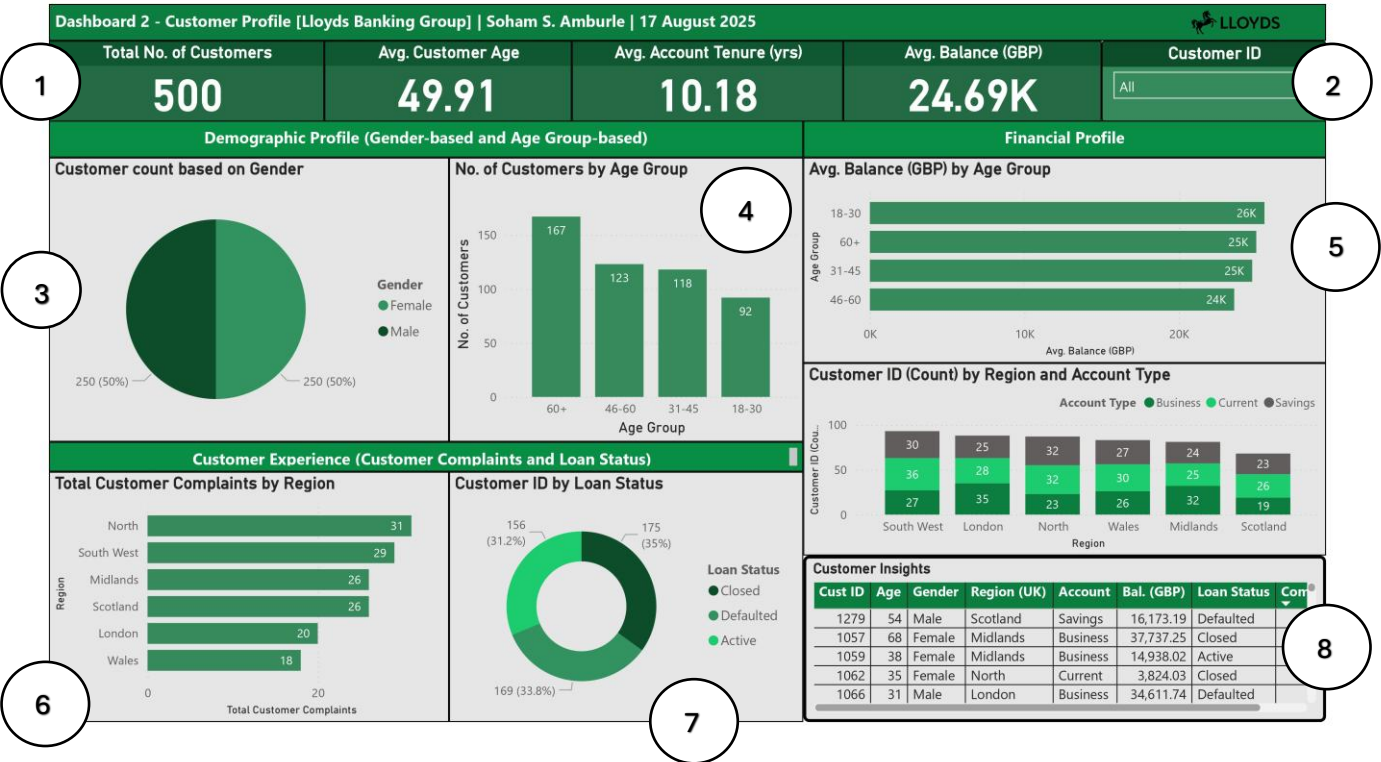
Description -

1. **Cards:**
   - **Total No. of Customers:** Highlights the total size of the customer base, offering a snapshot of overall reach and engagement.
   - **Average Customer Age:** Provides insights into the demographic profile of the customer base, helping identify generational patterns and target strategies.
   - **Avg. Amount Tenure (yrs):** Reflects the average tenure of customers, indicating long-term relationships and customer loyalty trends.
   - **Avg. Balance (GBP):** Shows the average account balance across customers, offering a perspective on financial stability, savings behavior, and liquidity within the customer base.
2. **Customer ID (Slicer)**: Allows drill-down to specific customer-level details, enabling deeper analysis of individual behavior and performance.
3. **Customer Count based on Gender (Pie Chart)**: Displays the distribution of customers by gender, offering a quick demographic snapshot and aiding in gender-based analysis of financial services usage.
4. **No. of Customers by Age Group (Clustered Column Chart)**: Categorizes customers into age brackets, enabling the identification of age-specific patterns in customer acquisition and retention.
5. **Avg. Balance (GBP) by Age Group (Clustered Bar Chart)**: Compares average balances across age groups, uncovering generational differences in financial behavior and wealth accumulation.
6. **Total Customer Complaints by Region (Clustered Bar Chart)**: Tracks the volume of complaints across different geographical regions, offering insights into areas where service delivery or satisfaction requires improvement.
7. **Customer ID by Loan Status (Donut Chart)**: Breaks down customers by loan status (e.g., active, closed, defaulted), providing visibility into loan portfolio health and risk exposure.

8. **Customer Insights (Table)**: A detailed tabular representation displaying customer ID, loan details, demographic attributes, balances, and complaint records. This table bridges high-level summaries with granular data, facilitating case-specific investigation and supporting deeper decision-making.

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