



# Analysis of Customer Data in Axis Bank.

Cognizant

## Group 2

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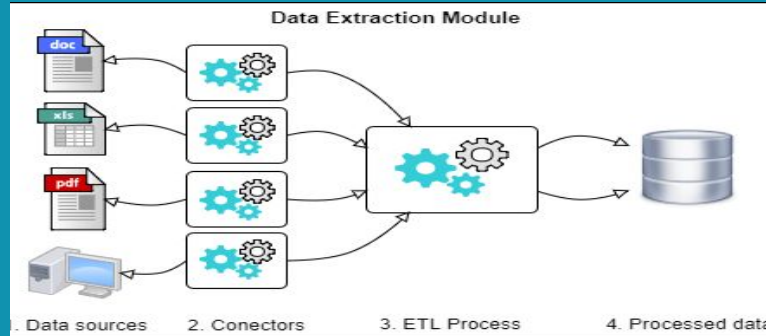
**Group :**

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- Mohit Hirde
- Tejas Bansal
- Utkarsh Srivastava
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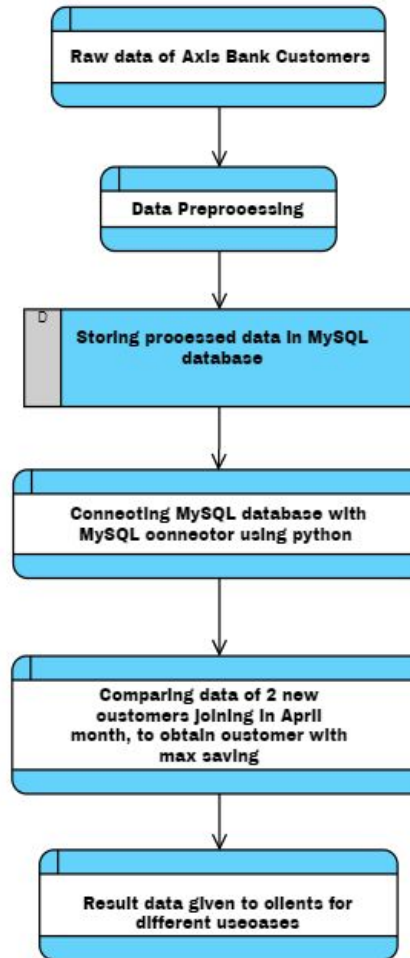


# Objective

- 2 new customers joined in axis bank in month of April
- Their data is landed in unix box
- Data is getting stored in mysql database
- Compare these 2 customer details and find out who has saved more amount.

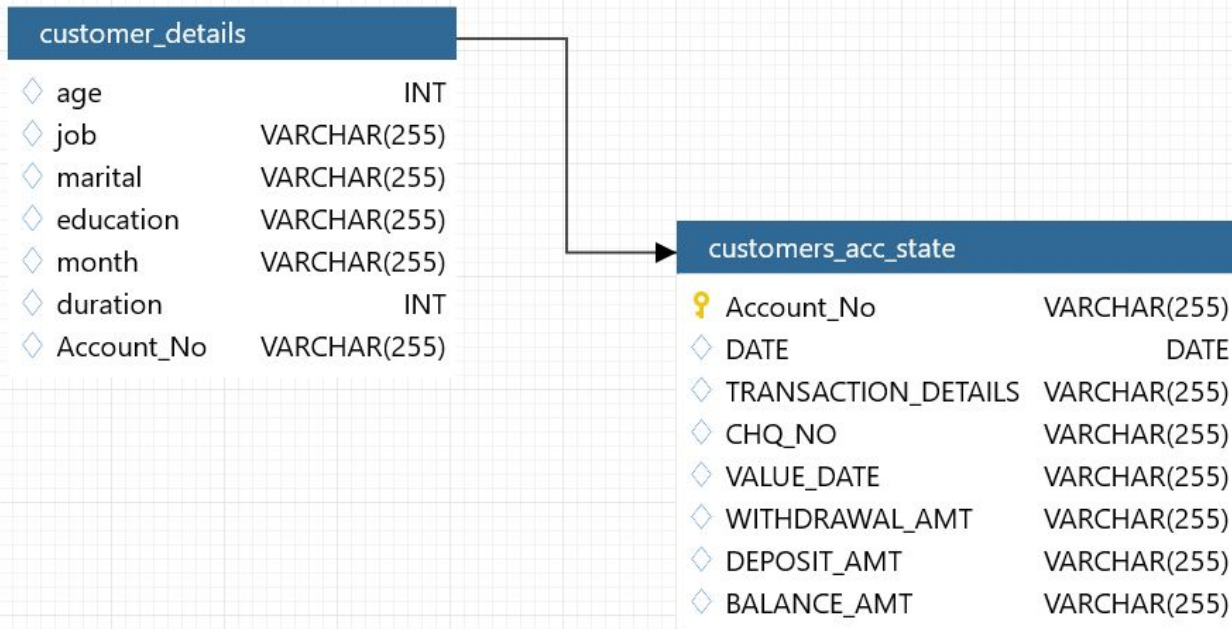


# Data Flow Diagram



# Database Schema

Database name - : AxisBank



# Technologies

Python



MySQL



Pandas



Numpy



Jupyter



UNIX





# Use Case

- **Risk Management Analysis** - Analyzing whether they can pay for a particular service.
- **Personalised Marketing** - Recommendation based on nature of their transactions.
- **Customer Segmentation** - Categorizing customers based on their behaviour.
- **Fraud detection** - Detecting unusual behaviour and taking actions.



# Thank you

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