HOLISTIC DESCRIPTION OF THE DATA SETS

The UK bank customers data sets is a data of customers in a bank in the UK collected for analysis in order to gain insights and information on how the bank has been functioning from January 2015-december 2015 in order to help in the decision making process of the bank.

The data sets comprises of the customer id, name, surname, gender: male and female, age between 20-56, from 4 different regions in the UK, which are the northern Ireland, Scotland, wales and England, job classification: white collar, blue collar and others, dates they joined the bank which is from January-December 2015 and the account balance in which they have at the time of the analysis.

From the analysis, it is known that there are more male customers than female: 55.93% male to 44.07% female, there are more customers from England compared to other regions, although England had more female customers than male, more customers with white collar jobs compared to other job classification and by the account balance it is known that White Collar had the highest Sum of Balance at 78,065,883.04, followed by Blue Collar at 41,334,055.50 and Other at 40,222,584.83.﻿ ﻿ ﻿﻿White Collar accounted for 48.91% of Sum of Balance.﻿﻿ ﻿﻿ ﻿﻿Qtr 4 had the highest total Sum of Balance at 62,665,992.70, followed by Qtr 3, Qtr 2, and Qtr 1, in Qtr 4 made up 22.94% of Sum of Balance.﻿﻿ ﻿﻿ ﻿﻿Qtr 4 had the highest average Sum of Balance at 15,666,498.18, followed by Qtr 3, Qtr 2, and Qtr 1.﻿﻿ The total balance by the end of 2015 was 159.62 M and the average balance was 39.77k.﻿﻿﻿﻿ ﻿

In summary, this analysis was able to reveal deep insights concerning the basic information of the bank customers provided ,which will definitely aid in the decision making process of the bank.