# **Business Requirement Document**

Project Title: Wisabi Bank ATM Transaction Data Analysis Project

Overview: the purpose of this project is to analyze the ATM transaction data for WB to gain insights on customer behavior, ATM usage, and identify opportunities to improve the bank’s services.

## Stakeholders:

* Wisabi Bank Management: The management team will oversee the project and make strategic decisions based on the insights generated from the analysis.
* ATM Operations Manager: The ATM Operations Manager will be responsible for implementing and improving the performance of the ATMs.
* Branch Manager: The Branch Manager will use the insights to improve customer experience and optimize operations in their branches.
* Data Analysis: The DA will be responsible for analyzing the data and generating reports and visualizations.
* IT Department: The ITDep will be responsible for providing access to the data and ensuring data security.

## Business Objectives:

* Understanding the demographics of WB’s customers and their transaction patterns across the different locations.
* Identifying the most popular ATM services offered by WB and their usage trends.
* Identifying potential opportunities for growth in the bank’s services based on customer needs and transactions patterns.
* Optimizing WB’s operations by identifying areas where efficiency can be improved.

## Scope:

This project will focus on analyzing ATM transactions for WB from 1/1/2022 to 31/12/2022. The analysis will be conducted at the location level and will cover all the bank’s branches in Lagos, Kano, Rivers State, Enugu, Rivers, and FCT Abuja.

## Business Requirement:

* Analyze the ATM transaction data and generate reports and visualizations that show the most popular ATM locations and transaction types by time of day, day of week, and month.
* Calculate the average transaction amount per customer and per ATM location.
* Analyze the number of transactions and transaction amount by customer age group, gender, and occupation.
  + Age Group: 0-15, 16-25, 26-35, 36-45, 46-55, 56-65, >65, Other.
* Analyze the distribution of transaction types by customer type (Wisabi customers vs customers of other banks).
* Analyze the impact of public holidays and weekends on ATM usage and transaction patterns.
* Analyze the frequency and amounts of transfer between accounts and between different banks.
* Evaluate the performance of each ATM location in terms of uptime, maintenance issues, and customer satisfaction.
* Identify outliers and anomalies in the transaction data.

## Deliverables:

* A report containing insights on customer demographics, transaction patterns, and popular ATM services.
* A dashboard with visualizations that provide an overview of WB’s ATM transactions and highlights key insights.
* Recommendation for improving the bank’s operations based on the findings from the analysis.

## Assumptions:

* The data provided is accurate and complete.
* The data is stored in a relational database.
* The data has been cleaned and pre-processed to remove any inconsistencies or errors.
* The data is accessible through a secure connection.

## Constraints:

* The data cannot be shared with unauthorized personnel.
* The data cannot be modified or altered in any way.
* The project must comply with data privacy regulations.
* The project must be completed within the allocated time and budget.

## Project Timeline:

* Week 1: Data gathering and preprocessing.
* Week 2-3: Data analysis and visualization.
* Week 4: Presentation of finding to Wisabi Bank.
* Week 5-6: Dashboard development, final report prepareation and presentation.

Budget: