

DATA@ANZ 2020

TASK 1

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Factors Considered:-

- Age and Gender
- Count of transactions
- Transactions and merchants in suburb or a State
- Daily and monthly Transaction analysis

Tools Used-

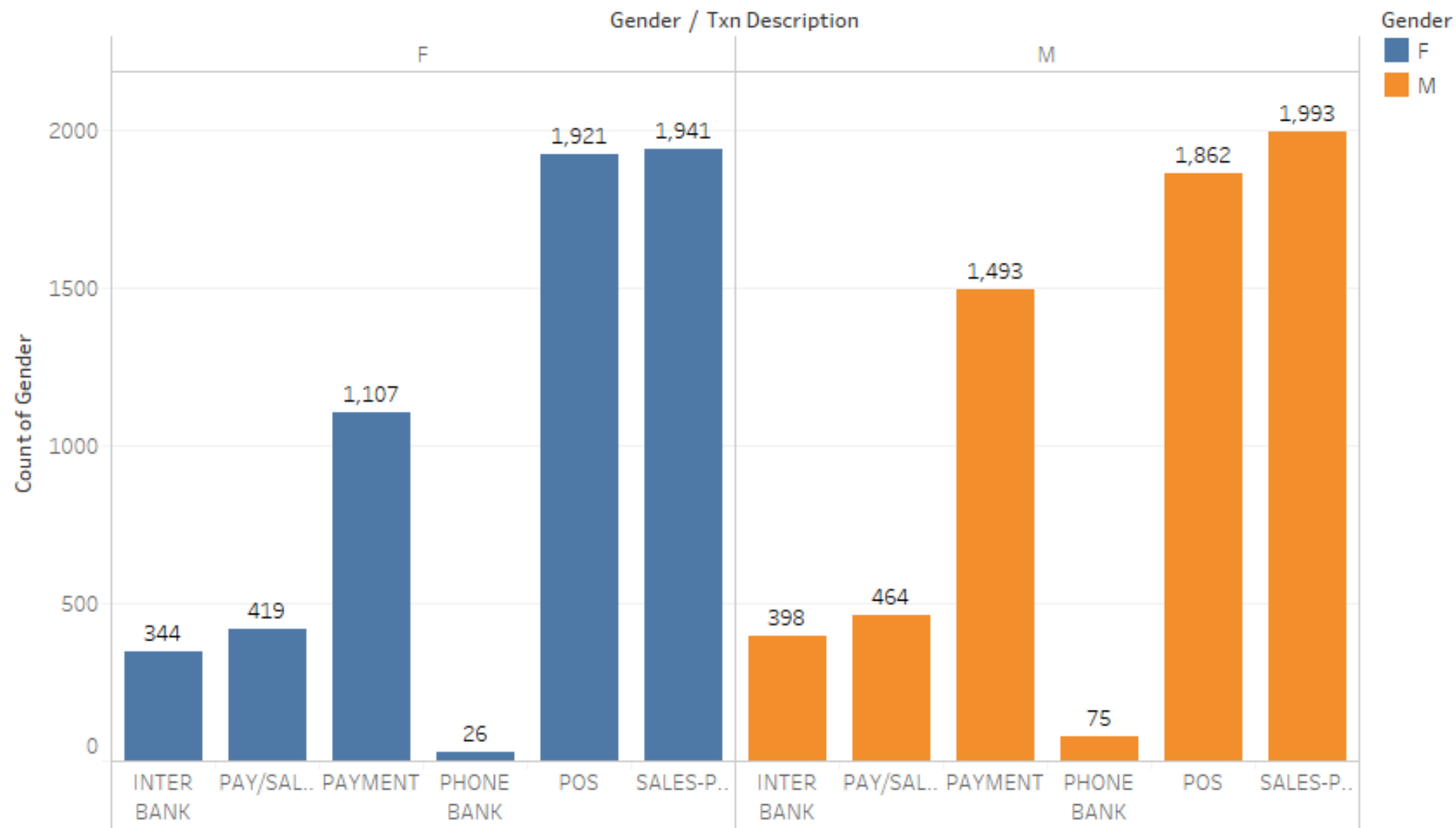
- Data Visualization and Analysis- Tableau
- Presentation- Microsoft Office 2019

Insights:-

- Men were more employed than women but the ratio wasn't large this shows bank provide unbiased services to both gender and both trust the bank
- Top 2 Customers Were women they received more salary and spent much more than average expenditure done by others.
- Maximum transactions were being done at Melbourne merchant stores in other suburbs they were quite low maybe due low customer ration their
- After 50 years of age no. of transactions decreases significantly, showing that most people take retirement from their professions at age of 50
- Merchants are well scattered around the country but have high concentration in countries like Whales and Victoria
- Salary transactions decreased in month of SEPTEMBER that shows people might have face unemployment issues

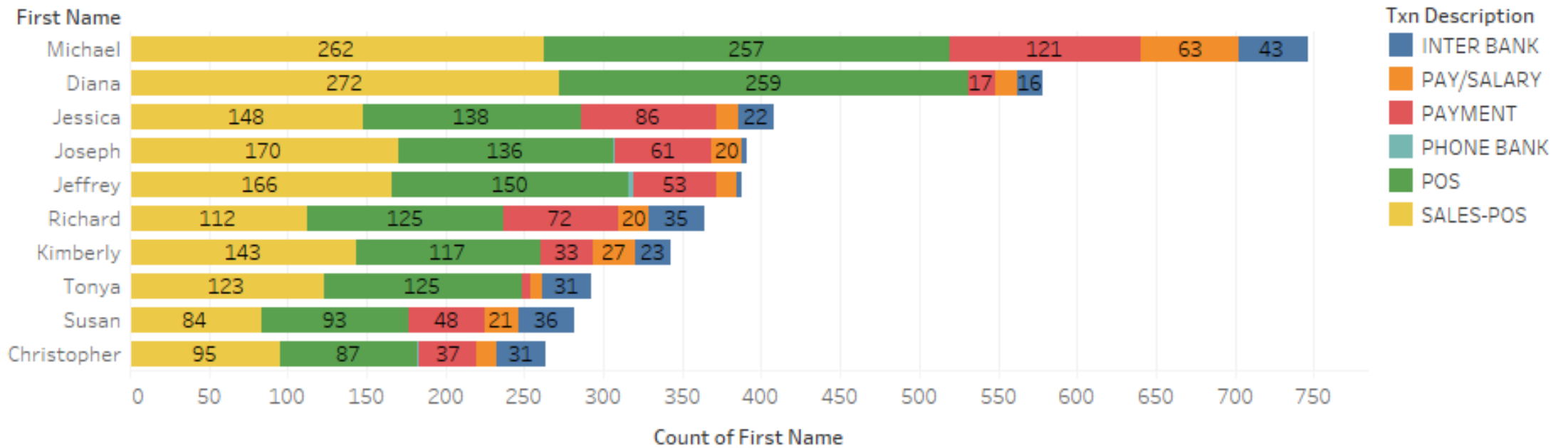
Visualization on NEXT SLIDE

Gender Count



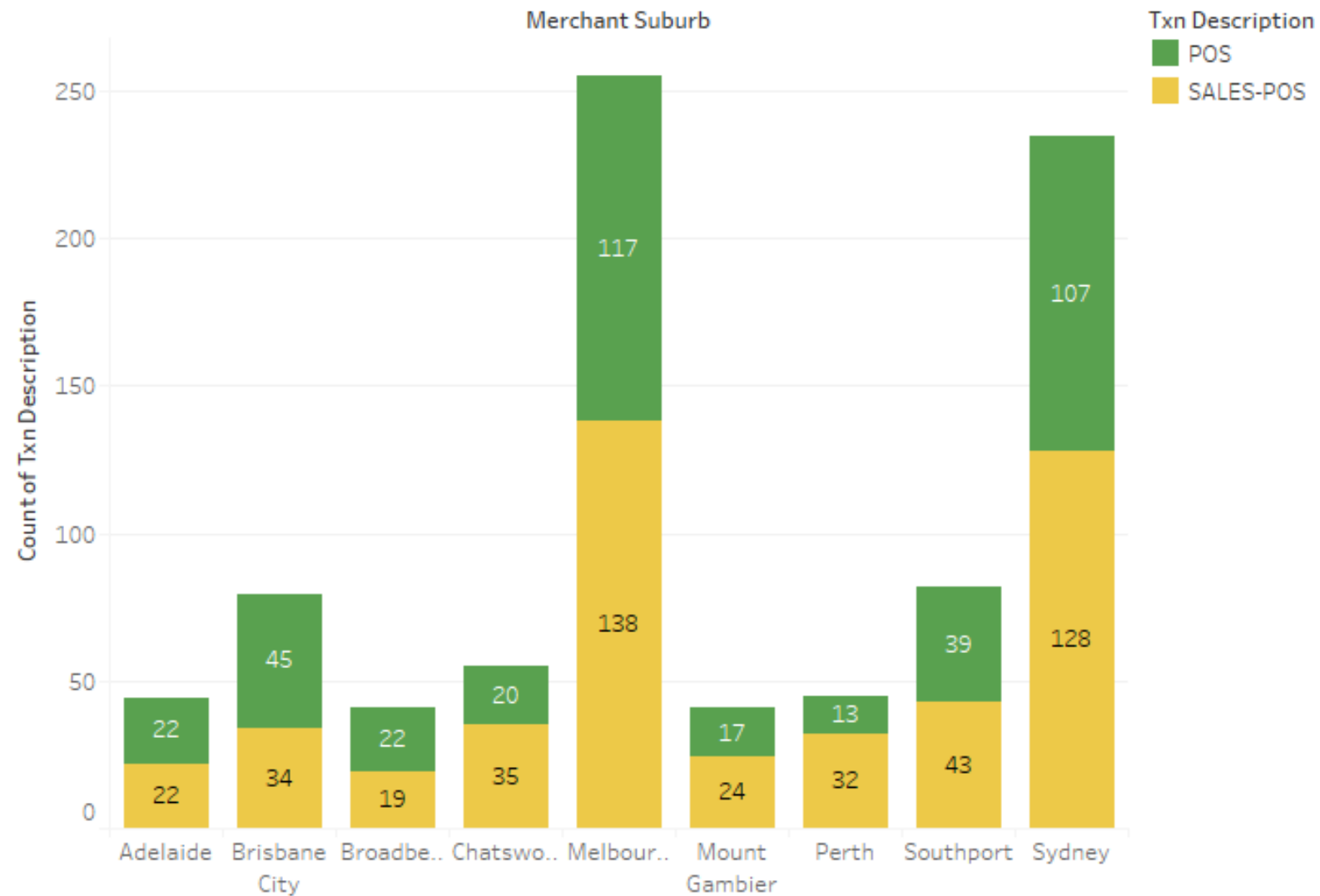
Count of Gender for each Txn Description broken down by Gender. Color shows details about Gender.

Top 10 Customers



Count of First Name for each First Name. Color shows details about Txn Description. The view is filtered on First Name and Txn Description. The First Name filter has multiple members selected. The Txn Description filter keeps 6 of 6 members.

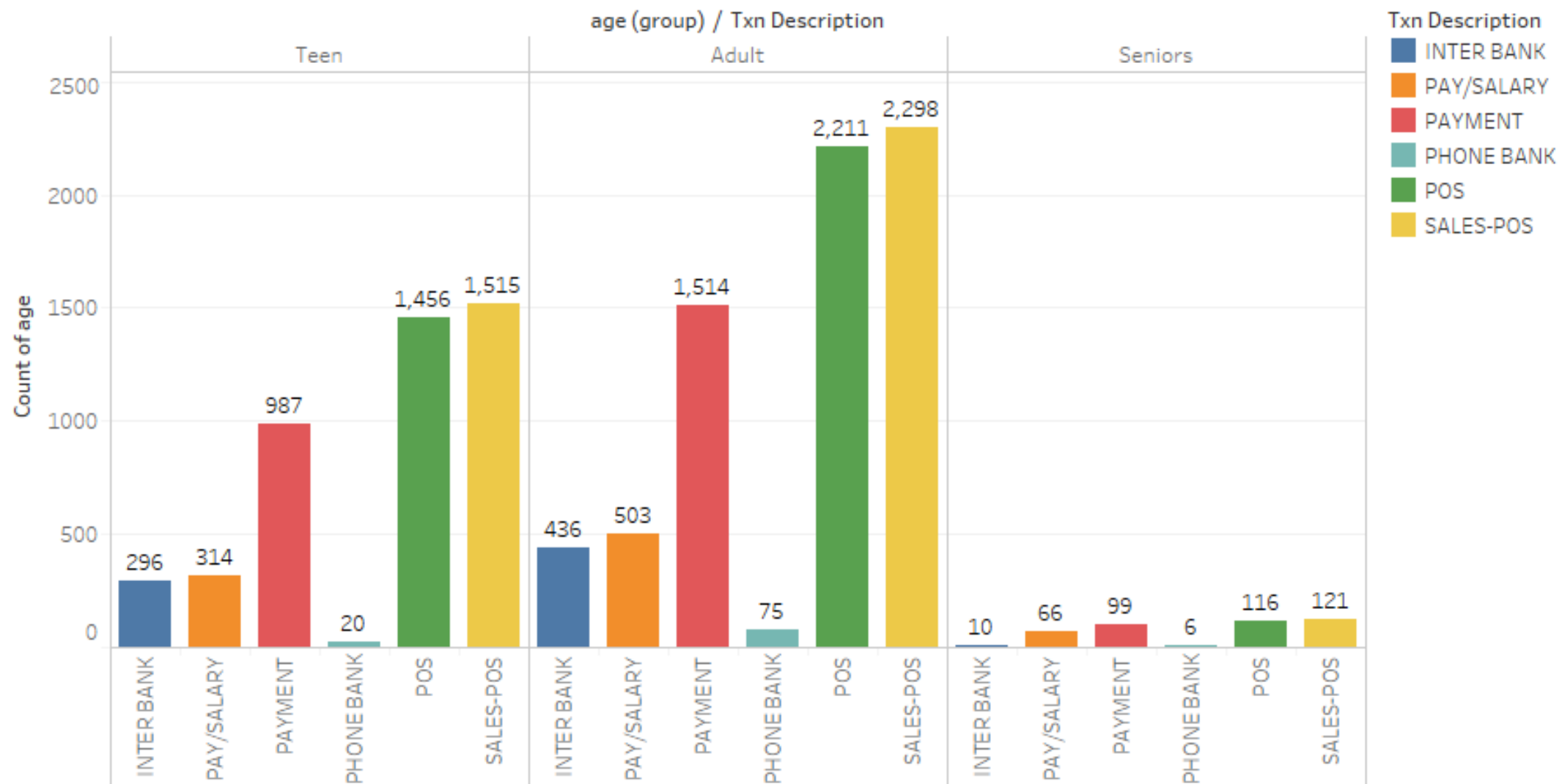
Suburb with more than 40 Transactions (NULL entries excluded)



Count of Txn Description for each Merchant Suburb. Color shows details about Txn Description. The view is filtered on Merchant Suburb, which keeps 9 of 1,607 members.

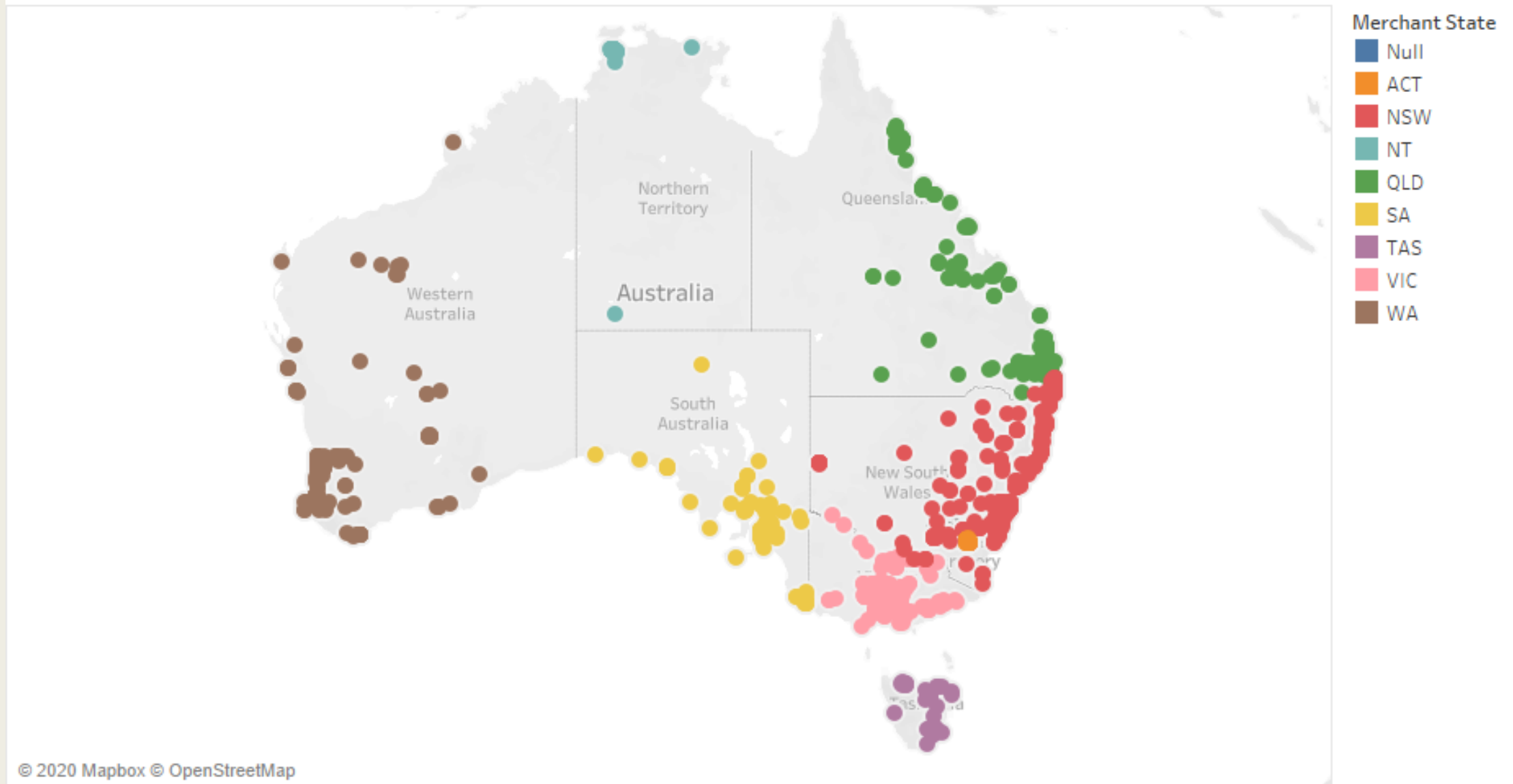
Teen -18-25 Adult- 26-49 Senior - 50-100

Showing Which Category of Persons spend most on



Count of age for each Txn Description broken down by age (group). Color shows details about Txn Description.

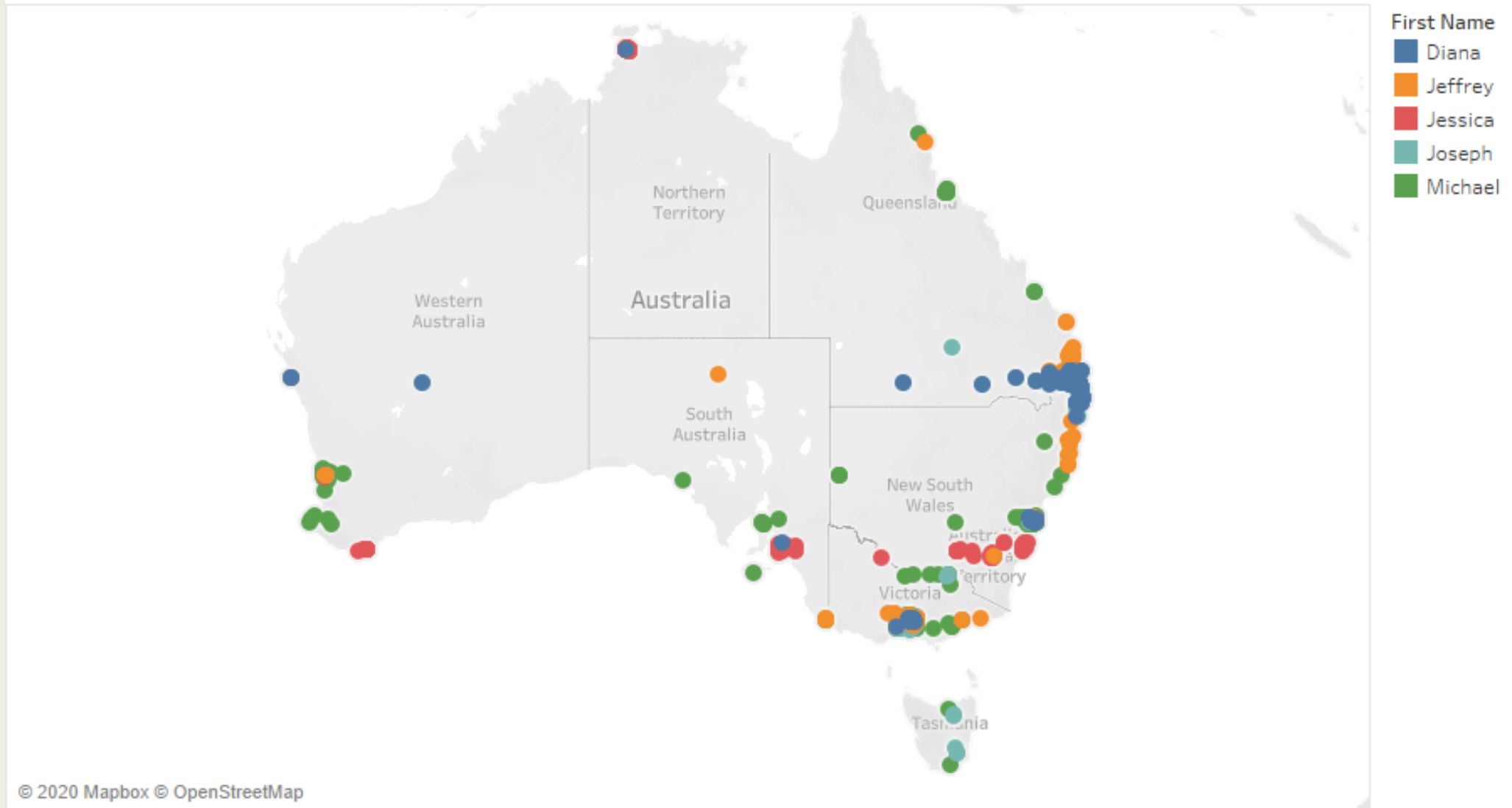
Location of Different Merchants Divided Acc to states



Map based on Merchant Long and Merchant Lat. Color shows details about Merchant State.

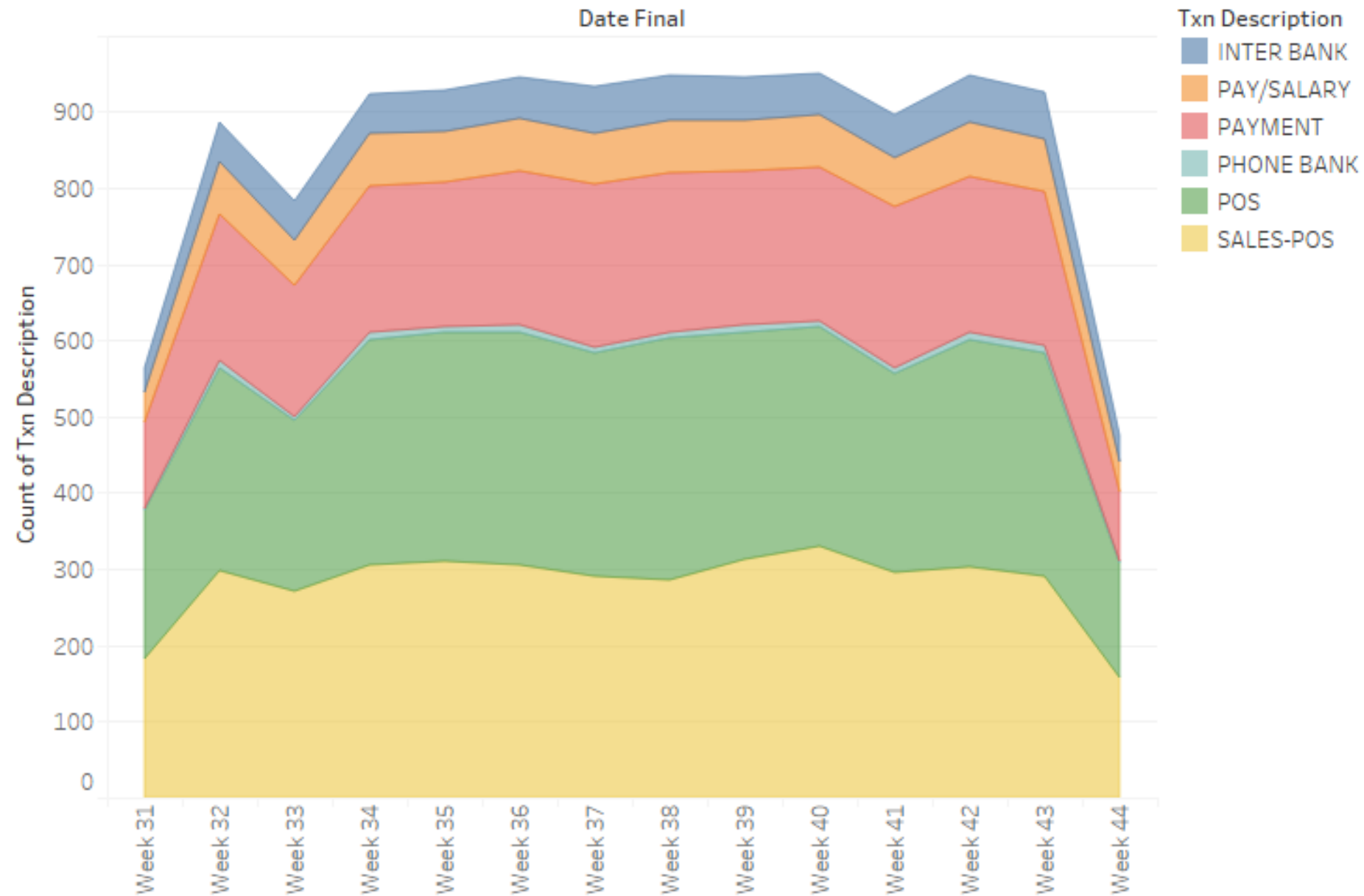
6/24/2020

Top 5 customers & their Point of Purchase

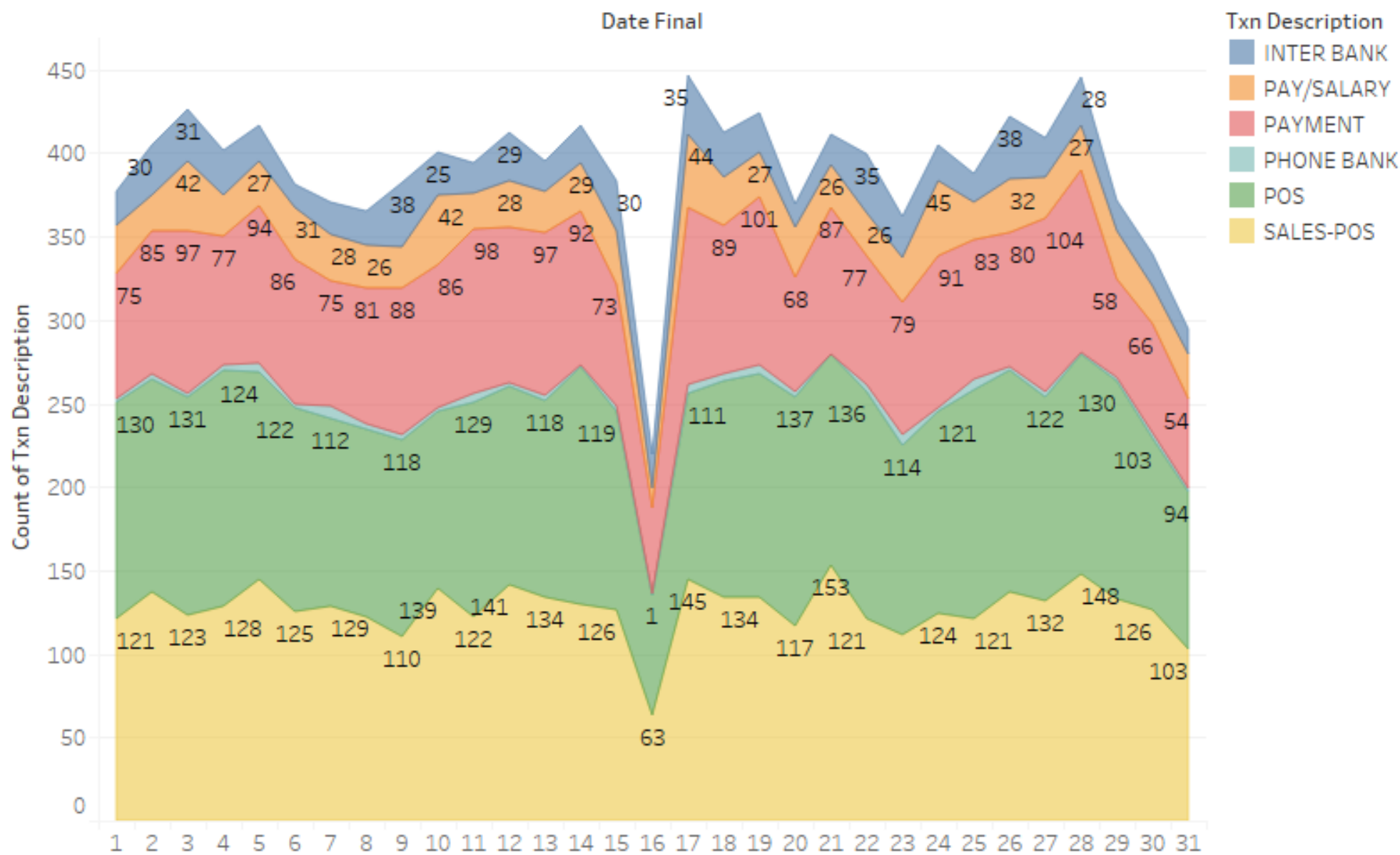


Map based on Merchant Long and Merchant Lat. Color shows details about First Name. The view is filtered on First Name, which has multiple members selected.

Weekly Transactions

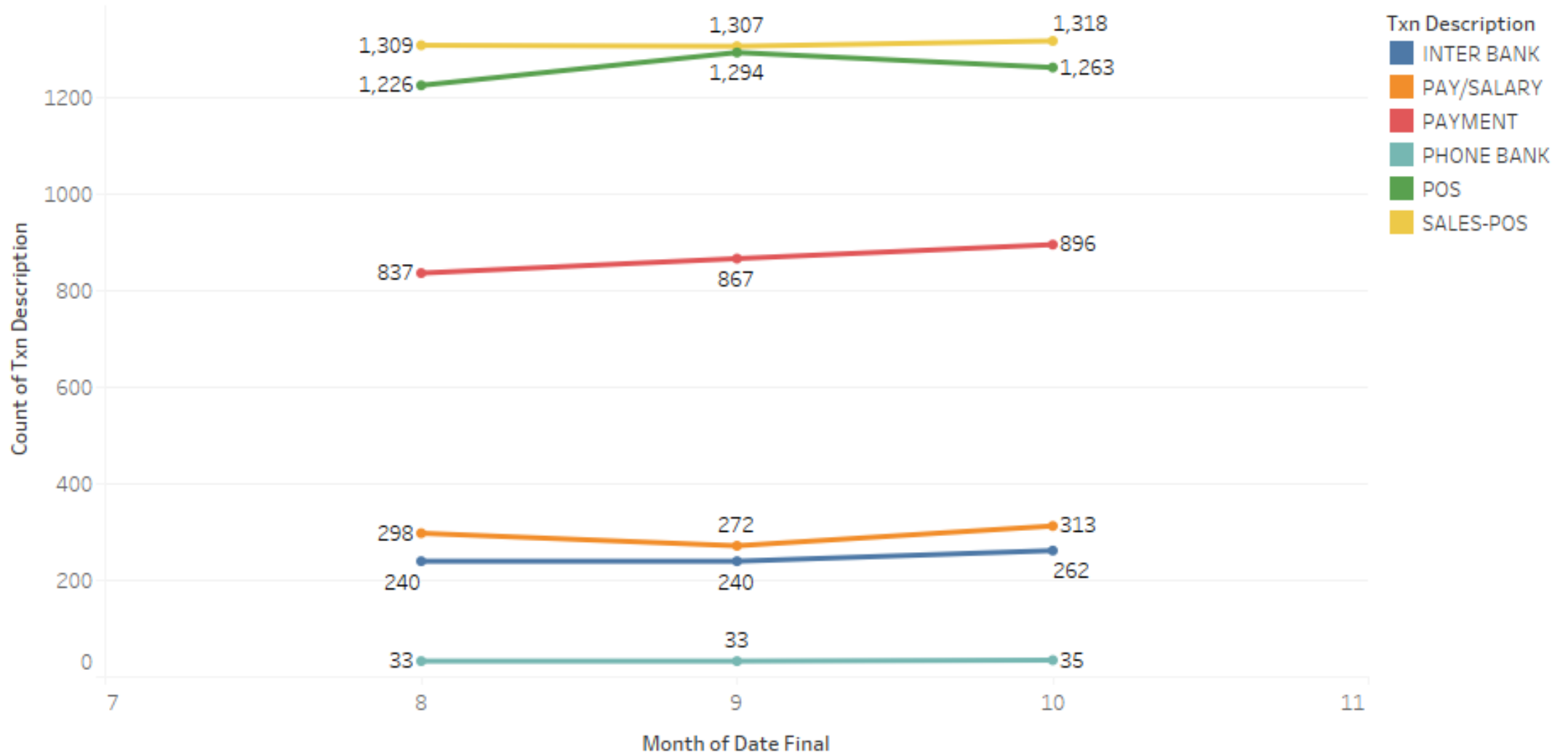


Daily high and lowest



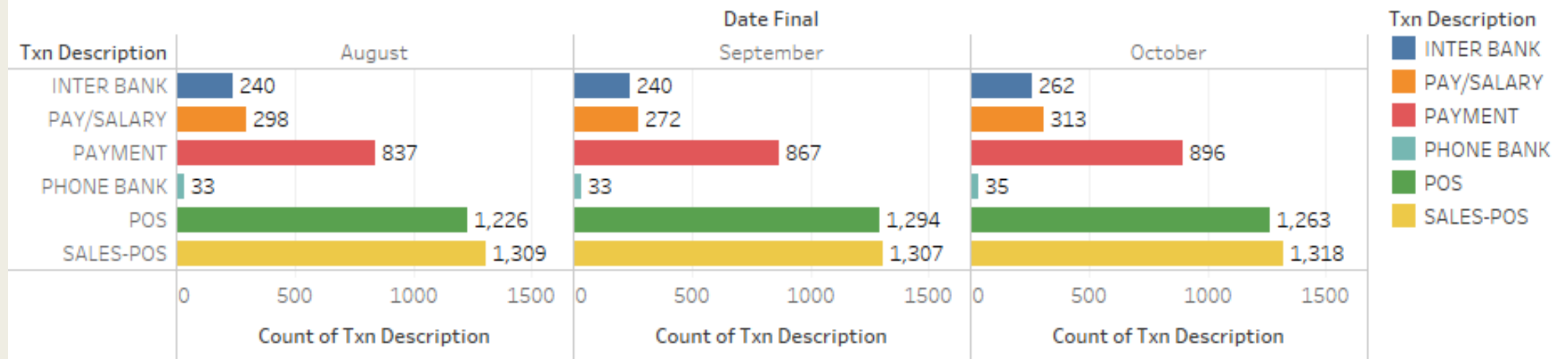
6/24/2020 Count of Txn Description for each Date Final Day. Color shows details about Txn Description.

Monthly Transaction Count Growth Record AUG-SEP-OCT



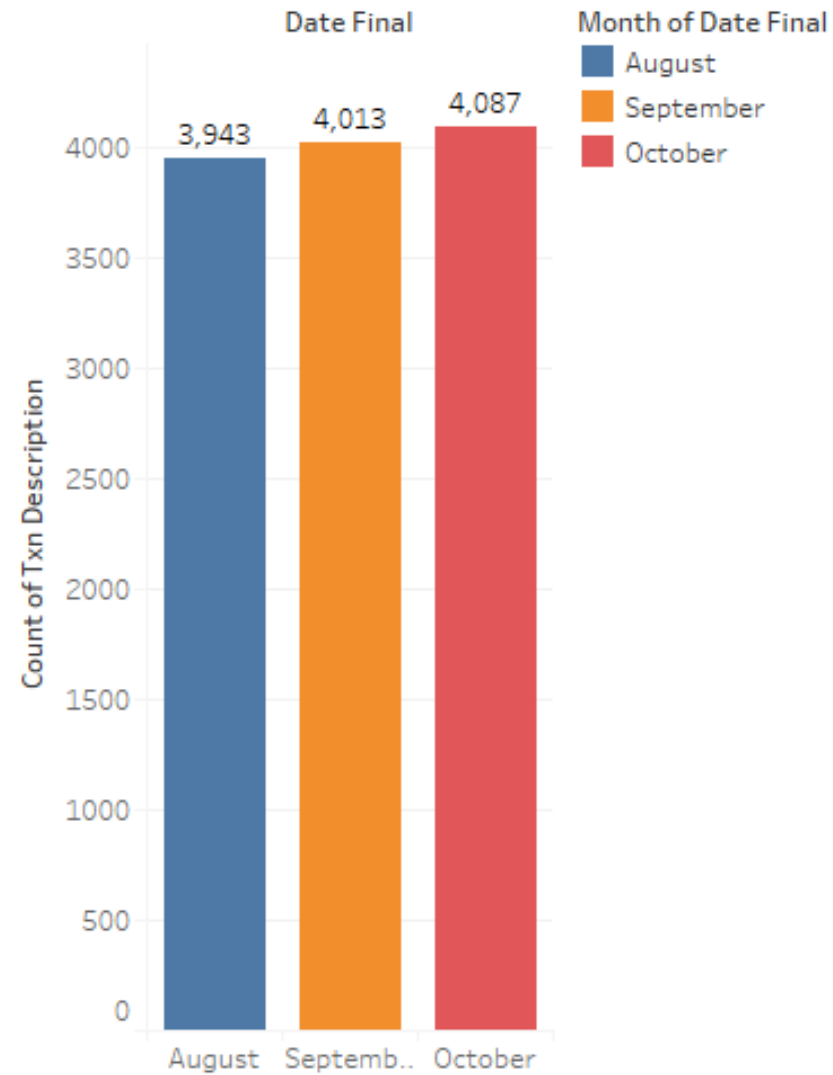
The trend of count of Txn Description for Date Final Month. Color shows details about Txn Description.

Monthly Transaction Count AUG-SEP-OCT



Count of Txn Description for each Txn Description broken down by Date Final Month. Color shows details about Txn Description.

Monthly Transaction Count AUG-SEP-OCT



Count of Txn Description for each Date
Final Month. Color shows details about
Date Final Month.

END