



Allstate Credit Card Spend Analysis in India

Presentation for hiring managers in allstate data analytics consultant team

Yoora Choi

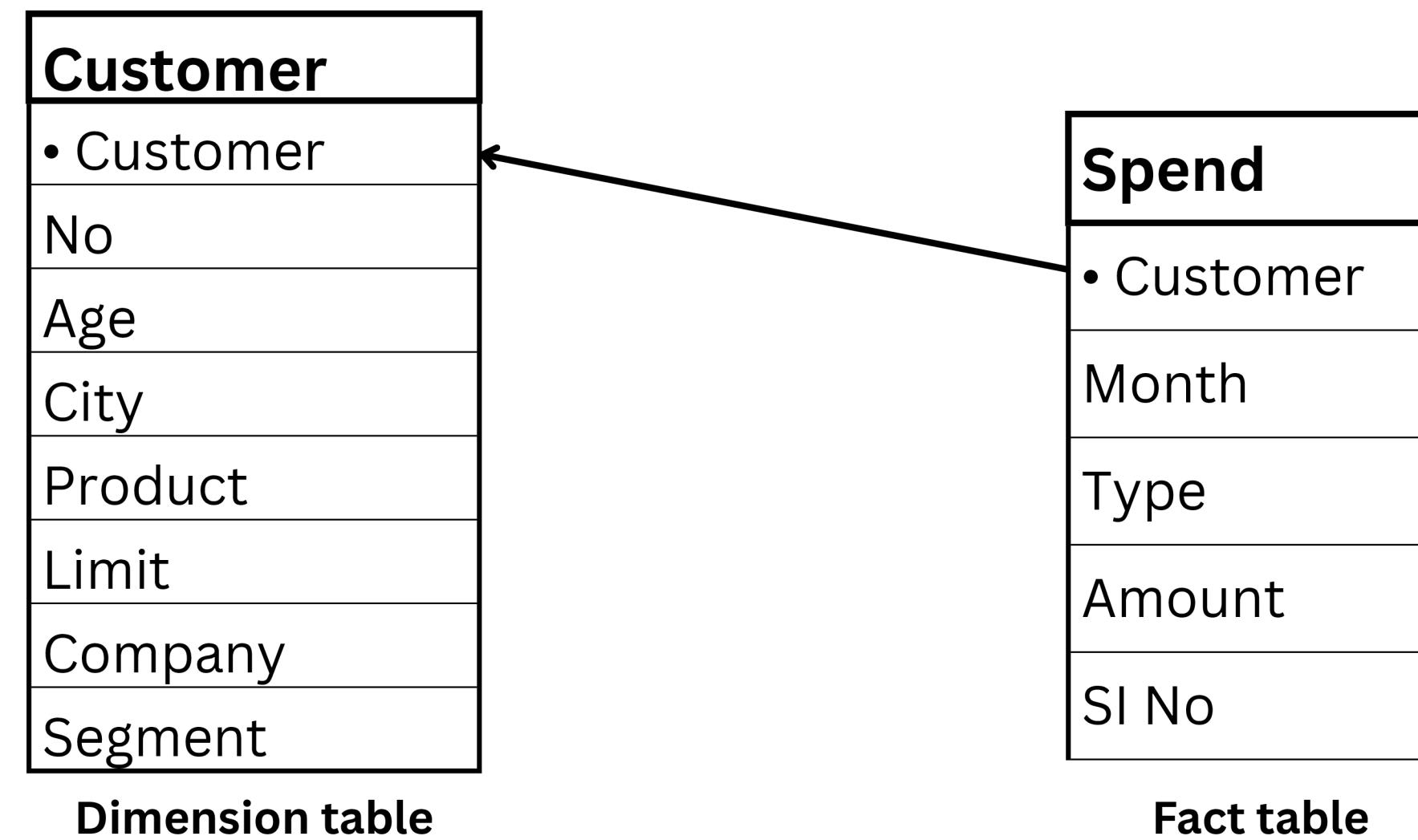
Data overview

- Reference

Bajaj, Darpan. Credit Card Exploratory Data Analysis: Customer Acquisition.csv. Kaggle, 2023.

<https://www.kaggle.com/datasets/darpan25bajaj/credit-card-exploratory-data-analysis?select=Customer+Acquisition.csv>.

- Schema



- primary key

Transformation

- Used tool: MySQL

```
1 -- Go over the tables and check columns
2 • SELECT * FROM test_database.customer Limit 20;
3 • SELECT * FROM test_database.repayment Limit 20;
4 • SELECT * FROM test_database.spend Limit 20;
5
```



```
16 -- Combined two tables(spend, customer) for behavior analysis
17 -- I used this table for power BI visualization
18 • SELECT c.segment,
19         c.customer,
20         c.age,
21         c.city,
22         c.product,
23         c.company,
24         c.limit,
25         s.type,
26         ROUND(AVG(s.amount), 2) as avg_amount,
27         ROUND(SUM(s.amount), 2) as sum_amount
28     FROM test_database.customer as c
29     LEFT JOIN test_database.spend as s
30     ON c.customer = s.customer
31     GROUP BY c.segment,
32             c.customer,
33             c.age,
34             c.city,
35             c.product,
36             c.company,
37             c.limit,
38             s.type
39     ORDER BY c.segment,
40             c.customer,
41             c.age,
42             c.city,
43             c.product,
44             c.company,
45             c.limit,
46             s.type
47 ;
```

Load :Power BI dashboard

