

Uk Bank Customer Analysis

By Asemohor Ovie Jeremiah

Select...

England

Northe...

Scotland

Wales

Total Balance

159,622,523.37

Profile Average

Total Customers

4014

Average Balance

39,766.45

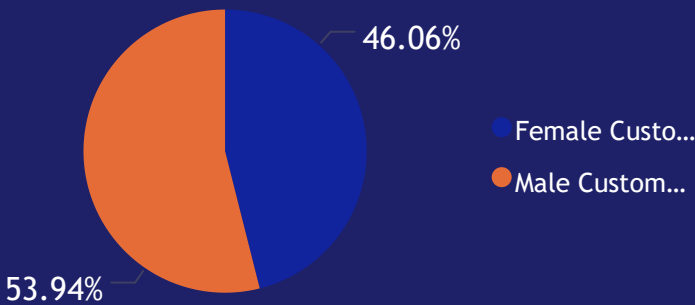
Average Age

39

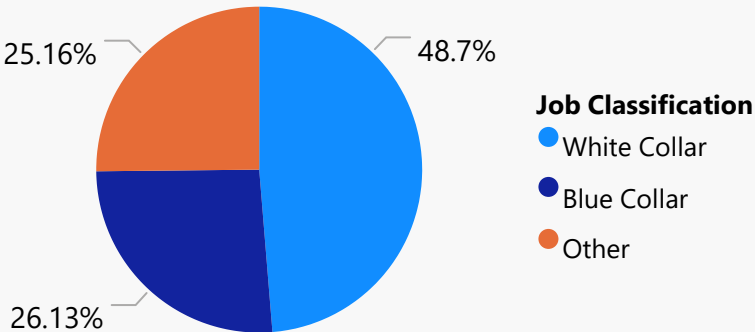
Total Balance by Region



Gender

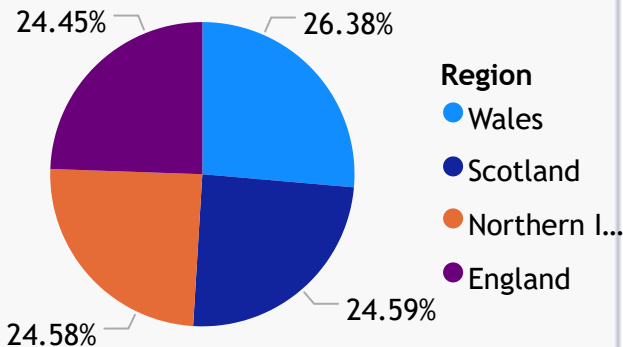


Total Customers by Job Classification



Region	Total Balance	Male Customers	Female Customers
Wales	22,042,829.26	238	282
Scotland	44,410,730.72	805	319
Northern Ireland	8,335,566.39	54	157
England	84,833,397.00	1068	1091

Average Balance by Region



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Select..

England

North...

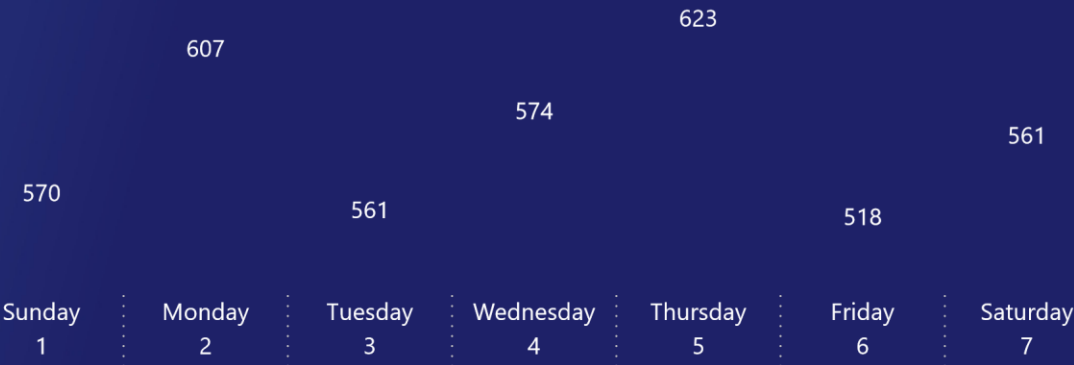
Scotla...

Wales

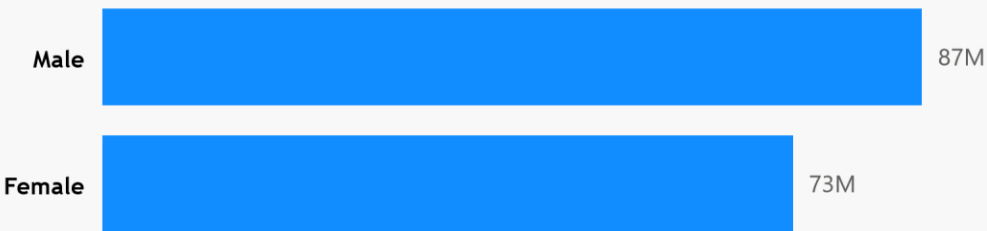
Total Balance by End of the Month



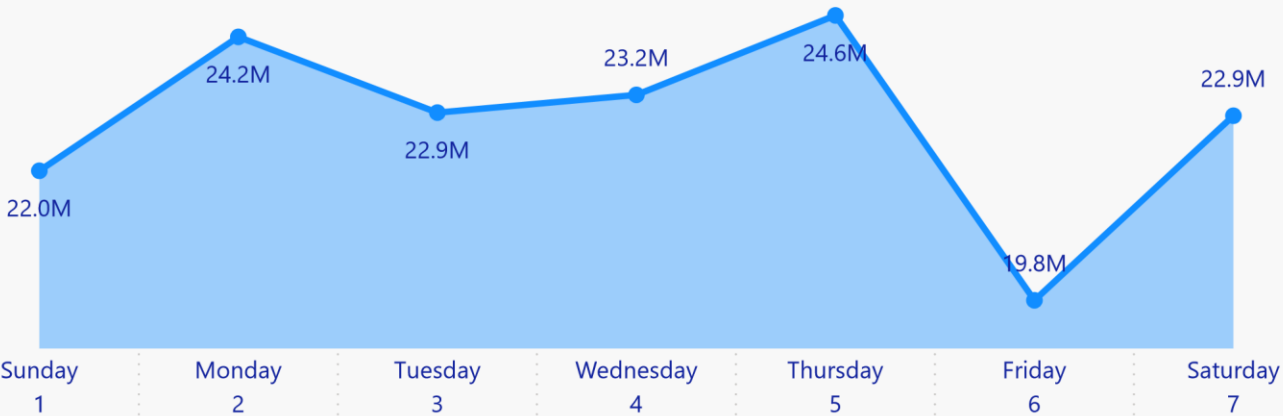
Total Customers onboarded by Day of the Week



Total Balance by Gender



Total Balance by Day of the Week



Insights



England has the highest balance of over 85M, leading among the four regions.

White-collar jobs contribute 48.7% of the total balance, the highest among job classifications.

September has the highest balance (23M), while January and February tie at 1M each.

Male customers have a higher total balance (87M) compared to females (73M).

Thursday leads in customer onboarding with 623, followed by Monday with 607.

Recommendation



- ✓ **Focus on Monday and Thursday Marketing:** Increase marketing efforts on these days to onboard more customers.
- ✓ **Promote White-Collar Job Growth:** Advocate for more white-collar jobs in regions like Wales, Scotland, and Northern Ireland to boost deposits.
- ✓ **Capitalize on September Trends:** Create a savings campaign in August to build momentum for September deposits.
- ✓ **Reward Top Savers:** Recognize top savers in September to encourage more savings and loyalty.

Select or drag

