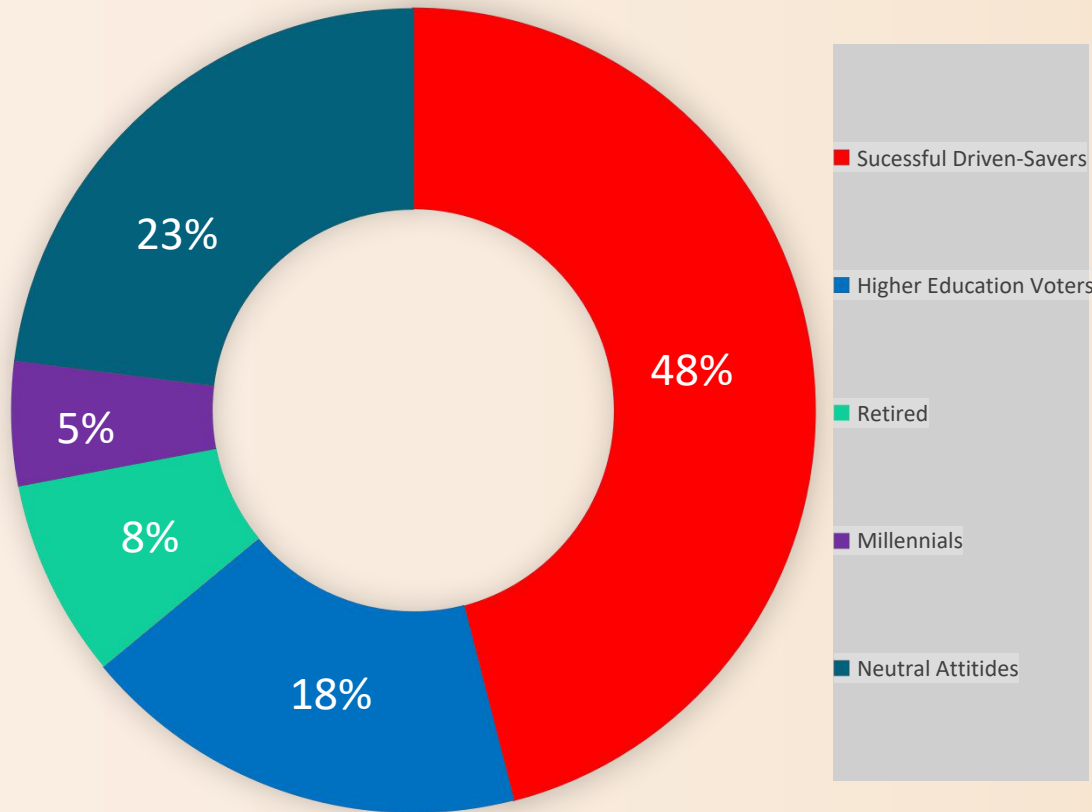


Bank Customer Segmentation Via Cluster Analysis In SAS

Four Major Customer Segmentation

Summary:



The research is to identify unique customer segments from bank data that are most likely to subscribe to term deposits.

All people who subscribe to term deposits without personal loans

Married and older people have the largest percentage to vote for term deposits. Following categories are technique and administrative

Notice that Housemaid and Student have the lowest percentage. (University or higher education are higher)

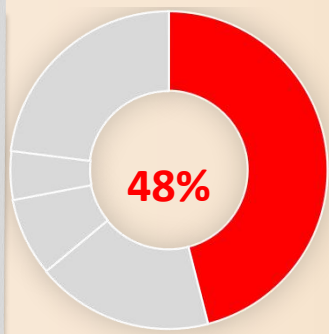
Best contact by cellular on either May or August

*University or higher degree should account for the lowest percentage, why are they opposite here?

Age Range: **30-31**

Marital Status: **Married**

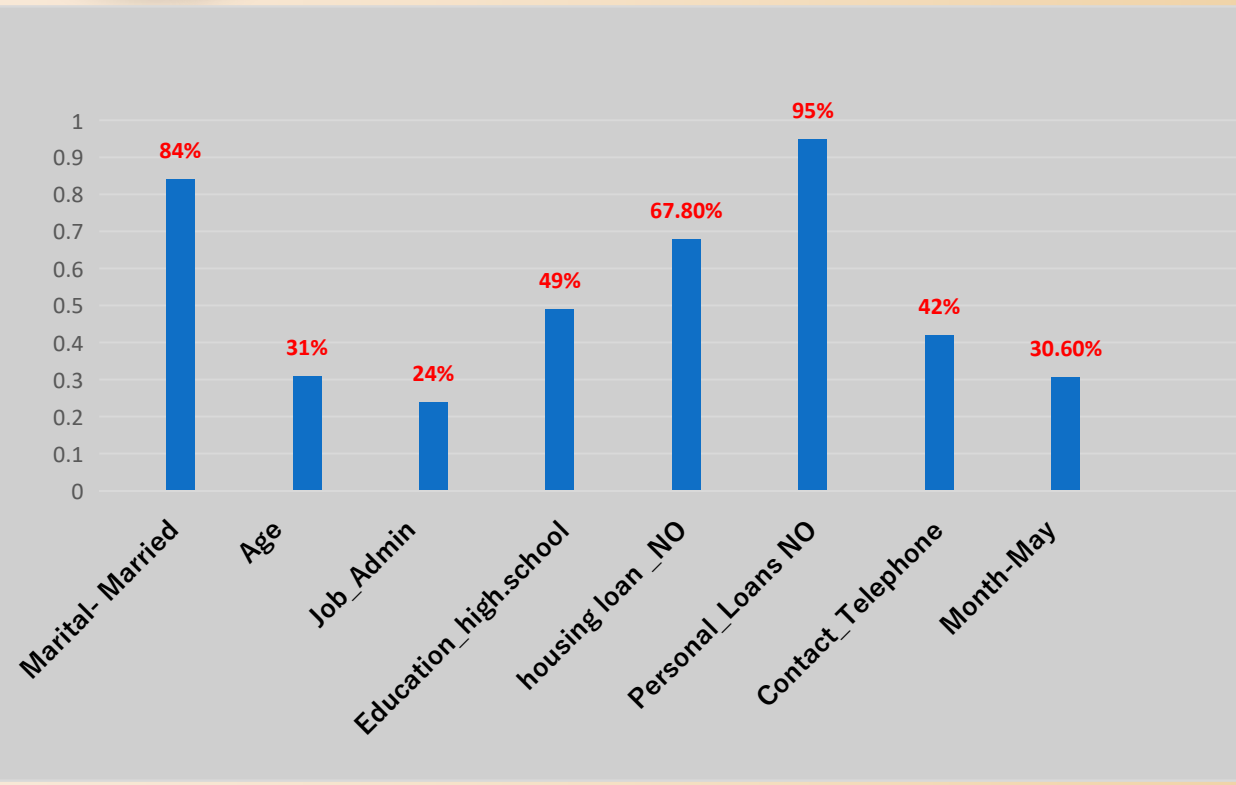
Loans: **No**



Successful Driven-Savers

TRAITS:

- Largest Segment (highest possibility to subscribe term deposit.)
- Almost half and half people with high schools education(49%) vote for save in bank.
- People without housing loan and personal loan are really prefer the term deposit, with the highest percentage(67% ,95%)
- Best Contact by telephone on May



Reasons:

Married People in the middle age with high school education, they donot have loans have the highest possibility to subscribe the term deposit, which also indicated that their income is medium higher, limited. By knowledge restricted and risk tolerance, they may not invest in their money in comapny, stock market, or even Real Estate.

Age Range: 23-29

Marital Status : Married

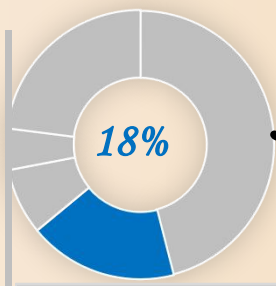
Personal Loans: No

TRAITS:

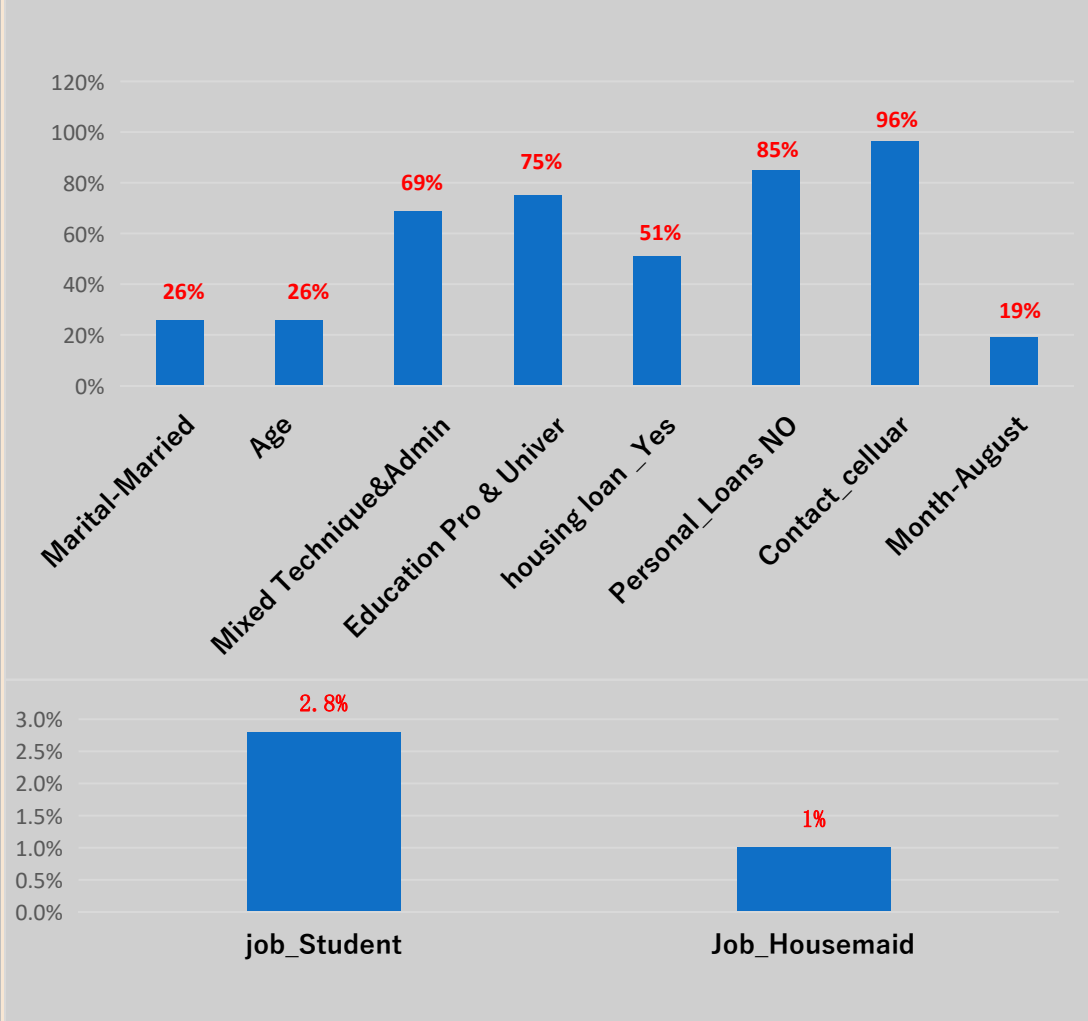
- 60-75% Technique and Admin are more likely to make a term deposit.
- 75% of Education for Professional & University are likely to have a term deposit; Almost all student, housemaid DO NOT vote term deposit.
- Half percentage of people with housing_ loan are likely to subscribe.
- Best contact by Cellular on August

Reasons:

student and housemaid are least to subscribe the term deposit, students don't have money, they might need family support which is reasonable. Housemaid, most of them may not have high academic qualifications. They do make some money for this job, (according to research, the highest \$27,470/year, while the lowest \$19,580) They don't like to make a term deposit, it might be because either they need to cover their family expenses, housing or enjoy the life due to being young. Source (<https://money.usnews.com/careers/best-jobs/maid-and-housekeeper/salary>)



Higher education Voters

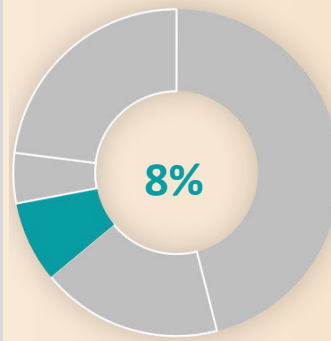


Education with university or higher has the highest probability to subscribe the term deposit, it might be because young people they just start working, salary is not so high after paying the housing loan, there may be a little money left, the best way is to put it in the bank, saving for the future or emergency.

Age Range: **32-48**

Marital Status : **Married**

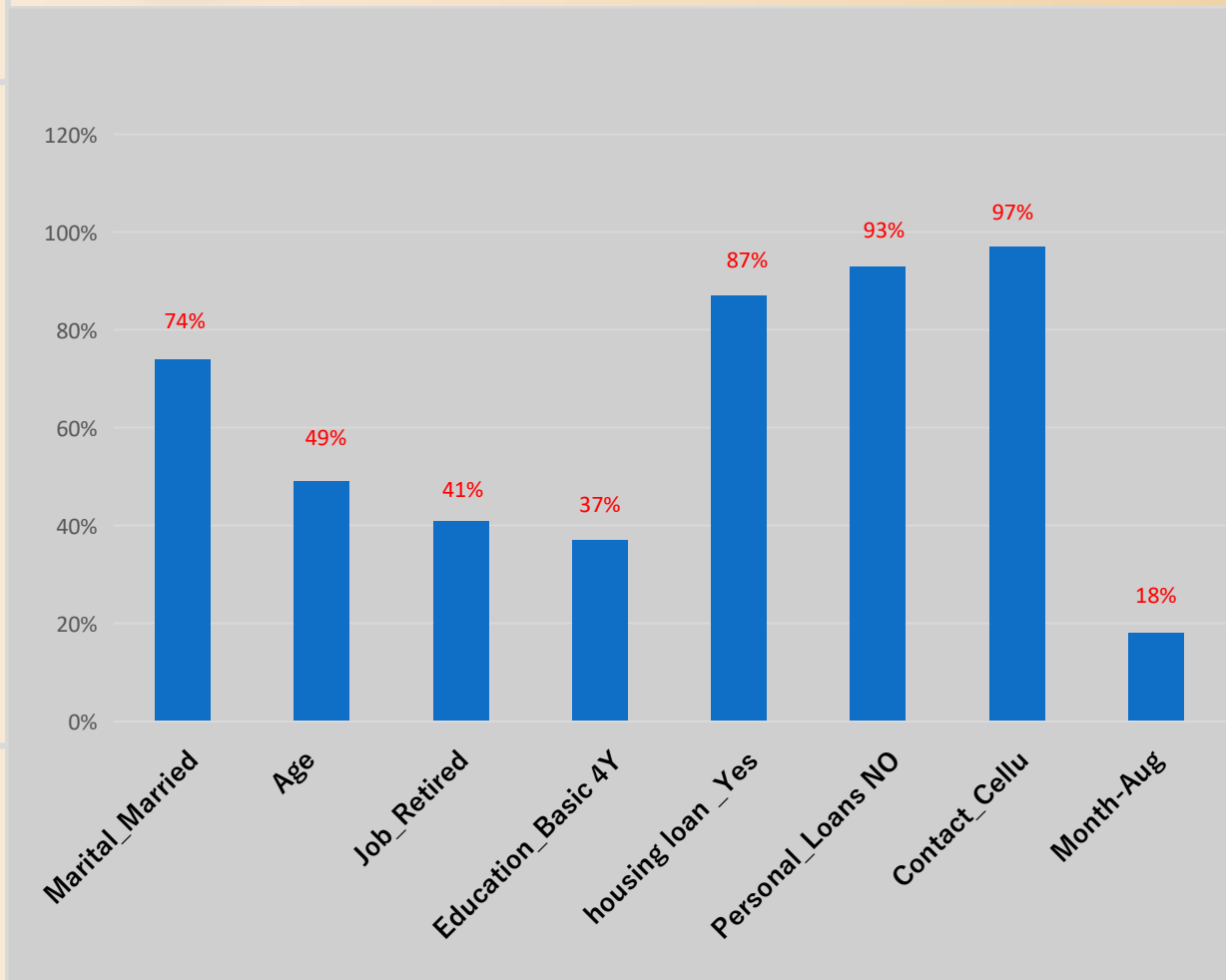
Personal loans: **No**



Retired

TRAITS:

- 41% of them are Retried people with 87% with housing loan
- 35% of them have basic4Y Education
- Best contact by Celluar on August



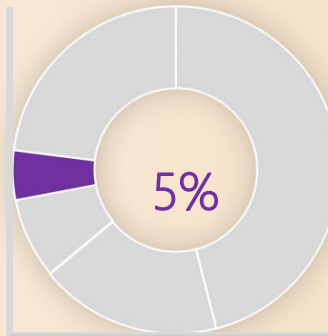
Reasons:

Old Retired with housing loans have the highest possibility to subscribe term deposit. it may because old 's doesnot left too much money after paying the housing loan by pension, saving in the bank is more safety way for their future use.

Age Range: **19-29**

Marital Status : **Married/Singal**

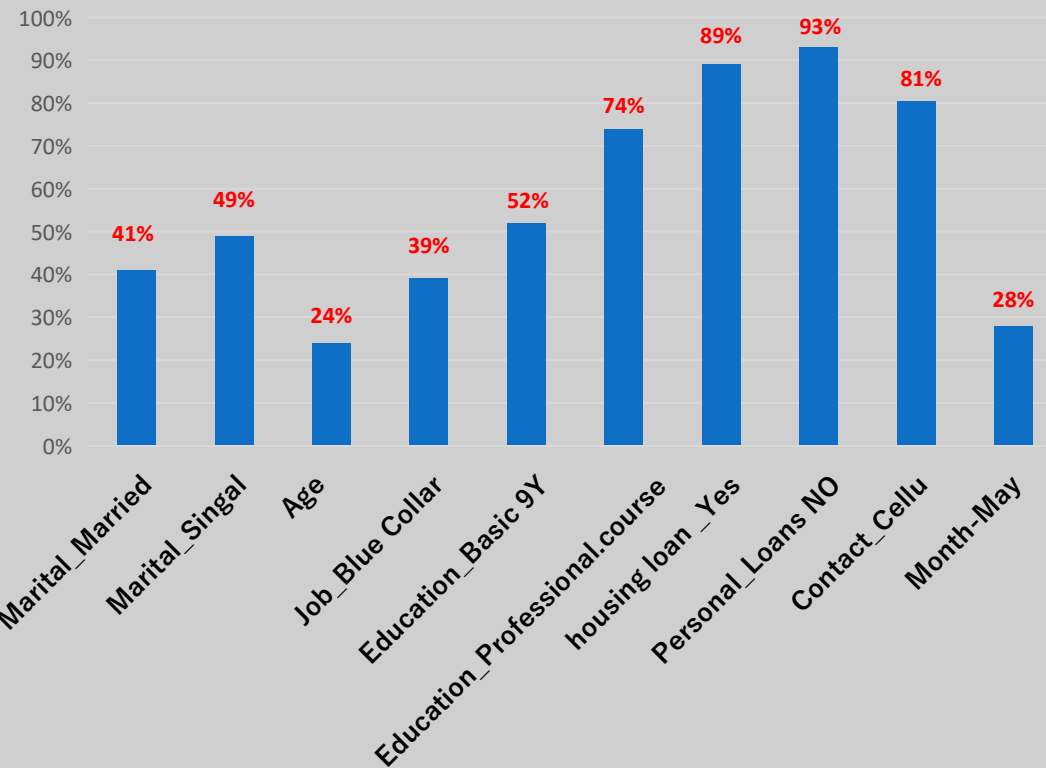
Loans: **No**



Millennials

TRAITS:

- Half married and half single and Blue_Collar are likely to subscribe a term deposit.
- 52% Education degree are bas 9 years and 74% are Professional
- 89% has the housing loan
- Best contact by Celluar on May



Netural Attitudes

The rest 23% respresented customers who are beyond the research scale, it might because they are too young, or they keep the neutral attitudes for term deposit.

Reasons:

Young generation with higher education has the least percentage to subscribe, due to tutition or housing loan, they donot have more moeny to invest. Baisis 9 years education people, they might be a blue_collar, making money by manual, they could make some money, with knowledge restricted, the best way to keep the money is bank.