

Customer Analysis Overview

Hi, my name is Louise Clayton and I'm here today to talk to you today about Customer Analysis, our second module available through ANZ Transactive – Global in the Institutional Insights Series.

I'm going to take you through what is Customer Analysis? What data do we use in preparing it? And give you a short demo to give you an idea of the insights that you can derive from it.

So what is Customer Analysis? Customer Analysis is where we give you a view of your customers, their demographics, such as age and gender and what postcodes they are coming from. We are also able to give you information such as Average Transaction amount and Average Transaction Frequency.

Now in terms of the data we use, we use ANZ's rich retail spending data. Which includes our credit card, debit card, BPAY and direct debit information.

This is all then aggregated up and de-identified. Now if I move to the demonstration. You'll see as I log in, on the first menu item. I can select Data Insights. Under Data Insights I have a choice of Economic Pulse or Customer Analysis. Logging into Customer Analysis, the first thing to note is the information provided here will be unique to your organisation, but for now I am using a demo entity.

Up the top of the page, here you can see a national summary, which tells me the total customer count, total transaction count and average spend information for the past 24 months. This is the default time period, but I'll show you later how we can change that time period.

Now if I scroll down the page initially past this map, you'll see Customer Demographics, where we break down customer spend by age bracket and we can compare that to the ABS Age Distribution. Scrolling further down, I can see the breakdown of your customers by gender and again comparing that to the ABS information. From there we show Average Customer Spend, Average Transaction Spend and Average Transaction Frequency.

For those looking for advance analytics, we have also broken customer spend down by segregating 10 separate groups of customers, we've ranked these from 1 to 10 with the highest value to the lowest value customer sets.

What this shows us is that for this demo entity, 10% of customers represent around 68% of spending for this demo organisation. Now one of the great things about this module is the ability to drill down into the area you are most interested in. If I go back up the page and I expand out the Customer Postcode Heatmap you can select the area you're interested in. So if I type in Melbourne as an example it will allow me to select a 5km radius around the Melbourne area. Scrolling down the page this has now added a second line to all the graphs which compares both the national spend to the spend for Melbourne. This gives me an insight into terms of whether there is something different happening for different areas. There is also the ability to customise this dashboard in many other ways, you can move the widgets around, save them to how it suits your preferences, change it to a tabular format or even download the data.

Now as you can see, there is a lot to offer in Customer Analysis and we're really excited to be able to give this to you as our customer. If you have any questions though, please reach out to your ANZ representative.

For more information on Customer Analysis in ANZ Transactive – Global, visit [ANZ Digital Services Help](#).

[Help.online.anz.com](https://help.online.anz.com)