Bank Services Analysis

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Abstract. Banking system occupies an important place in Indian economy. It provides various services to its customer. The nature of its services has evolved as the advancement of technology. It has become most challengeable to understand the customer satisfaction with quality of services. The present investigation was planned with the objective to analyse the customer choice towards the services provided by the bank. The research data was collected by the various bank customers for analysing the service quality from the ratings provided by the customer. In this regard, this research paper focuses with a purpose to report the findings of selected banking services which are used by the customers in India.

Keywords:

Introduction

Banks are the oldest, biggest and fastest growing financial industry in India. The dynamics of service quality to confirm the issues and trends of these factors which regulate service quality. Now-a-days all public, private and foreign banks play a vital role in core banking services to all their rural and urban customers to maintain customer retention and providing customer satisfaction. As we all know that after rising of technology the working of banks prospective towards customers is totally changed, they are getting evolve day by day but the effectiveness occurs in only from few banks. This research throws light on customer behaviour towards the bank service and its quality. In this regard, this research paper focuses on the findings of the selected banking services which are liked by the customers in India.

Objective

The Objective is to identify the services which are provided by bank to the customers are most used and the services liked most. To identify the services which is less utilized by customer so that bank can improve the quality of the service and can impact on customers.

Methodology

This study is based in India. The data consisted of customers who have accounts with private as well as public sector Bank. The data was collected through a convenience sampling method. The questionnaires were distributed to...
the bank customers. The aim of the research was described to the customers. The questionnaire consisted of geographical location of the bank, which bank used and the bank services they used and liked. The customers provided their likings though ratings of various services respectively.

In this we analyse the data which is collected through questionnaire. This research is to study the bank services that are used and liked most by the customers. To analyse the data we used Python and its libraries, and for prediction, we used machine learning algorithms.

Software and Hardware Specification

Anaconda Navigator with Jupyter notebook and its various libraries such as Numpy, Pandas and an Operating system Windows are used in this project.

Analysis and Interpretation

The study is a high-level analysis of the factors that come in the performance in the banking services. There are many areas where analysis into each of the factor can be made. We took 500 people data for analysis this model.

We considered 10 services which are provided by the bank. These services are ATM service, Accepting Deposit, Cheque payment, Credit cards, Current Account services, Debit Cards, Foreign Currency Exchange, Home Banking, Mobile banking, Online banking.

- Check/Cheque Payment

Banks provide cheque books to the account holders. Account holders can use cheque upon the bank to pay money.

- Foreign Currency Exchange

Banks deal with foreign currencies. banks exchange foreign currencies with local currencies.

- Credit cards

A credit card is cards that allow their holders to make purchases of good and they can pay after sometime.

- ATMs Services

ATMs helps to withdraw cash from their account with following features.
24-hour availability
Elimination of labour cost
Convenience of location

- Debit cards

Debit cards are used to electronically withdraw money directly from the cardholders’ accounts.

- Home banking

Home banking is the process of completing the whole banking process in offline mode. Customers visit the branch and solve their queries through offline mode.

- Online banking

Online banking is a service offered by banks that allows account holders to access their account data via their device. Online banking is also known as Internet banking.

- Mobile Banking

Mobile banking is used for performing balance checks, account transactions, payments, credit applications and other banking transactions through a mobile device.

- Accepting Deposit

Banks accept deposit from those who can save money but cannot utilize in profitable sectors.

This are the interpretation of the analysis.

Age versus Gender graph shows the relationships with no. of male and female with respective age.
### Conclusion

This study concludes the services which is liked most by customers is Mobile banking and the least services is used home banking or at branch. For Prediction we used the Random Forest regression for our model which predicts accuracy at 92% level. This prediction is totally based on the customers reviews.

The long-term success by any bank cannot be achieved without the development of services and intense focus on customers. Banks have to provides positive and consistent customer experience that can transform them into trusted advisers.

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### Finding and Suggestions

The study can be performed for large pool of customers. The customers reviews variable may change the value of the prediction and effect the accuracy, considers only limited variables, in future numbers of variables could be considered.

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### References

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