

Bank Marketing Campaign Analysis

45K

Total Customer

April

First call_month

11.70

Conversion Rate

16

Count of call_frequency

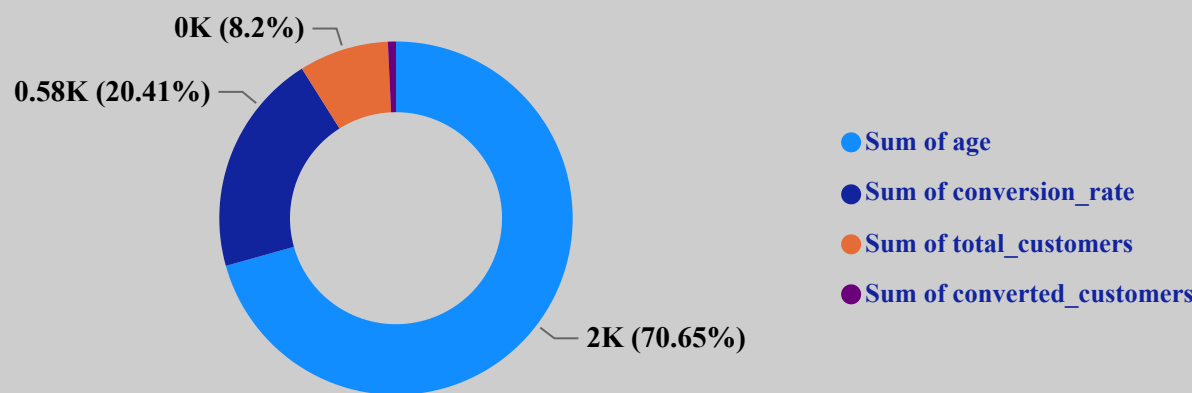
482.19

Sum of avg_call_duration

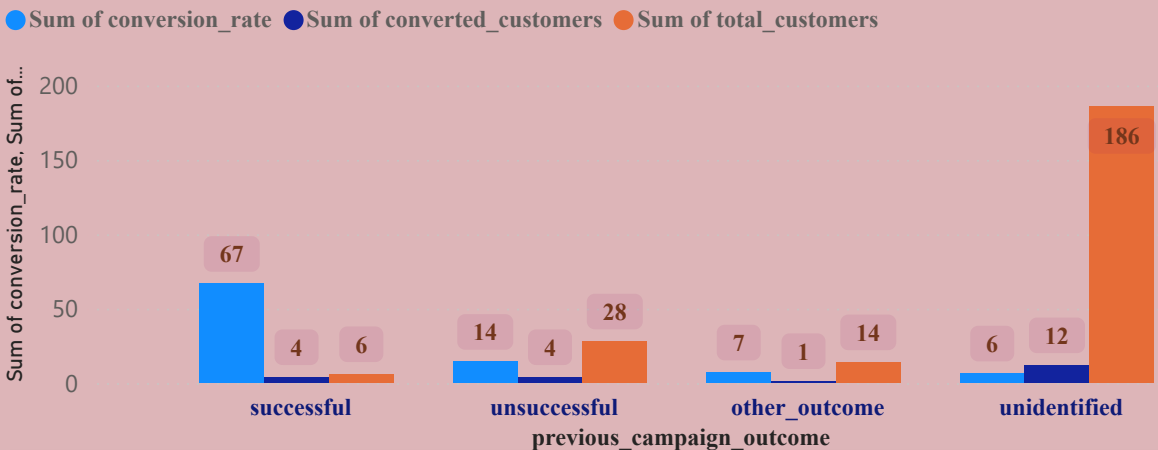
12M

Sum of call_duration

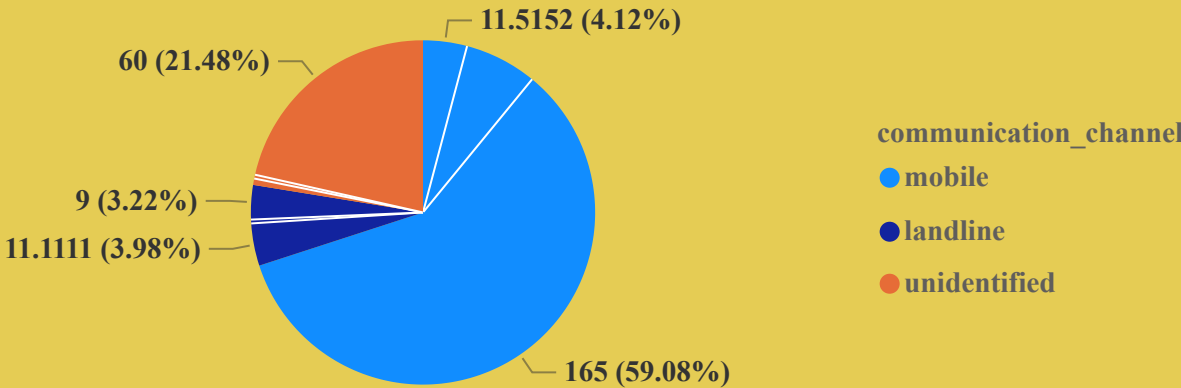
Sum of age, Sum of conversion_rate, Sum of total_customers and Sum of converted_customers



Sum of conversion_rate, Sum of converted_customers and Sum of total_customers by previous_campaign_outcome



Sum of conversion_rate, Sum of converted_customers and Sum of total_customers by communication_channel



Sum of conversion_rate, Sum of converted_customers and Sum of total_customers by marital_status

