

Average time taken for the Successful Subscription of the Fixed Deposit Scheme is 3.45 minutes
that means for single call the Cost will accrue 34.5 Rs.

that means we can only call 4300 peoples in allotted budget.

That means we have to change our Strategies for Customers to register for a Fixed Deposit scheme

Conversion Rate 13%

Subscription	yes
Material Status	Count of Subscription
divorced	613
bachelors	102
Doctorate	201
masters	296
unknown	24
married	2686
bachelors	393
Doctorate	889
masters	1266
unknown	138
single	1863
bachelors	89
Doctorate	861
masters	890
unknown	83
Grand Total	5162

Customer Segment	Average time taken in min	Minimum no of Customer	Cost incurred per Call in Rs	Total number of conversions	Total Cost Incurred	Maximum no of customers Contacted
Single- Bachelors	3.45	50	34.5	120	32913	120
Single- Doctorate	3.45	50	34.5	120	28773	120
Single- Masters	3.45	50	34.5	119	24633	119
Married- Bachelors	3.45	50	34.5	120	20527.5	120
Married- Doctorate	3.45	50	34.5	120	16387.5	120
Married- Masters	3.45	50	34.5	120	12247.5	120
Divorced- Bachelors	3.45	50	34.5	100	8107.5	100
Divorced- Doctorate	3.45	50	34.5	85	4657.5	85
Divorced- Masters	3.45	50	34.5	50	1725	50

Total Subscriptions 954

Total Budget 149971.5 Total persons Contacted 954

Constraints	LHS	SIGN	RHS
Total Budget	149971.5	<=	150000
Single- Bachelors total conversions	120	>=	120
Single- Doctorate total conversions	120	>=	120
Single- Masters total conversions	120	>=	119
Married- Bachelors total conversions	120	>=	120
Married- Doctorate total conversions	120	>=	120
Married- Masters total conversions	120	>=	120
Divorced- Bachelors total conversions	100	>=	100
Divorced- Doctorate total conversions	100	>=	85
Divorced- Masters total conversions	100	>=	50
Single Total Conversions	150	<=	359
Married Total Conversions	150	<=	360
Divorced Total Conversions	100	<=	235
maximum customer contacted Single- Bachelors	120	<=	400
maximum customer contacted Single- Doctorate	120	<=	600
maximum customer contacted Single- Masters	119	<=	500
maximum customer contacted Married- Bachelors	120	<=	400
maximum customer contacted Married- Doctorate	120	<=	600
maximum customer contacted Married- Masters	120	<=	500
maximum customer contacted Divorced- Bachelors	100	<=	350
maximum customer contacted Divorced- Doctorate	85	<=	350
maximum customer contacted Divorced- Masters	50	<=	350
Non-Negative Constraints			
minimum customer contacted Single- Bachelors	120	>=	50
minimum customer contacted Single- Doctorate	120	>=	50
minimum customer contacted Single- Masters	119	>=	50
minimum customer contacted Married- Bachelors	120	>=	50
minimum customer contacted Married- Doctorate	120	>=	50
minimum customer contacted Married- Masters	120	>=	50
minimum customer contacted Divorced- Bachelors	100	>=	50
minimum customer contacted Divorced- Doctorate	85	>=	50
minimum customer contacted Divorced- Masters	50	>=	50

Bachelors	120	minimum conversions
Masters	120	
Doctorate	120	
Married	150	
Single	150	
Divorced	100	

Bachelors	400	maximum no of people can be contacted
Masters	500	
Doctorate	600	
Married	600	
Single	300	
Divorced	350	