User Story: Analyzing Customer Behavior and Predicting Deposit Subscriptions

A bank marketing team member wants to understand customer demographics, financial behavior, and marketing campaign effectiveness, so that they can optimize marketing strategies and increase deposit subscriptions.

Key Questions for the Data Analyst:

1. **Customer Demographics:**
   - What are the age demographics of our customers?
   - How does marital status and education level correlate with deposit subscriptions?
   - Are there any significant differences in customer demographics between those who subscribed to deposits and those who didn't?

2. **Financial Behavior:**
   - What is the average balance of our customers? How does it vary by age, marital status, and education level?
   - Are there any patterns in customer behavior related to loan and housing status?
   - How does the duration of customer interactions impact deposit subscriptions?

3. **Marketing Campaign Performance:**
   - What is the overall effectiveness of our marketing campaigns?
   - How do different contact methods (e.g., phone, email) impact conversion rates?
   - Are there any specific customer segments that respond better to certain marketing campaigns?

4. **Predictive Modeling:**
   - Can we build a predictive model to identify potential customers who are more likely to subscribe to deposits based on their demographics, financial behavior, and interaction with marketing campaigns?
   - What are the key factors that contribute to the likelihood of a deposit subscription?