

Term Deposit Campaign Performance & Targeting Dashboard



age_group

☐ 30-45

☐ 46-60

☐ 60

☐ under 30

11.70

Campaign Success Rate

45K

Total Customers

balance_group

☐ high

☐ low

☐ medium

☐ negative

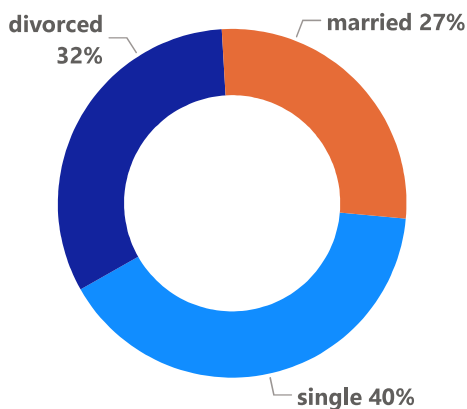
5K

Successful Subscriptions

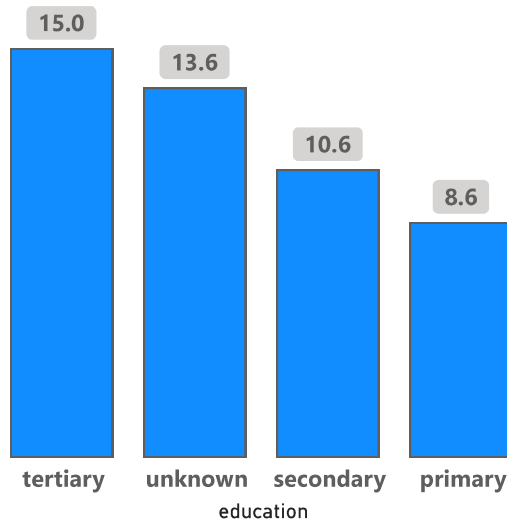
1.80K

Avg Balance (Subscribed)

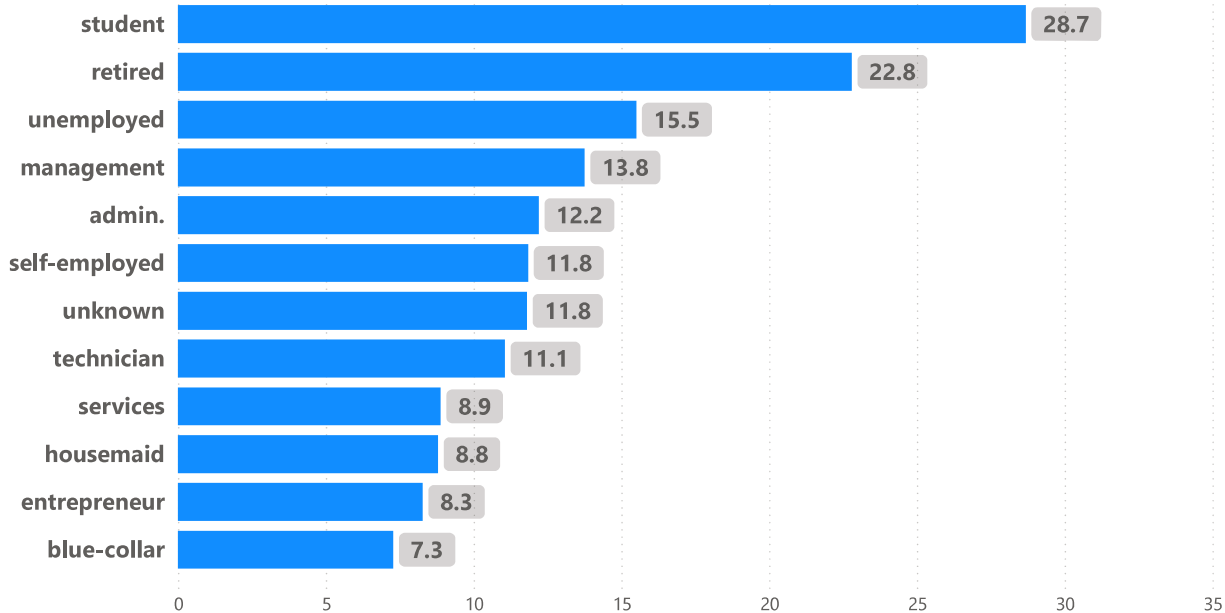
Campaign Success Rate by marital

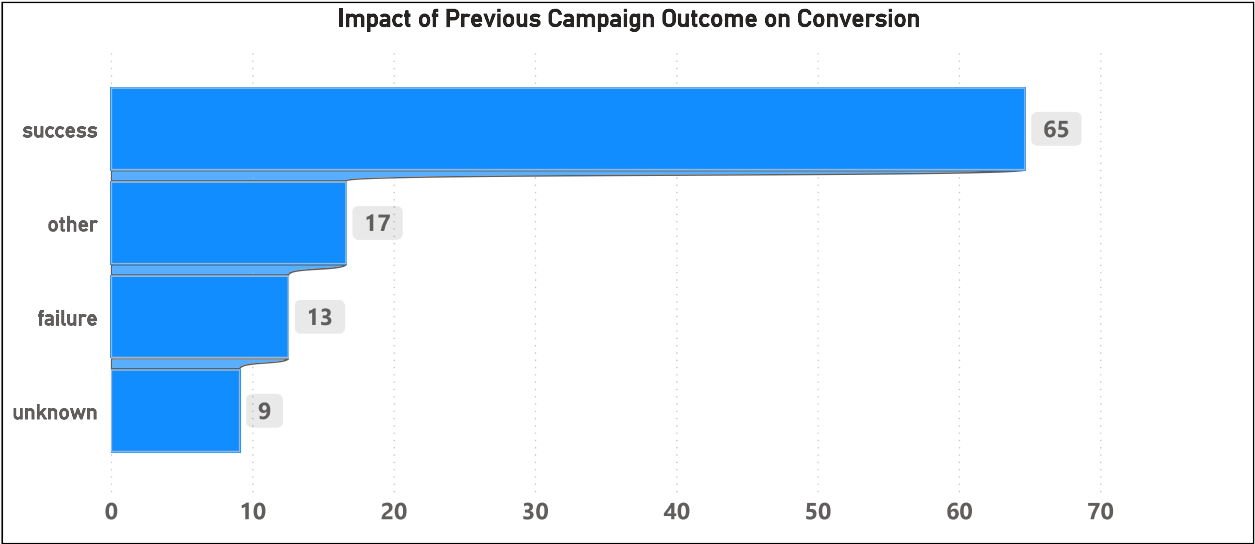
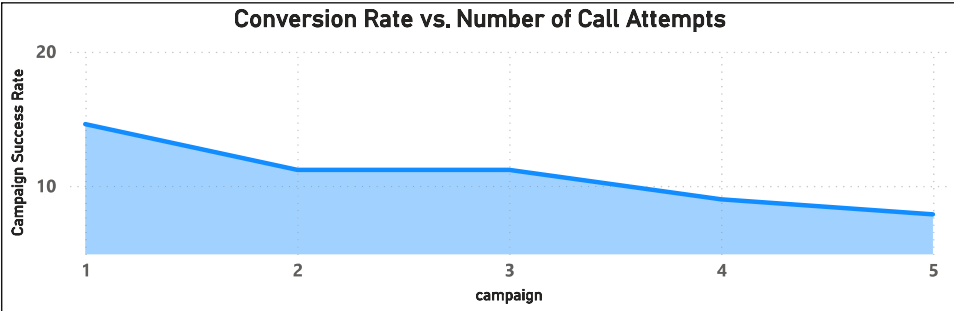
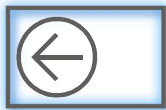


Campaign Success Rate by education



Campaign Success Rate by job





Priority Customer Segments for Term Deposit					
age_group	job	balance_group	loan	housing	Campaign Success Rate
30-45	housemaid	high	yes	no	100.00
46-60	unknown	low	yes	yes	100.00
60	admin.	low	no	yes	100.00
60	retired	high	yes	yes	100.00
60	self-employed	low	no	no	100.00
60	self-employed	low	no	yes	100.00
60	self-employed	negative	no	no	100.00
60	unemployed	high	no	no	100.00
under 30	entrepreneur	high	no	no	100.00
under 30	housemaid	high	no	no	100.00
60	management	medium	no	yes	80.00
60	management	high	no	yes	75.00
60	admin.	high	no	yes	66.67
60	retired	high	yes	no	66.67
60	retired	high	no	yes	65.00
60	blue-collar	low	no	no	63.64
60	self-employed	high	no	no	63.64
60	entrepreneur	high	no	no	60.00
under 30	self-employed	high	no	no	53.33
30-45	unemployed	high	yes	no	50.00
46-60	student	medium	no	no	50.00
60	admin.	medium	no	yes	50.00
60	housemaid	high	no	no	50.00
60	management	low	no	no	50.00
under 30	entrepreneur	medium	yes	yes	50.00
Total					11.70