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DATA VISUALIZATION AND INTERPRETATION

Assignment 1 on Bank Data Analysis

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Assignment #1 | **Data Visualization**

**Bank Data Analysis**

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Analysed and created in collaboration of

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# 1 | Visualization Context

## Business Problem

The bank wants to run the marketing campaign on the huge diversified product portfolio. Generally, the marketing department runs several marketing campaign times to time, the details about those campaigns are documented properly. We need to analyze the data collected during the marketing campaign and provide a recommendation or suggestions on the contributing factors for the successful purchase of the product. This enables the marketing team to focus on the significant factors to make the campaign more successful on selling the product to customers.

## Who

Marketing department leaders of the bank. They are the target audience for the analysis and outcome of the same as recommendations and suggestions towards their marketing campaign.

## What

The primary objective of this analysis is to understand and get an insight about the previously conducted market campaign on the bank products to various types of customers. The outcome of the analysis will give a direction to the marketing department to get a direction on the contributing factors for the success of the marketing campaign.

## How

The marketing campaign data have been collected over the period of time. The Exploratory Data Analysis has been conducted on the gathered data to understand the data fields and their relations to reflect the success or failure of the campaign.

At first the basic and required questions were formed regarding the analysis and the outcome of the analysis will provide the answers to those questions.

## 

## Primary Questions