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**DVI\_GROUP002**

**DVI\_ASSIGNMENT1PS2\_BANKING DATA ANALYSIS**

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**Synopsis:**

DATA VISUALIZATION AND INTERPRETATION

Assignment 1 on Bank Data Analysis

Submission on 13 Dec 2019

Assignment #1 | **Data Visualization**

**Bank Data Analysis**

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Analysed and created in collaboration of

Bits, pilani work integrated learning program



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# 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

Management and Board members of the bank. They are the target audience for the analysis and outcome of the marketing department campaign on their financial products.

## 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 contain the suggestions and recommendation to give a direction to leaders of the organization and the marketing department about both the success factors and needs to improvement factors. This will give them an insight on where they need to improve their marketing strategy to make it more effective.

## How

During the marketing campaign the department gathered the data as a log of process and outcomes. At the end of the campaign these data will be used for analysis to identify the contributing factors for the success of the campaign and area of focus to improve the campaign more effectively.

## Summary

**Who:** Bank Senior Management Executives for funding and approving such marketing campaign in future.

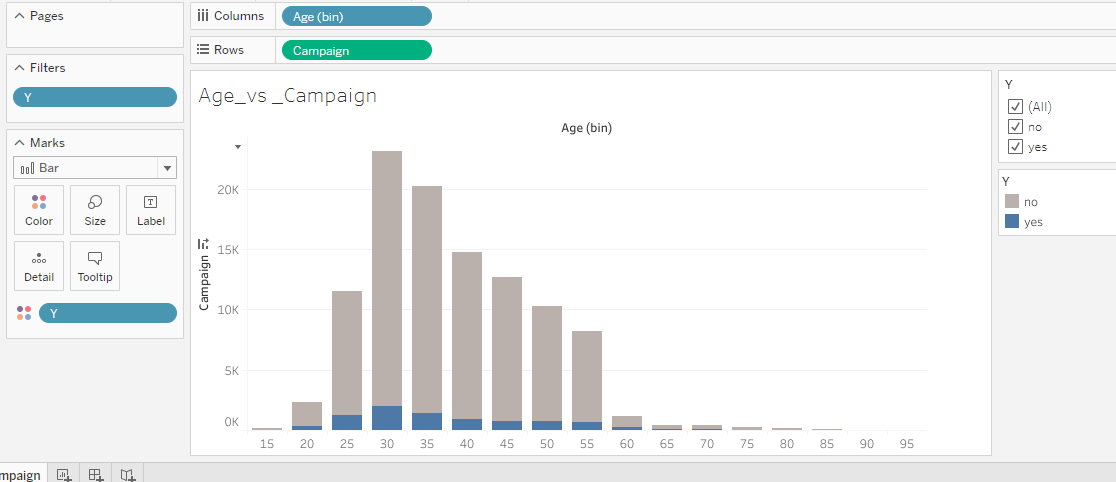
**What:** The marketing campaign was moderately effective and analysis outcome will give clear insights on where to focus on improving the effectiveness

**How:** Demonstrate the results of the campaign with collected data after the market campaign and sales of their financial product.

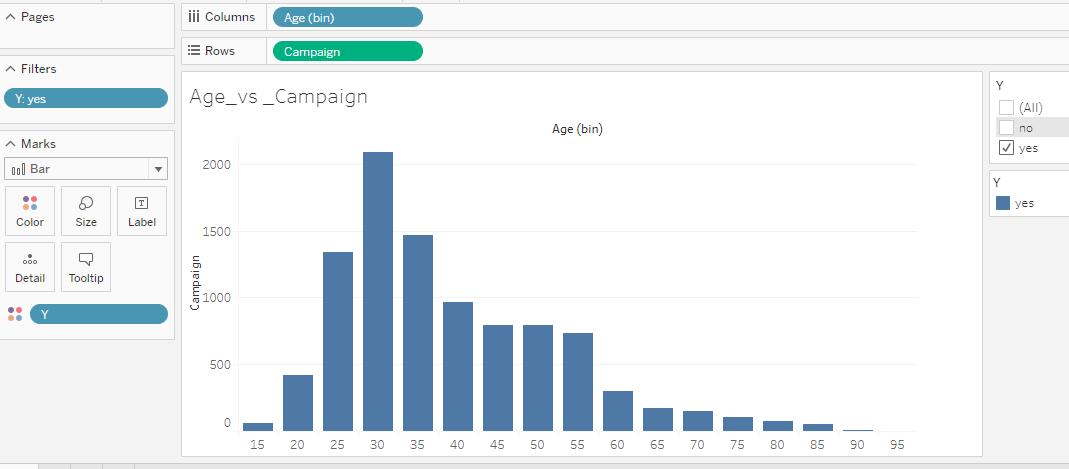
## Exploratory Data Analysis:

There are around 41188 marketing campaign data are available, out of which 4640 i.e. 11.27% of people had purchased the product.

**Age distribution:**

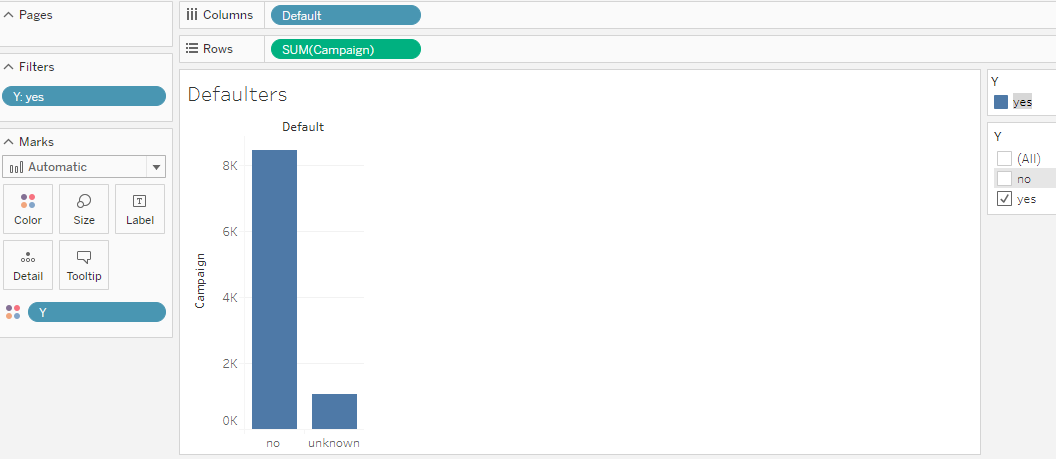


**Inference:** People between the ages 25 to 40 are active customers.



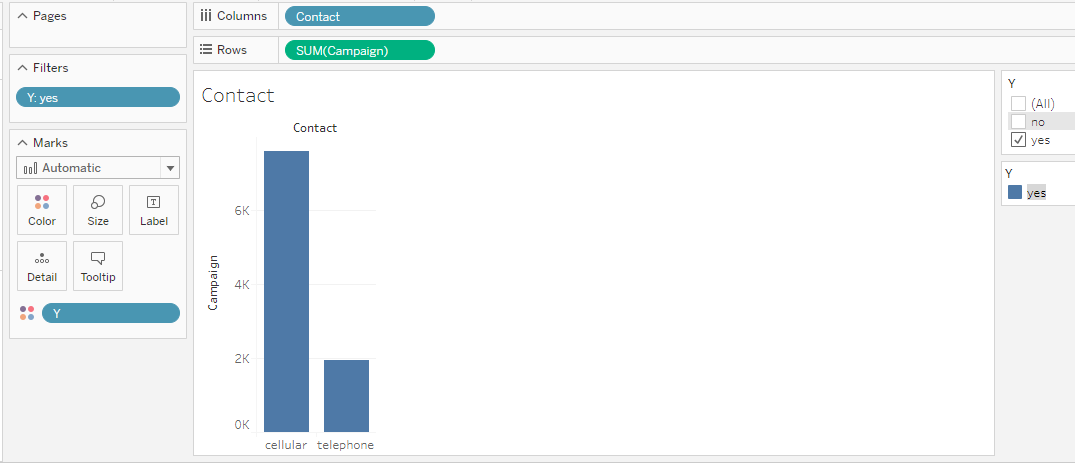
**Defaulter:** 90% of People who are Non defaulter are purchasing. 10% are unknown.

We can target the non-defaulters.



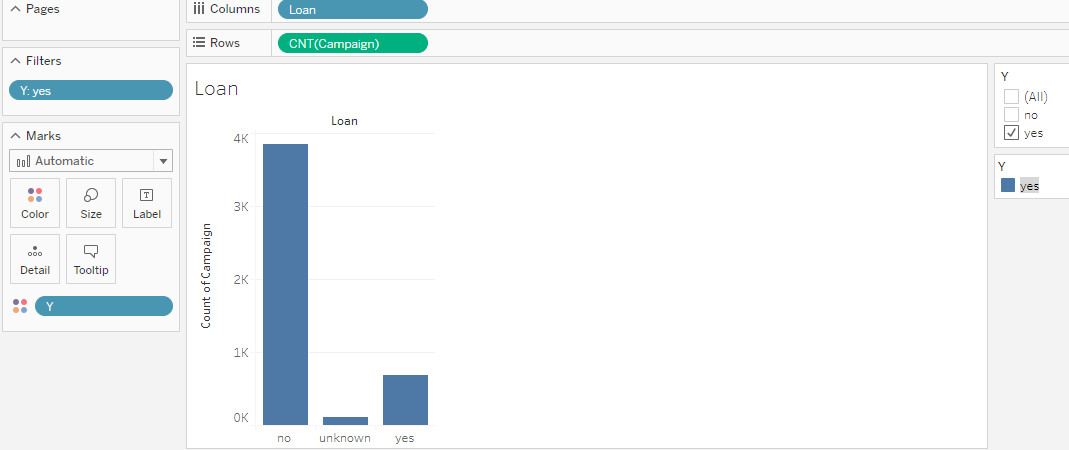
**Mode of Contact:**

83% of people are contacted via cellphone had purchased.



**Loan:** Has personal loan?

82% of people who are not having personal loans are purchasing.

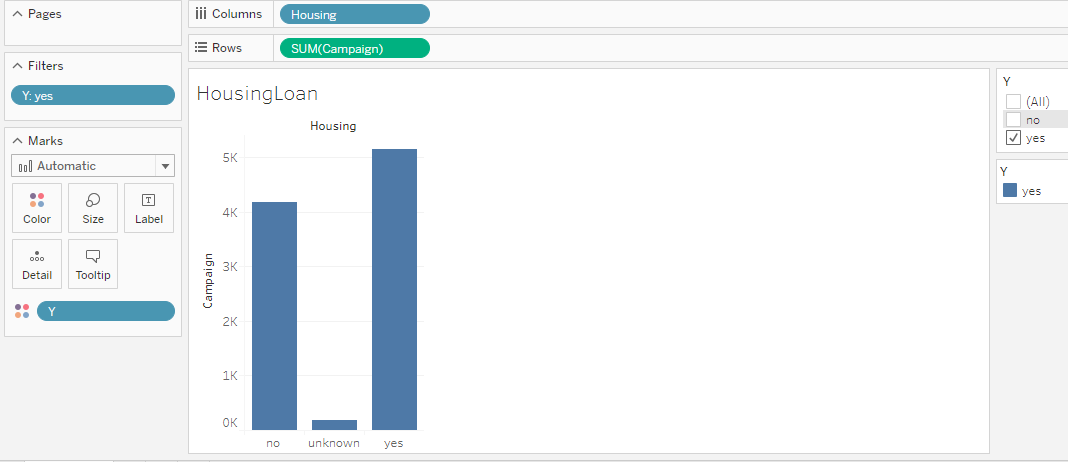


**Housing:** has housing loan?

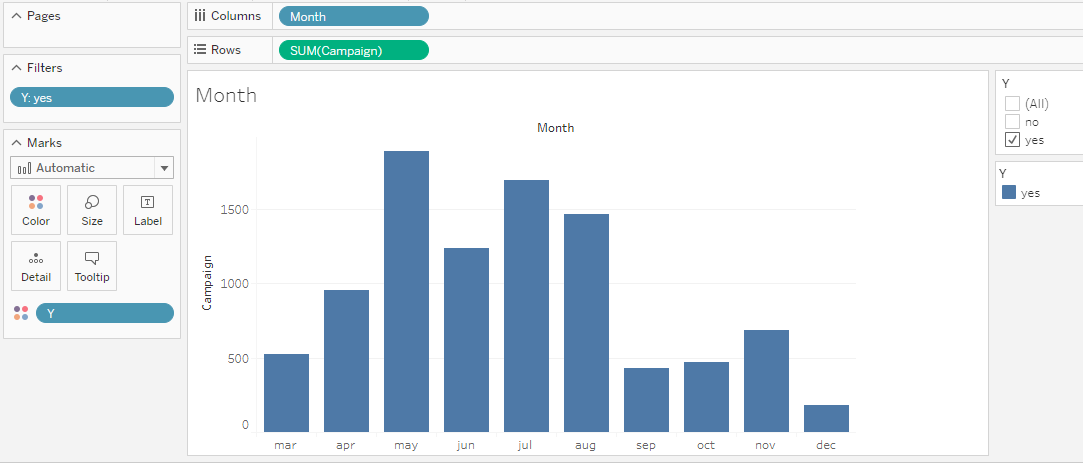
Not a major difference between the People having/not housing loan.

54.03% of people who are having housing loan had purchased

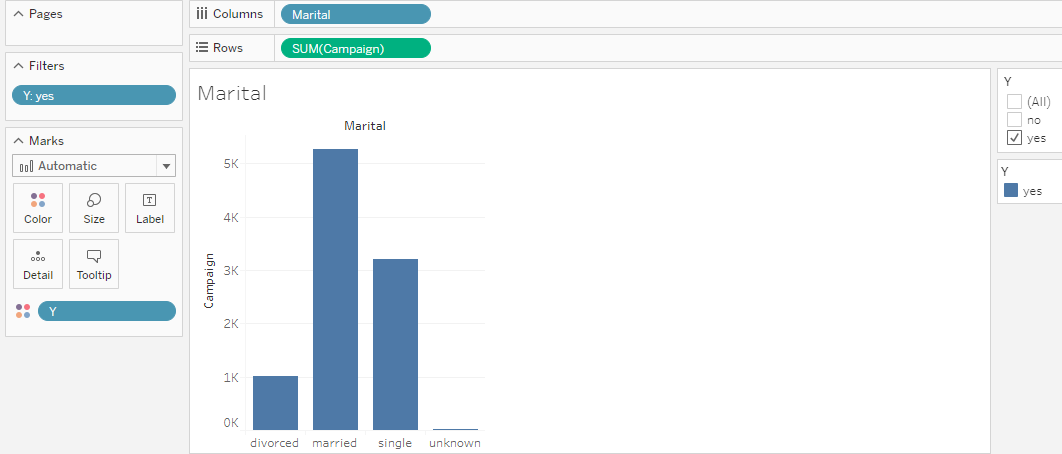
43.66% of people who did not purchase are not having housing loan.



**Month:** It is observed that Dec month is having less than 2% percentage of purchase and no records for Jan and Feb. So, it is better to avoid during year end and jan&feb.



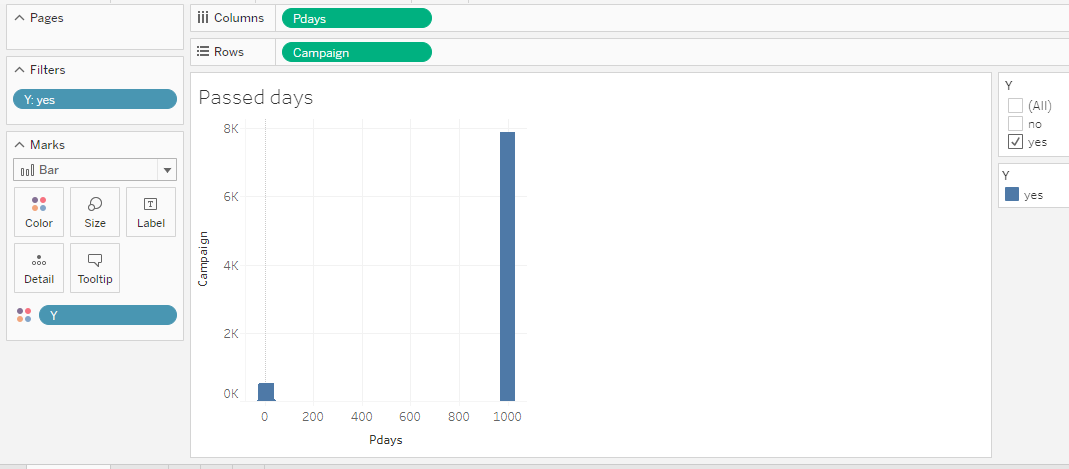
**Marital:** 50% of married people are purchasing.

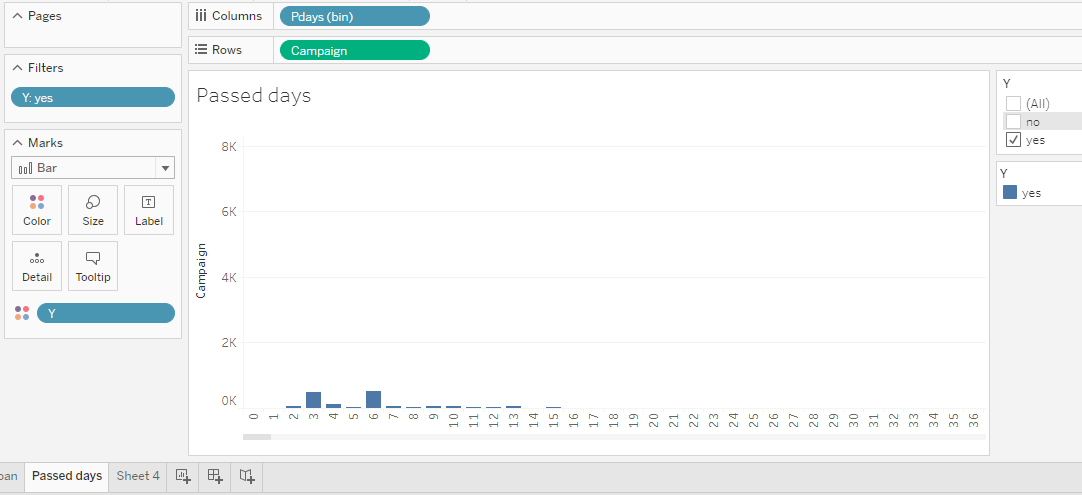


**Pdays:** (number of days that passed by after the client was last contacted from a previous campaign

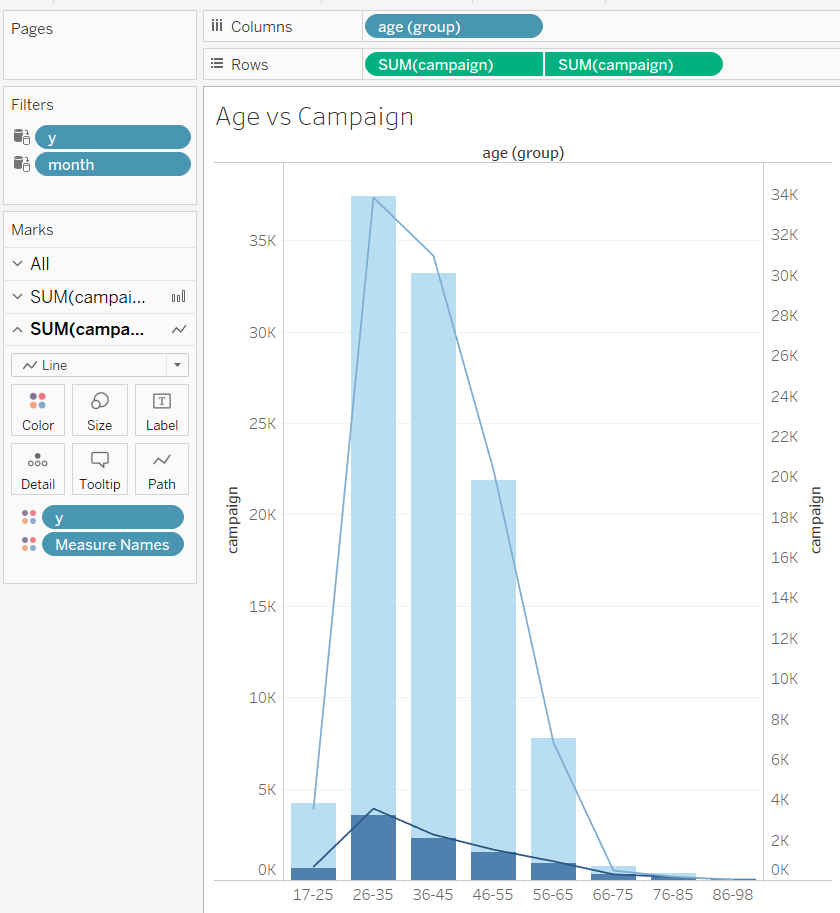
999 means client was not previously contacted.)

79% -it is evident that people who are **Newly** contacted or contacted within 1st week after campaign are purchasing.

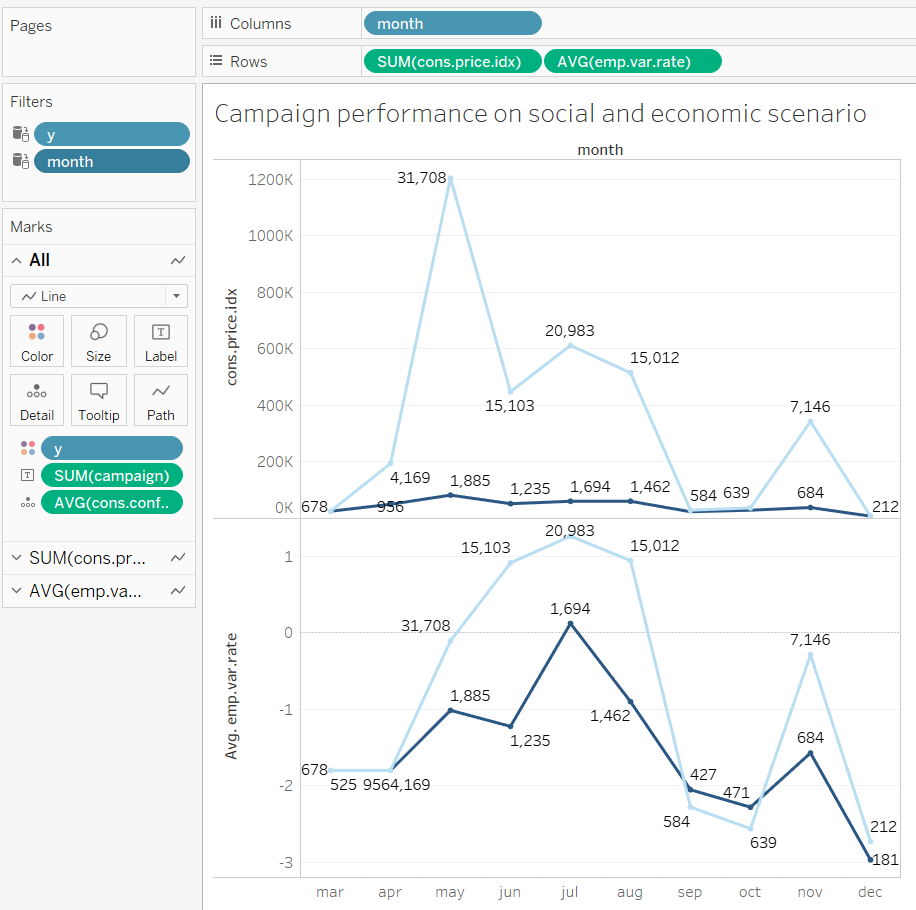




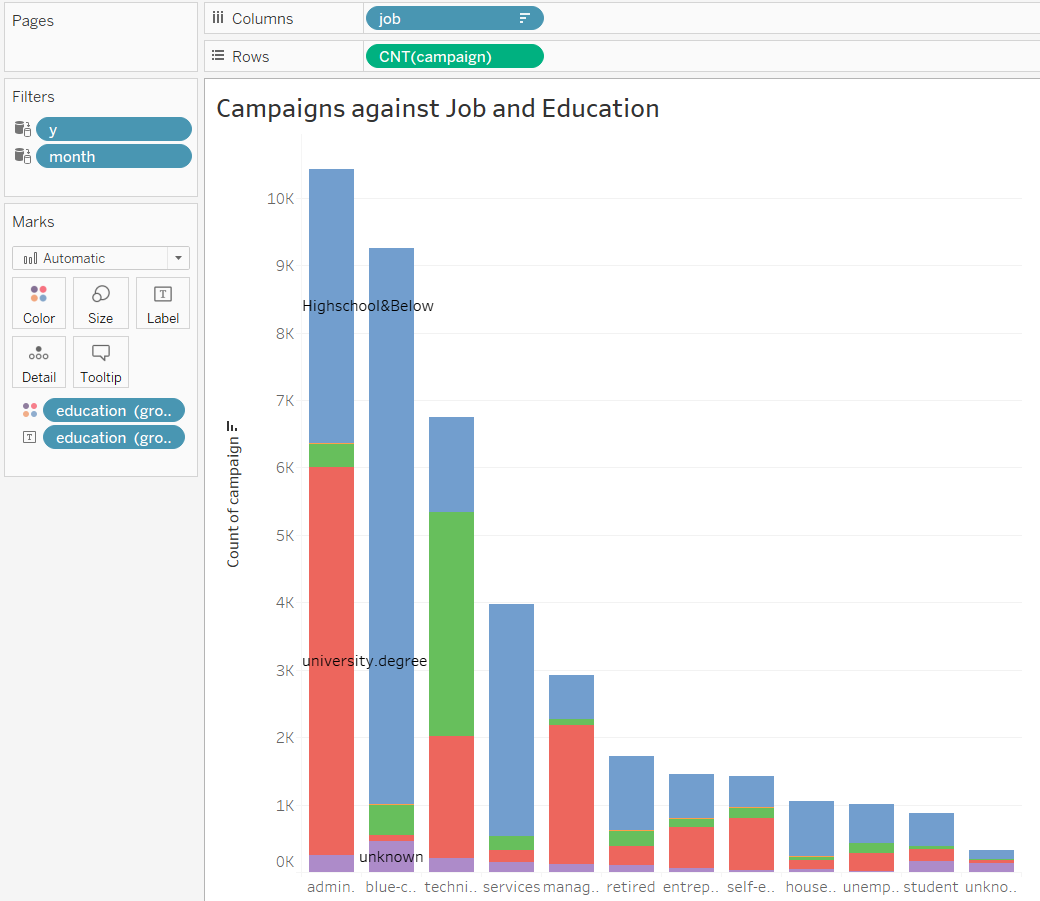
# Chart 1



# Chart 2



# Chart 3



# Dashboard

