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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**

Bits, pilani work integrated learning program



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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

Analysis on the data of previous conducted marketing campaigns to huge customer base of the bank.