



Bank Marketing

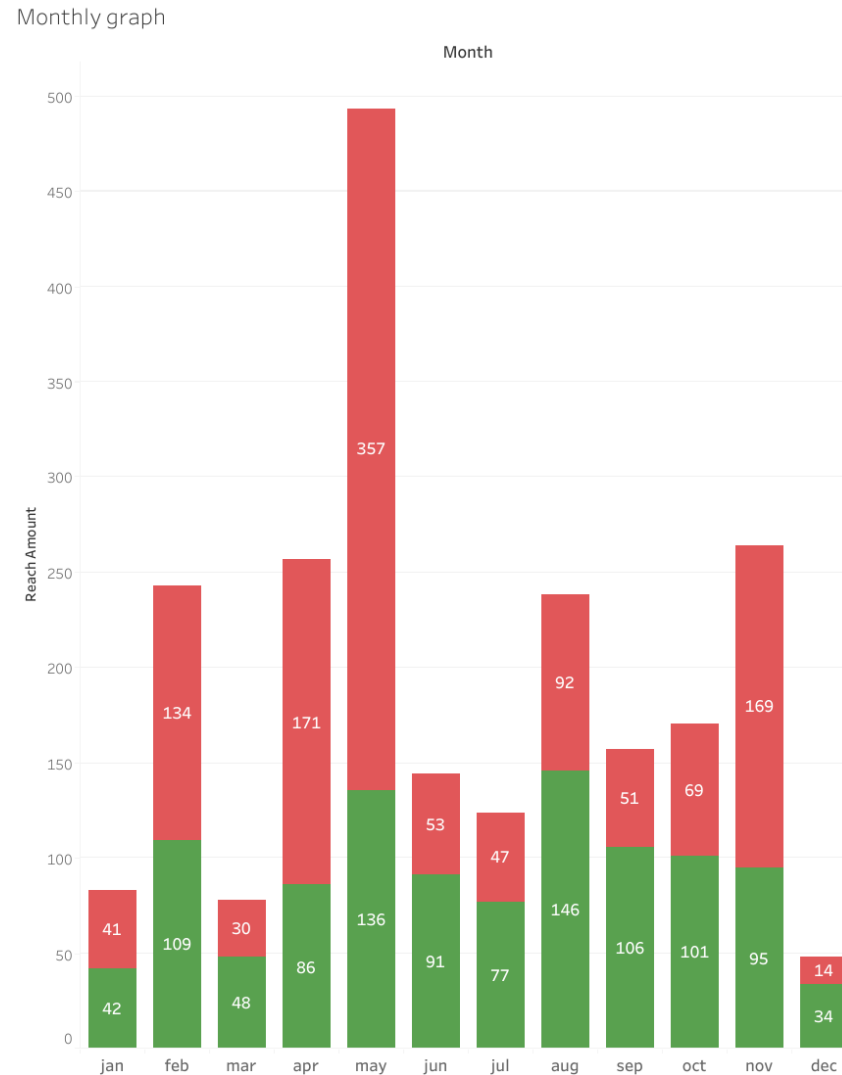
Data Analysis 2022

Project Background

- **Objective:** Identify the demographic of ideal customers that are more likely to accept a Deposit

Data Insights

MONTH-TO-MONTH GRAPH

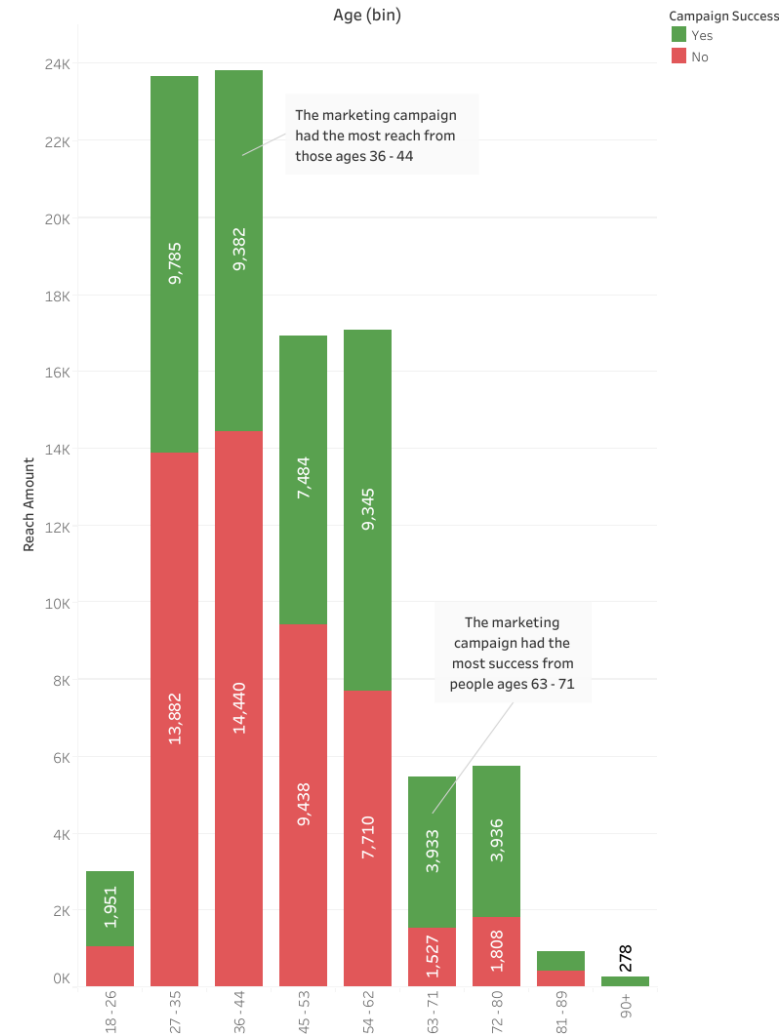


- May is the Best month when it comes to Reach amount
- Most successful month based on Deposit accepting ratio is September
- The campaign found more success in 2nd half of the year

Data Insights

AGE VS CAMPAIGN SUCCESS

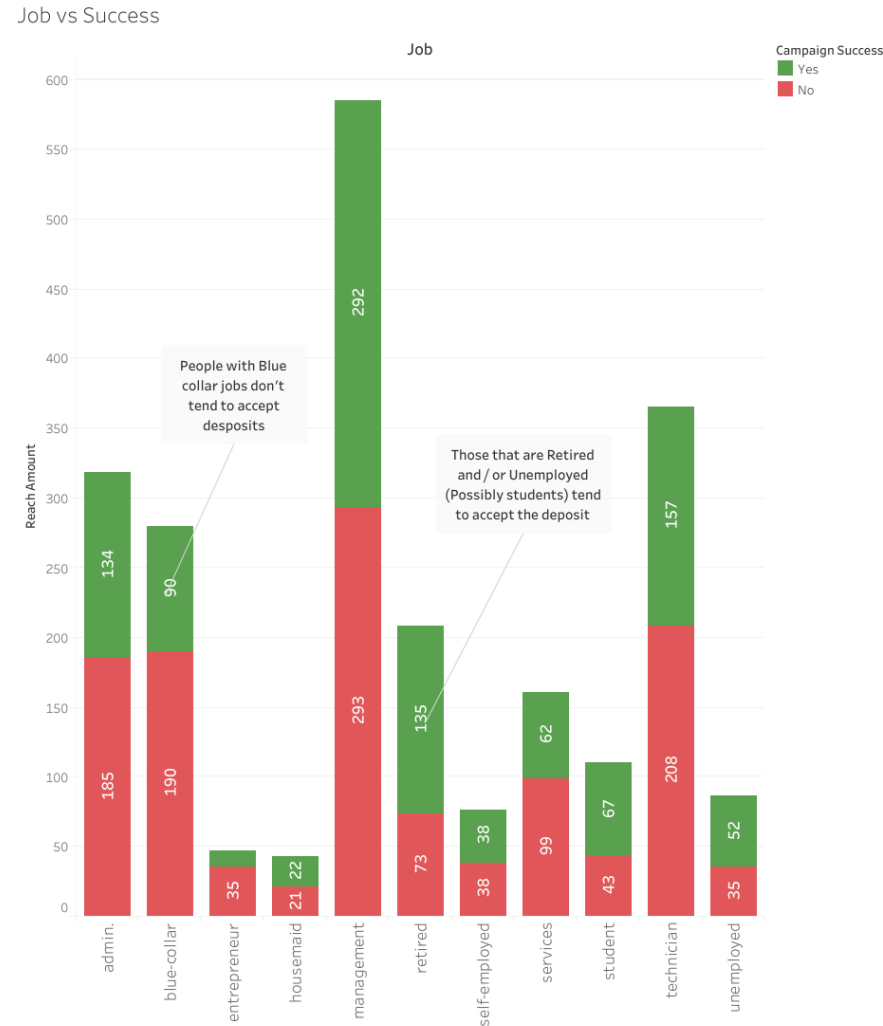
Age vs Success



- Most Reach from those ages 36 – 44
- Those ages 63 – 71 are more likely to accept a Deposit
- For younger generations, people ages 18 – 26 are more likely to accept a Deposit compared to those ages 27 - 62

Data Insights

JOB VS CAMPAIGN SUCCESS

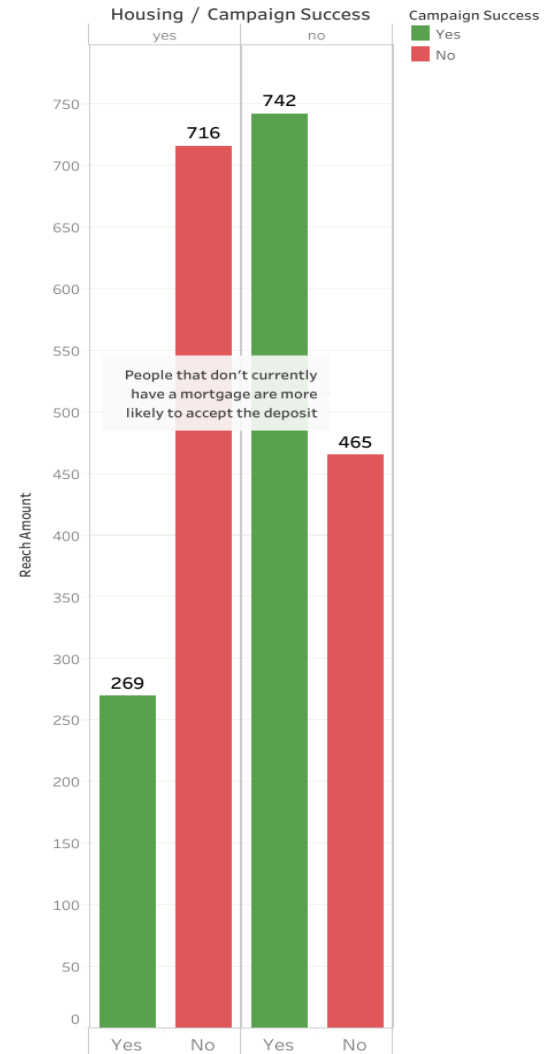


- Those that are Retired and / or Unemployed (Likely students) are more likely to accept the deposit
- People with Blue Collars jobs largely refuse to accept the deposit

Data Insights

HOUSING VS CAMPAIGN SUCCESS

Housing vs Success



- Those that don't have a mortgage are more likely to accept the deposit

Data Insight Summary

1

People ages 63 – 71 are more likely to accept the Deposit out off all age groups, BUT those 18 – 26 are 2nd in line

2

Those that are Retired and / or Unemployed (Students) tend to accept the Deposit

3

People with Blue collar jobs strongly refuse to accept the Deposit

4

Those that don't have a mortgage are more likely to accept the Deposit

Conclusion

- Target students currently attending College and / or are Postgraduates; specifically, ages 18 – 26
- Younger generations have more longevity compared to older generations
- Avoid targeting those that work blue collar jobs
- Focus on spending more of the Ad budget during 2nd half of the year

Thank you!