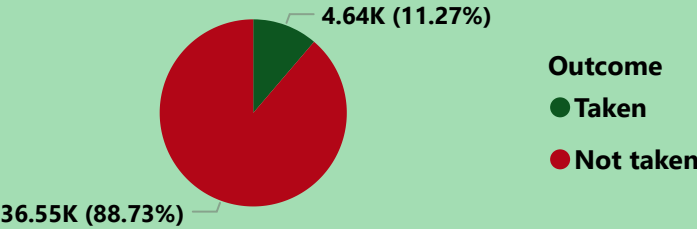# MARKETING CAMPAIGN ANALYSIS
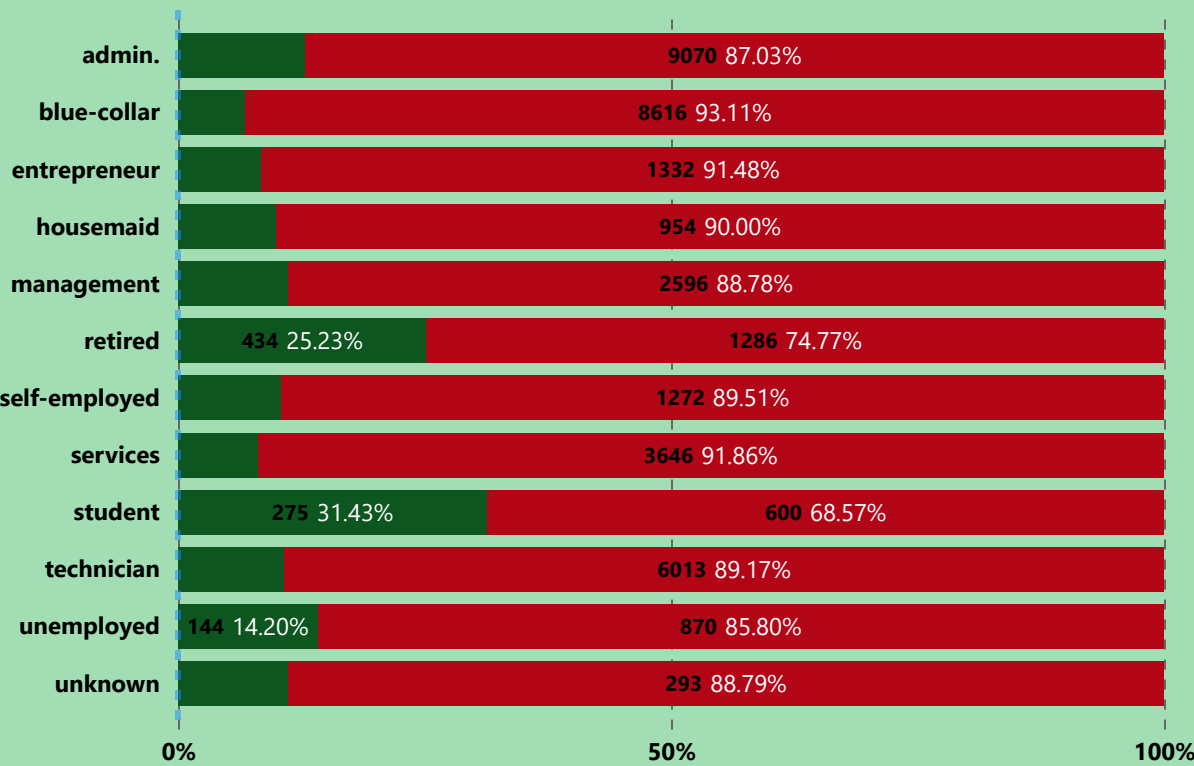
Number of Clients

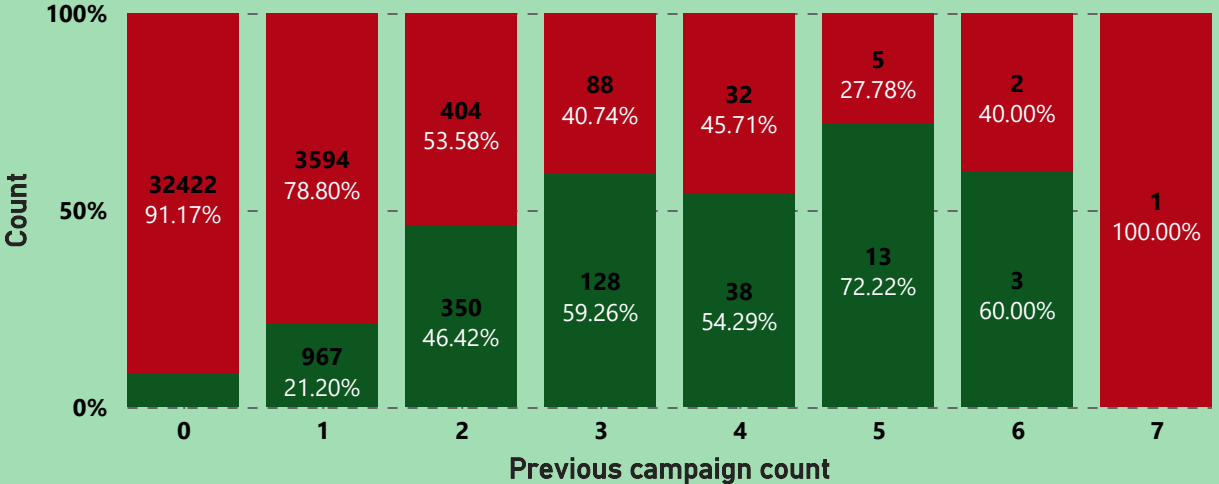**41.19K**

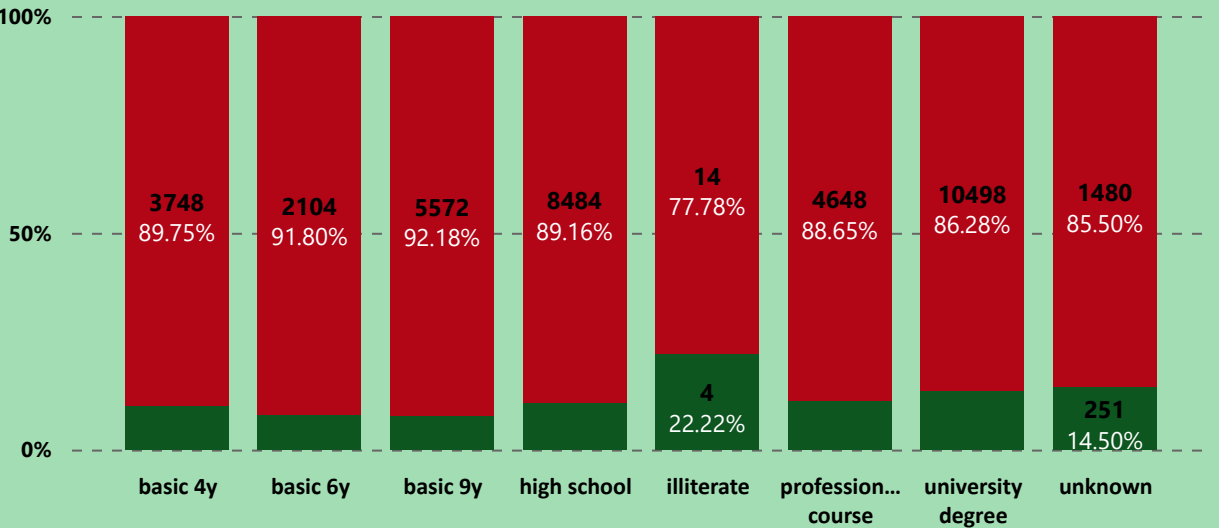## Client count by outcome

4.64K (11.27%)

36.55K (88.73%)

Outcome
- ● Taken
- ● Not taken

Effect of previous campaigns count on Outcome

Previous campaign count	Not taken	Taken
0	32422 (91.17%)	967 (21.20%)
1	3594 (78.80%)	
2	404 (53.58%)	350 (46.42%)
3	88 (40.74%)	128 (59.26%)
4	32 (45.71%)	38 (54.29%)
5	5 (27.78%)	13 (72.22%)
6	2 (40.00%)	3 (60.00%)
7	1 (100.00%)	

Effect of Job Type on Outcome

Job Type	Taken	Not taken
admin.		9070 87.03%
blue-collar		8616 93.11%
entrepreneur		1332 91.48%
housemaid		954 90.00%
management		2596 88.78%
retired	434 25.23%	1286 74.77%
self-employed		1272 89.51%
services		3646 91.86%
student	275 31.43%	600 68.57%
technician		6013 89.17%
unemployed	144 14.20%	870 85.80%
unknown		293 88.79%

Effect of Education on Outcome

Education	Not taken
basic 4y	3748 89.75%
basic 6y	2104 91.80%
basic 9y	5572 92.18%
high school	8484 89.16%
illiterate	14 77.78% / 4 22.22%
profession... course	4648 88.65%
university degree	10498 86.28%
unknown	1480 85.50% / 251 14.50%

MARKETING CAMPAIGN ANALYSIS

Effect of Marital Status on Outcome

Marital Status	Value	Percentage
divorced	4136	89.68%
married	22396	89.84%
single	9948	86.00%
unknown	68	85.00%
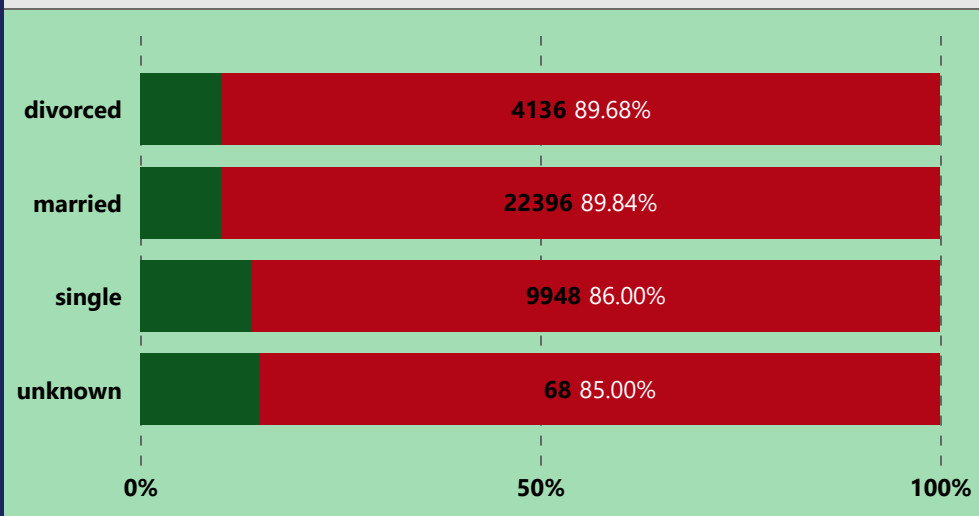
Effect of current campaign contact count on Outcome

Contact count	Value	Percentage
0	31870	88.03%
	3623	93.14%
10	656	95.35%
	213	97.26%
20	101	99.02%

Effect of Age on Outcome

	Top (red)	Bottom (green)
	41 / 54.67%	34 / 45.33%
20	4706 / 84.13%	888 / 15.87%
	15223 / 89.87%	
40	9692 / 92.08%	
	6165 / 89.84%	
60	473 / 65.33%	251 / 34.67%
	175 / 54.86%	144 / 45.14%
80	68 / 48.57%	72 / 51.43%
	5 / 50.00%	5 / 50.00%
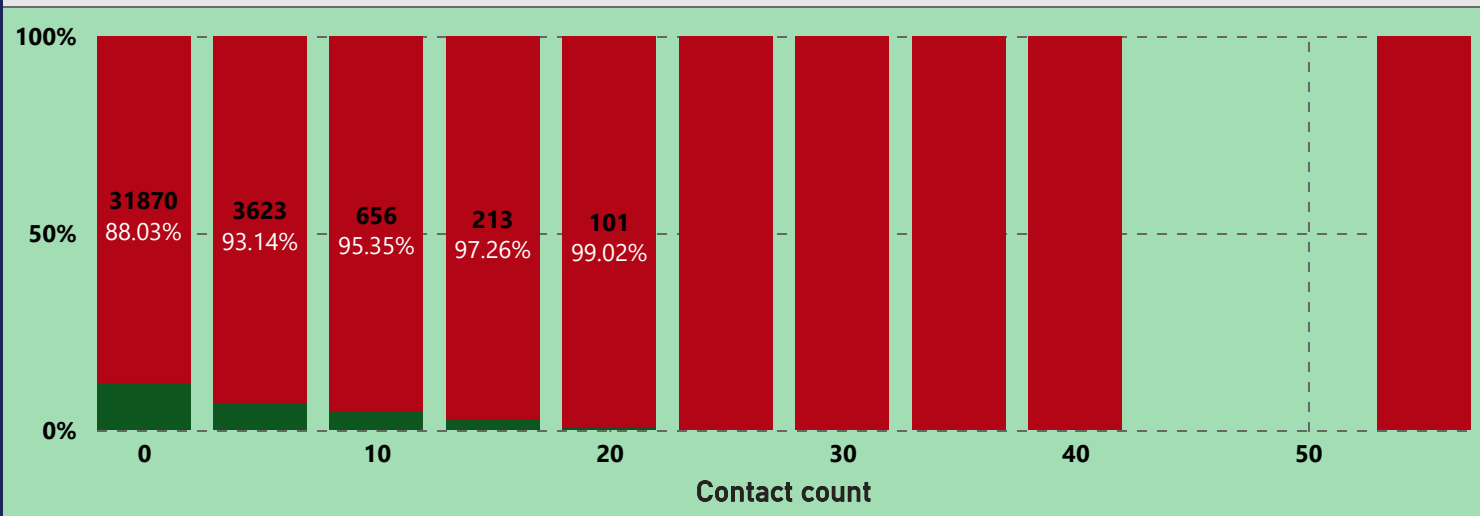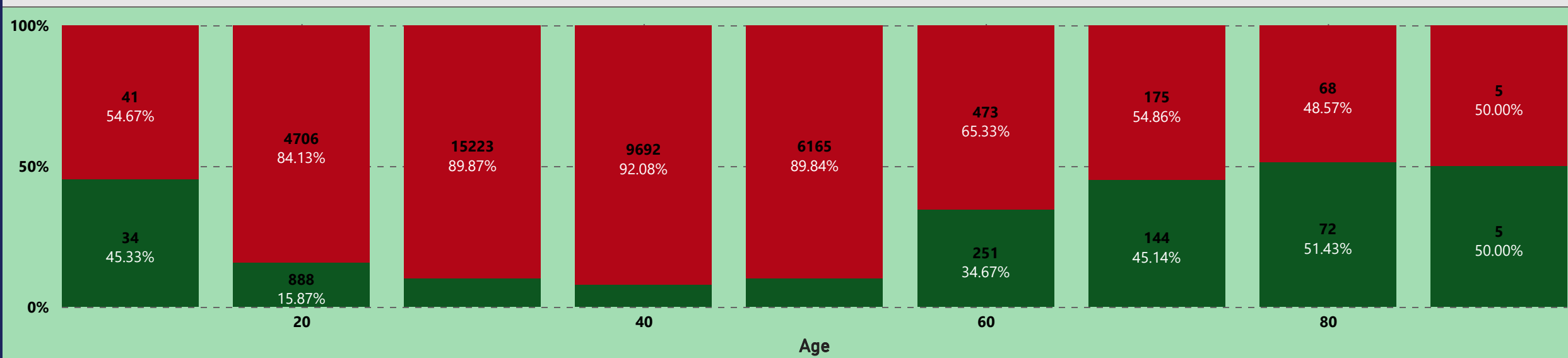
MARKETING CAMPAIGN ANALYSIS

Effect of Personal Loan on Outcome

30100 88.66%	5565 89.07%	883 89.19%
3850 11.34%	683 10.93%	107 10.81%
no	yes	unknown
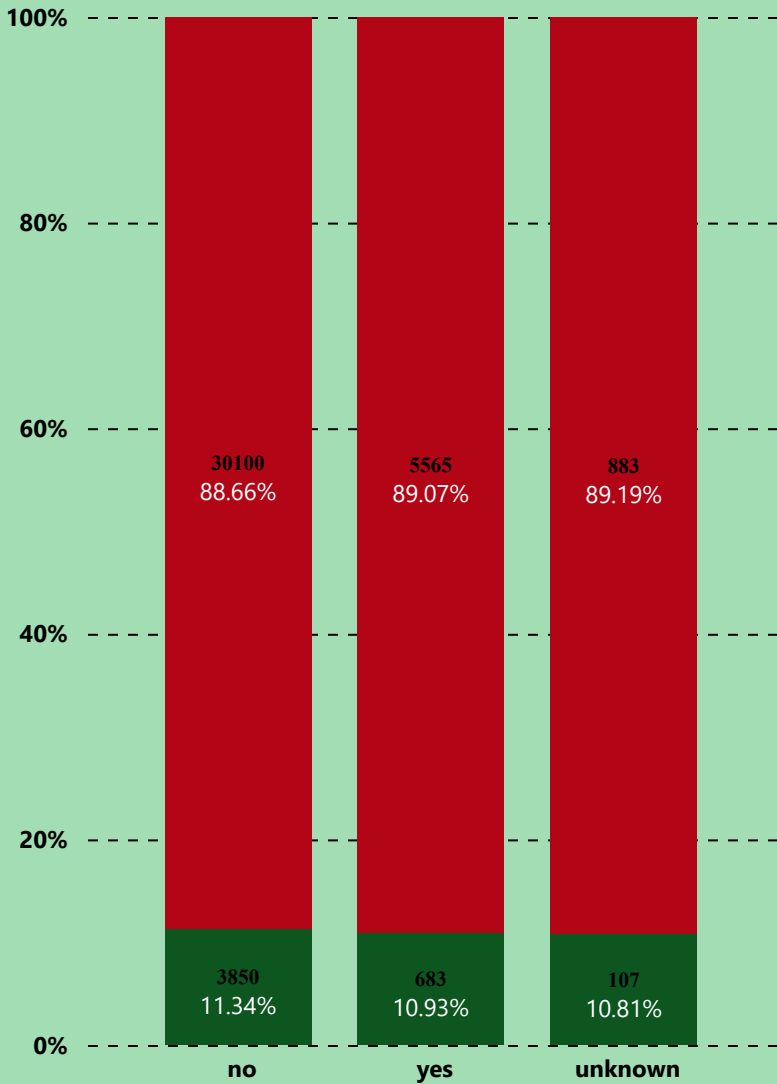
has personal loan?

Effect of Credit Default on Outcome

28391 87.12%	8154 94.85%	3 100.00%
4197 12.88%		
no	unknown	yes
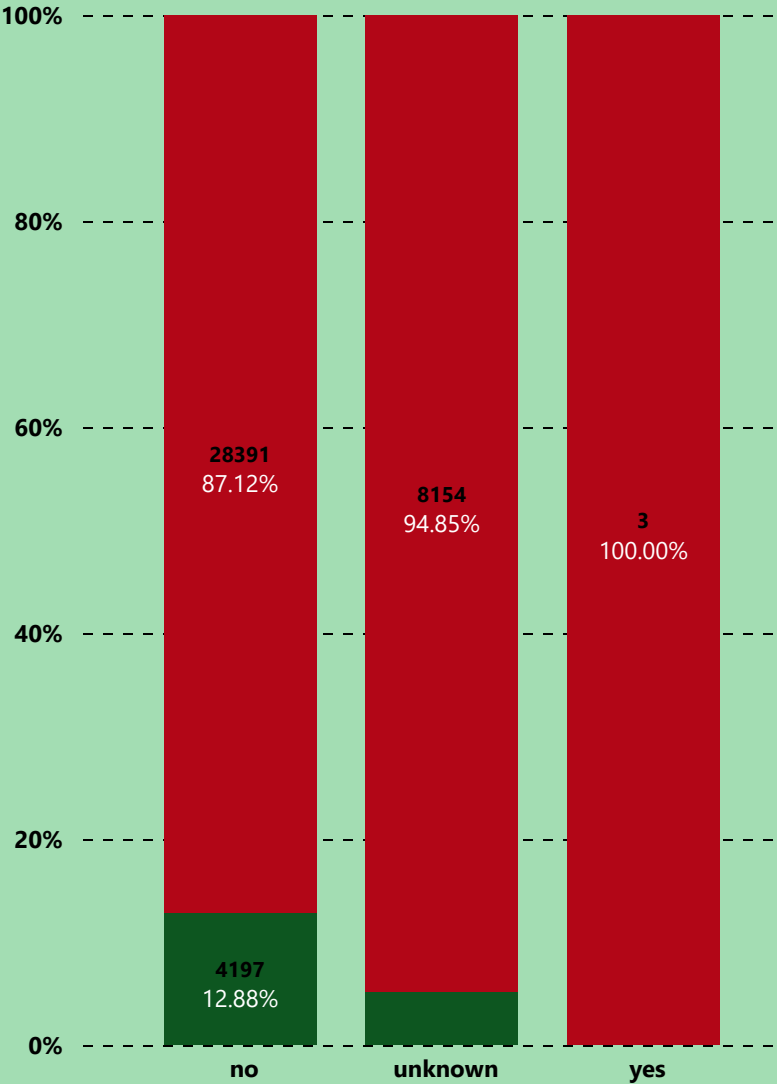
has credit in default?

Effect of Housing Loan on Outcome

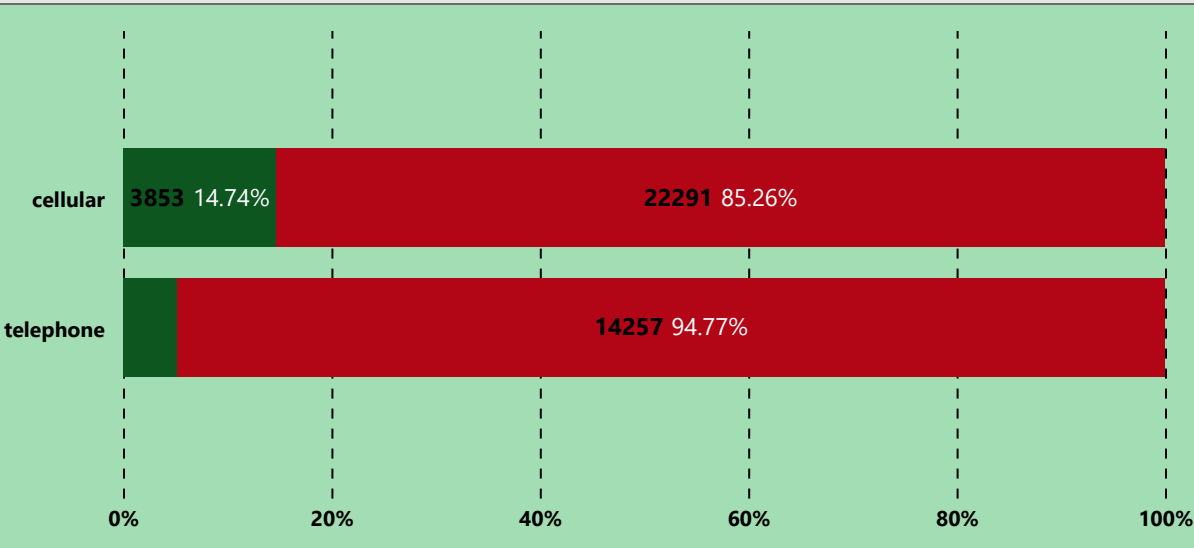|		
16596 89.12%	883 89.19%	19069 88.38%
2026 10.88%	107 10.81%	2507 11.62%
no	unknown	yes
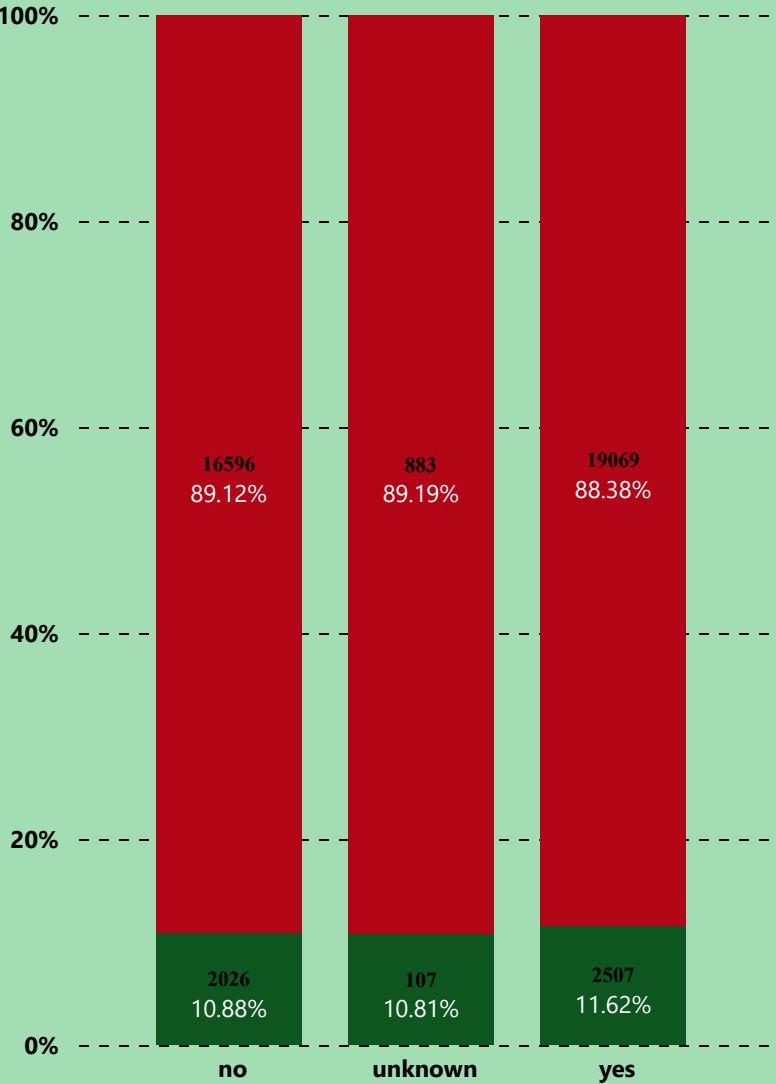
has housing loan?

MARKETING CAMPAIGN ANALYSIS

Effect of Contact Type on Outcome

Contact Type	Success	Failure
cellular	3853 14.74%	22291 85.26%
telephone		14257 94.77%

Effect of Previous Campaign on Outcome
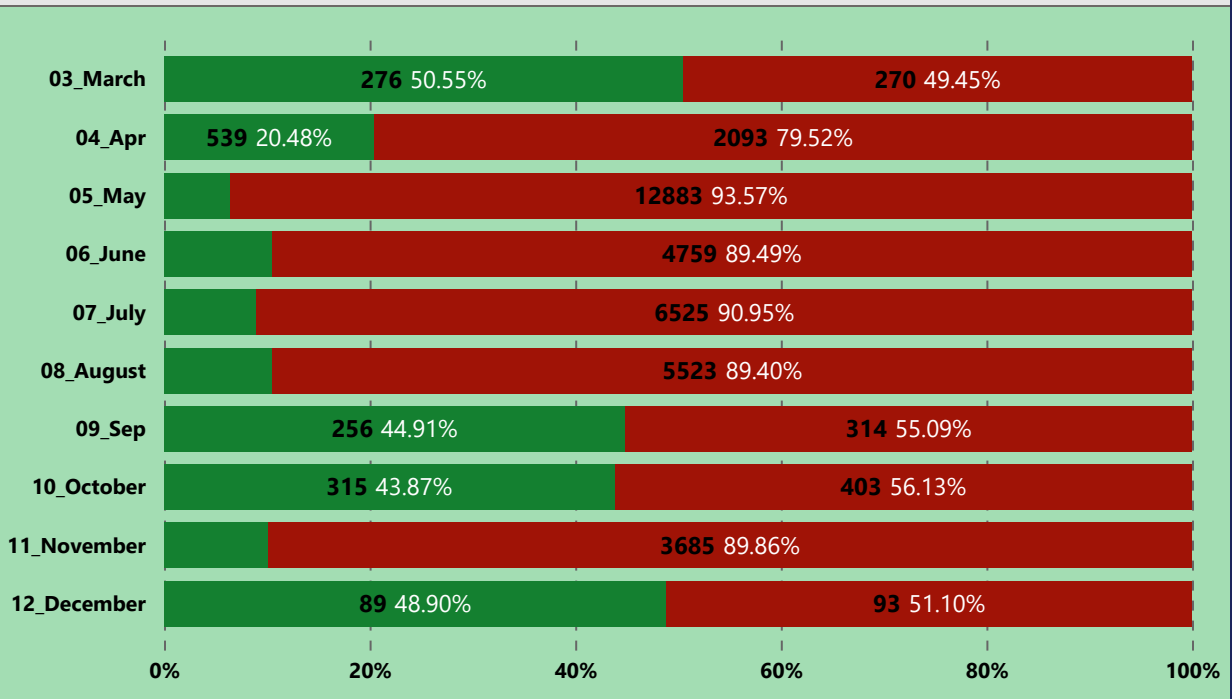
Previous Campaign	Success	Failure
failure	605 14.23%	3647 85.77%
nonexistent		32422 91.17%
success	894 65.11%	479 34.89%
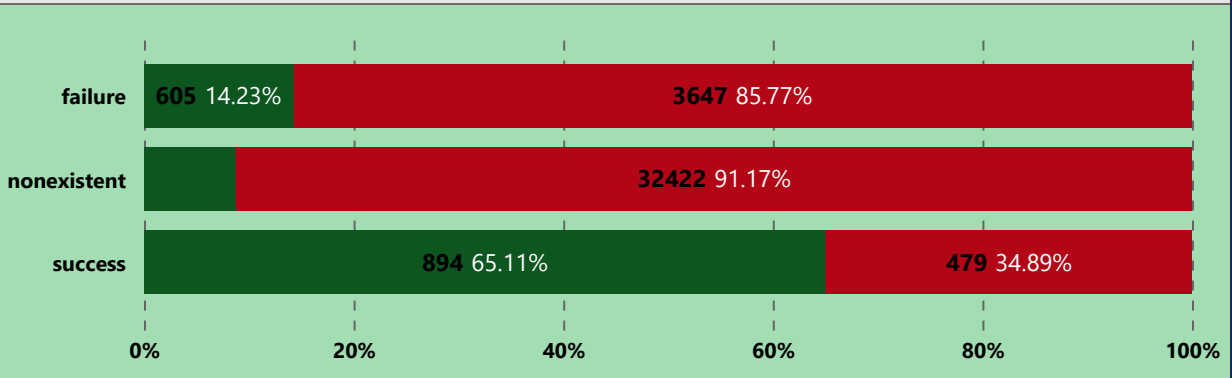
Effect of Contact Day on Outcome

Contact Day	Success	Failure
1_Monday		7667 90.05%
2_Tuesday		7137 88.22%
3_Wednesday		7185 88.33%
4_Thursday		7578 87.88%
5_Friday		6981 89.19%
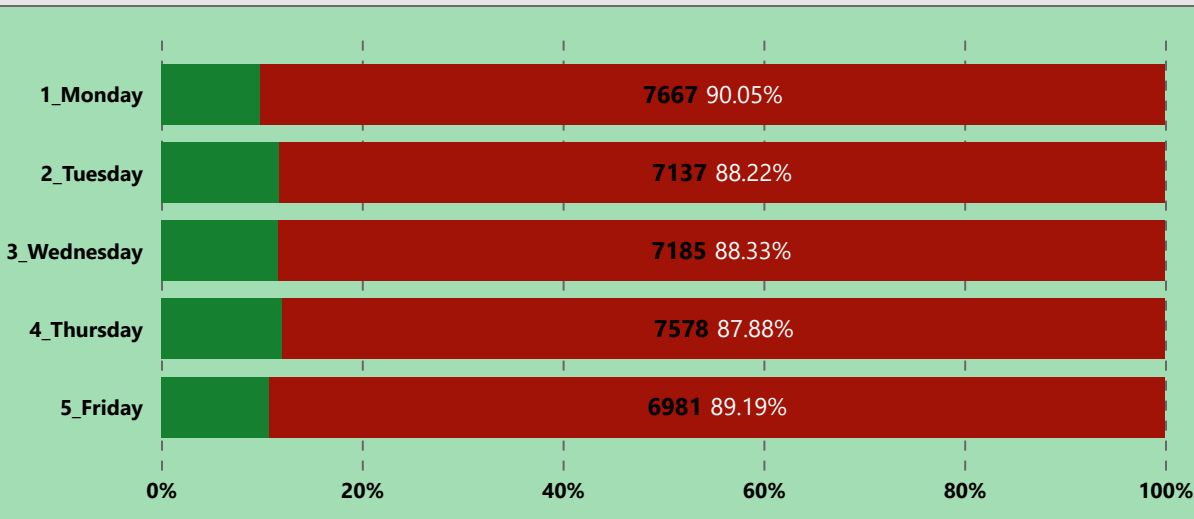
Effect of Contact Month on Outcome

| Contact Month	Success	Failure
03_March	276 50.55%	270 49.45%
04_Apr	539 20.48%	2093 79.52%
05_May		12883 93.57%
06_June		4759 89.49%
07_July		6525 90.95%
08_August		5523 89.40%
09_Sep	256 44.91%	314 55.09%
10_October	315 43.87%	403 56.13%
11_November		3685 89.86%
12_December	89 48.90%	93 51.10%

MARKETING CAMPAIGN ANALYSIS

Relative Interest Index on Time Deposit over Time

MARKETING CAMPAIGN ANALYSIS

Relative Interest Index on Time Deposit over Time

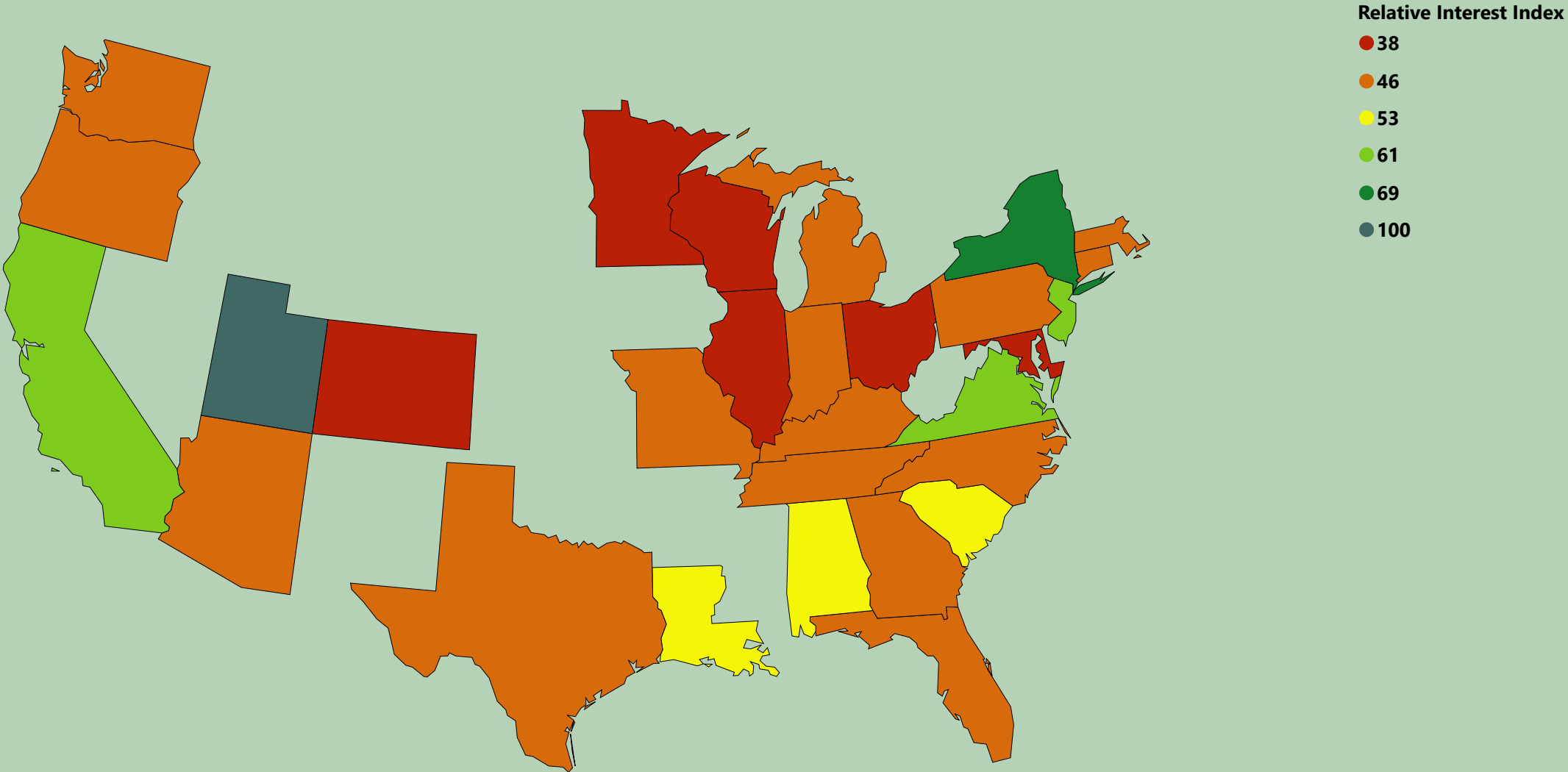

- Relative Interest Index
- Predicted Interest
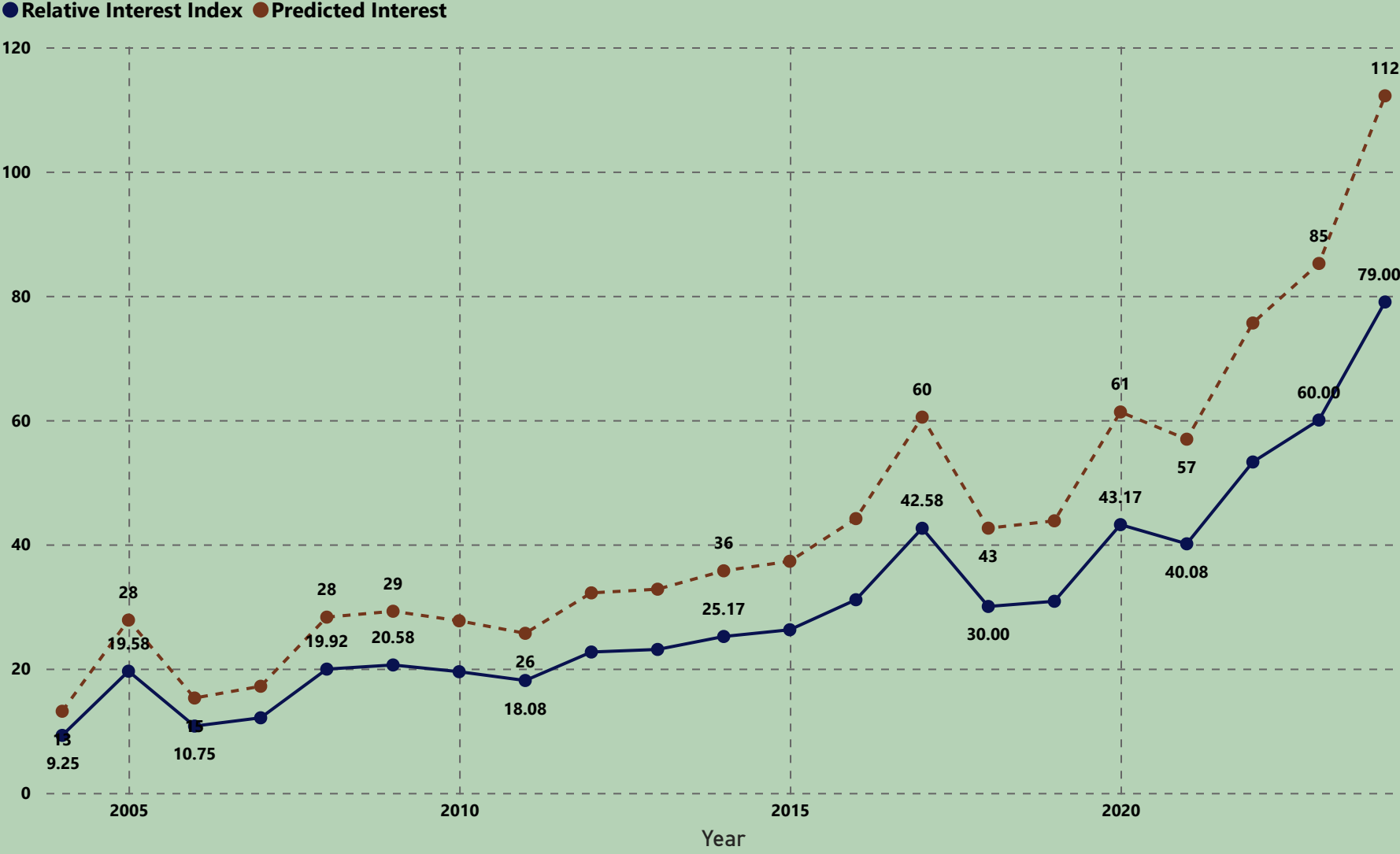
Increment %

0.42

MARKETING CAMPAIGN ANALYSIS

Relative Interest Index by State

Relative Interest Index

- 38
- 46
- 53
- 61
- 69
- 100

MARKETING CAMPAIGN ANALYSIS
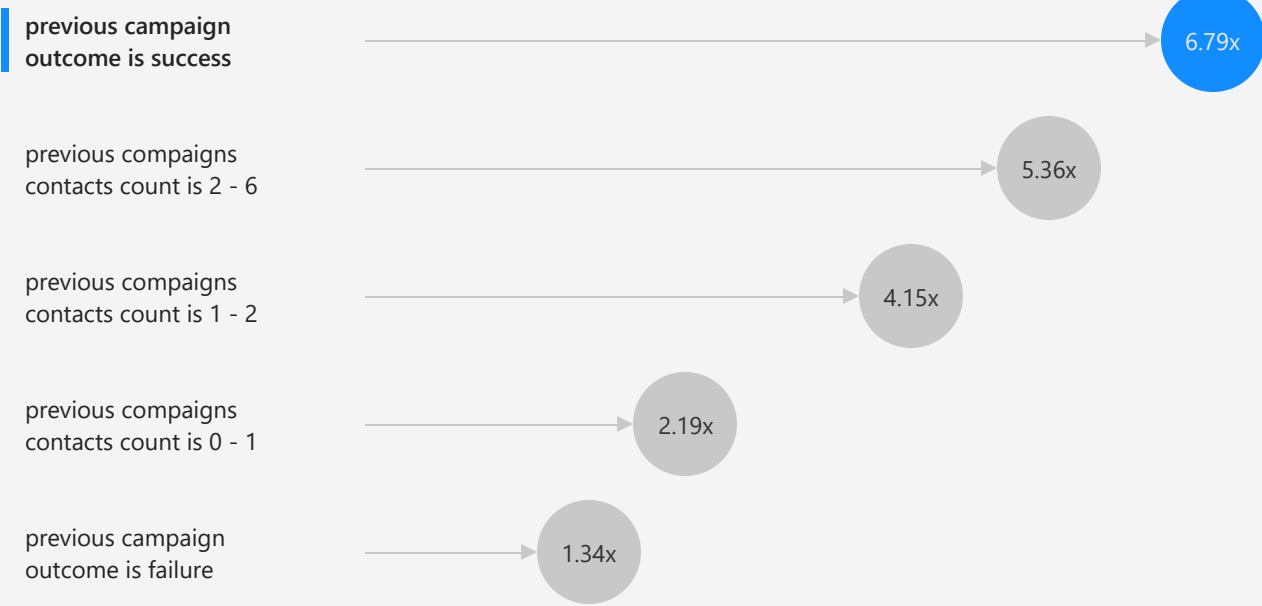
Previous campaign outcome as a influencer

Key influencers   Top segments

What influences Outcome to be [Taken ▾] ?

When...

....the likelihood of Outcome being Taken increases by

previous campaign outcome is success — 6.79x

previous compaigns contacts count is 2 - 6 — 5.36x

previous compaigns contacts count is 1 - 2 — 4.15x

previous compaigns contacts count is 0 - 1 — 2.19x

previous campaign outcome is failure — 1.34x

← Outcome is more likely to be Taken when previous campaign outcome is success than otherwise (on average).

Average (excluding selected): 9.41%

%Outcome is Taken vs previous campaign outcome

- 60%
- 40%
- 20%
- 0%

success   failure   nonexistent
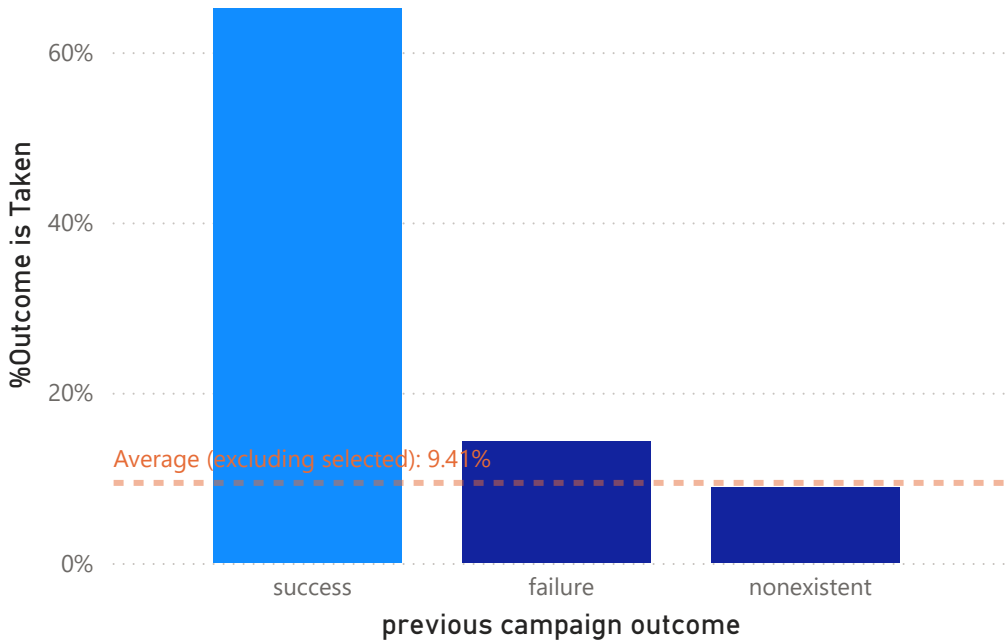
☐ Only show values that are influencers