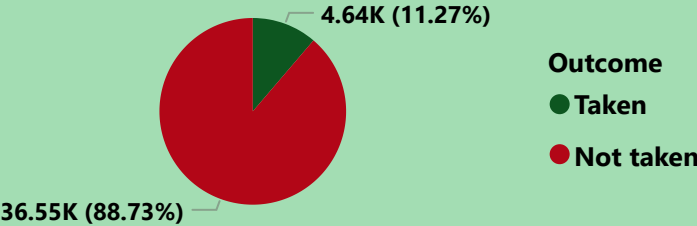# MARKETING CAMPAIGN ANALYSIS
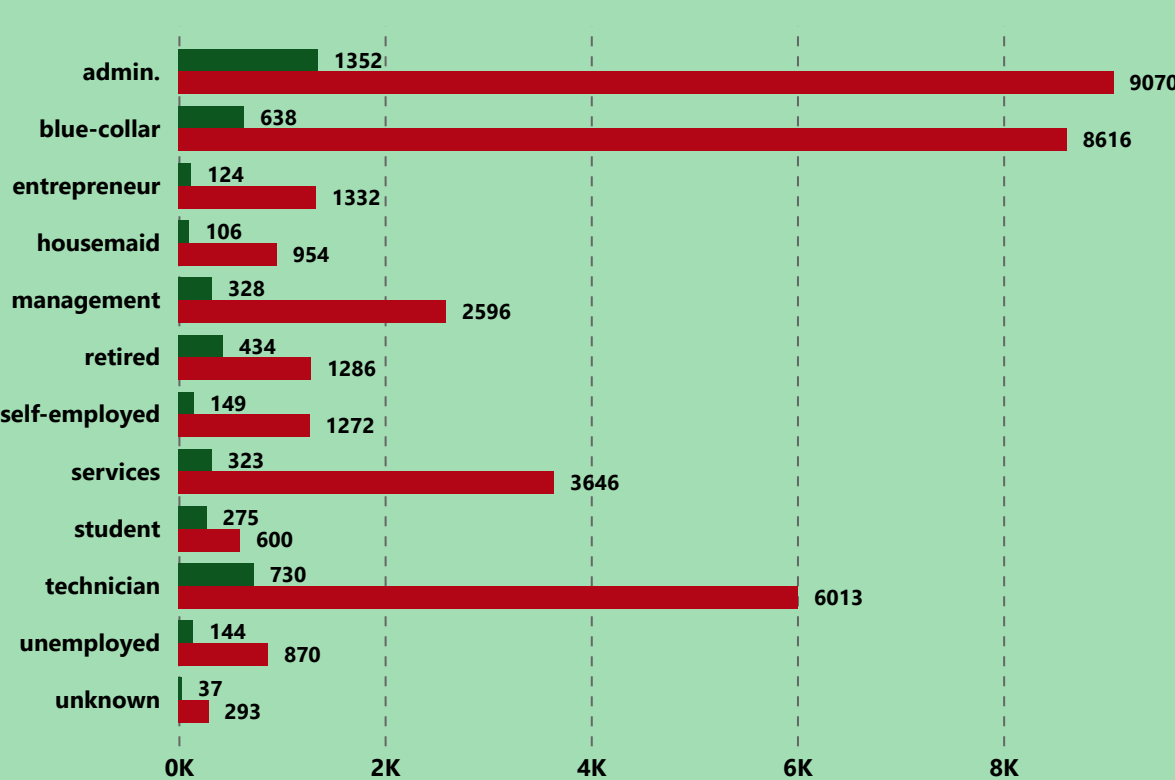
Number of Clients

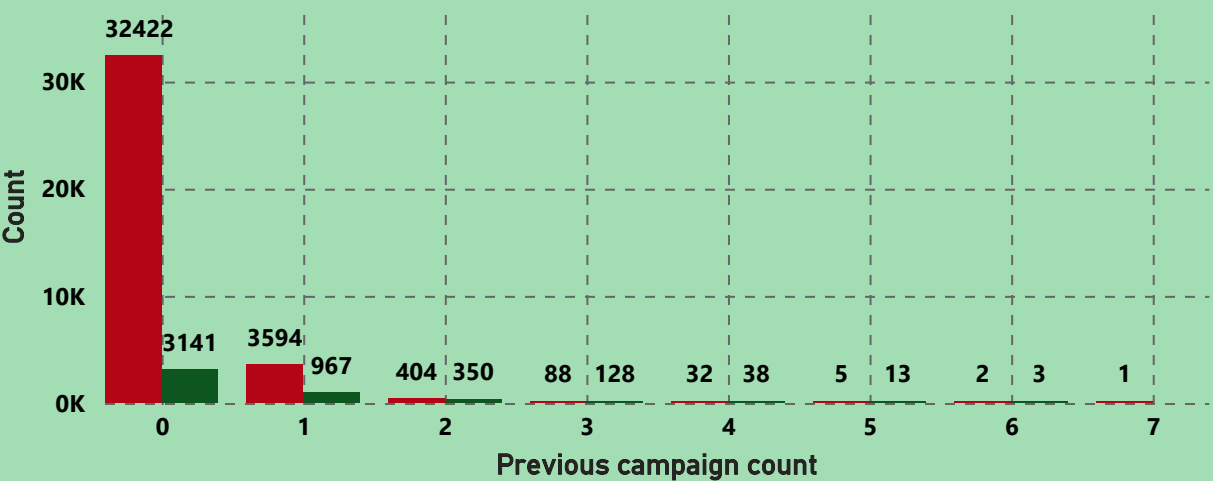**41.19K**

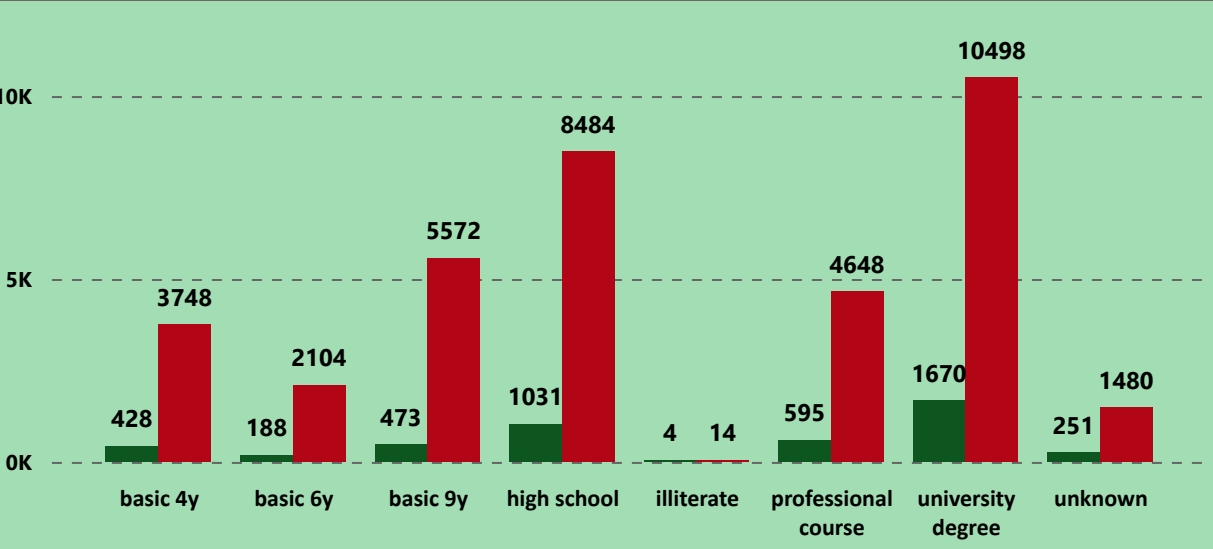## Client count by outcome

4.64K (11.27%)

36.55K (88.73%)

Outcome
- ● Taken
- ● Not taken

Effect of previous campaigns count on Outcome

Previous campaign count		
0	32422 / 3141	
1	3594 / 967	
2	404 / 350	
3	88 / 128	
4	32 / 38	
5	5 / 13	
6	2 / 3	
7	1	

Count

Effect of Job Type on Outcome

Job Type	Taken	Not taken
admin.	1352	9070
blue-collar	638	8616
entrepreneur	124	1332
housemaid	106	954
management	328	2596
retired	434	1286
self-employed	149	1272
services	323	3646
student	275	600
technician	730	6013
unemployed	144	870
unknown	37	293

Effect of Education on Outcome

Education	Taken	Not taken
basic 4y	428	3748
basic 6y	188	2104
basic 9y	473	5572
high school	1031	8484
illiterate	4	14
professional course	595	4648
university degree	1670	10498
unknown	251	1480

MARKETING CAMPAIGN ANALYSIS

Effect of Marital Status on Outcome

Marital Status	Green	Red
divorced	476	4136
married	2532	22396
single	1620	9948
unknown	12	68
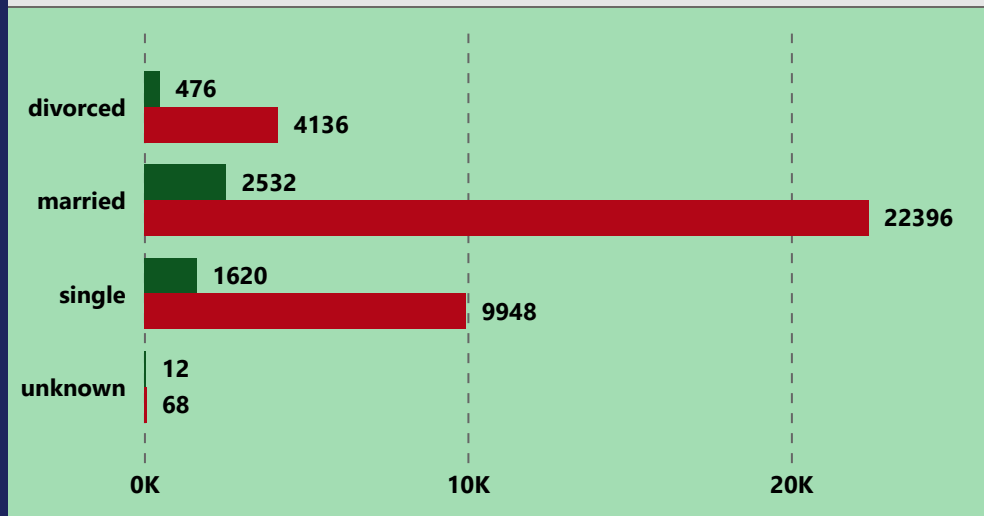
Effect of current campaign contact count on Outcome

Red values: 15342, 2300, 249, 38, 12, 3, 4, 149, 54, 30, 1, 8, 11, 10, 3, 1, 2, 1

Green values: 574

X-axis: Contact count (0, 10, 20, 30, 40, 50, 60)
Y-axis: 0K, 5K, 10K, 15K, 20K

Effect of Age on Outcome

Red values: 3, 1727, 1561, 1626, 1318, 1264, 1077, 1165, 934, 1011, 592, 624, 69, 80, 17, 21, 15, 32, 13, 1, 1, 1, 2

Green values: 220, 210, 184, 84, 113, 77, 92, 97, 58, 87, 55, 81, 56

X-axis: Age (20, 40, 60, 80, 100)
Y-axis: 0, 500, 1,000, 1,500, 2,000
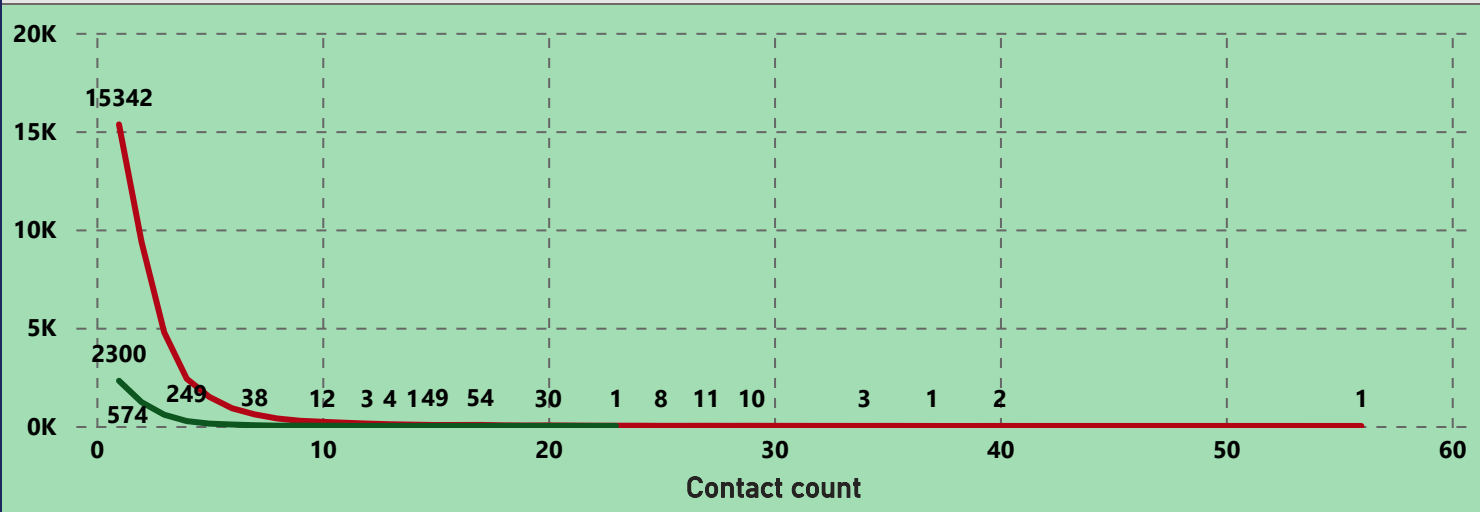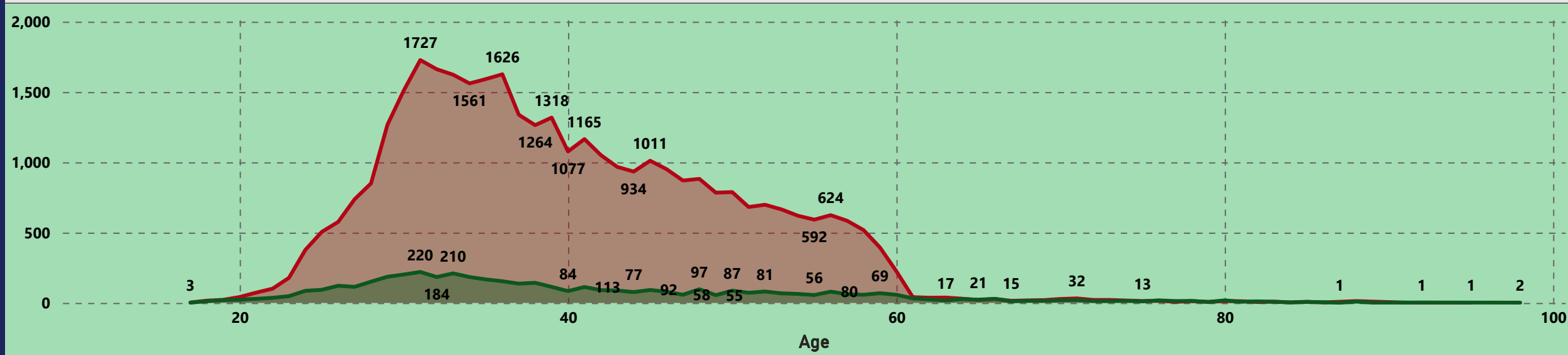
MARKETING CAMPAIGN ANALYSIS

Effect of Personal Loan on Outcome

- Not taken
- Taken

yes 5.57K (13.51%)

no 3.85K (9.35%)

unkno… 0.11K (0.26%)

unknown 0.88K (2.14%)

no 30.1K (73.08%)
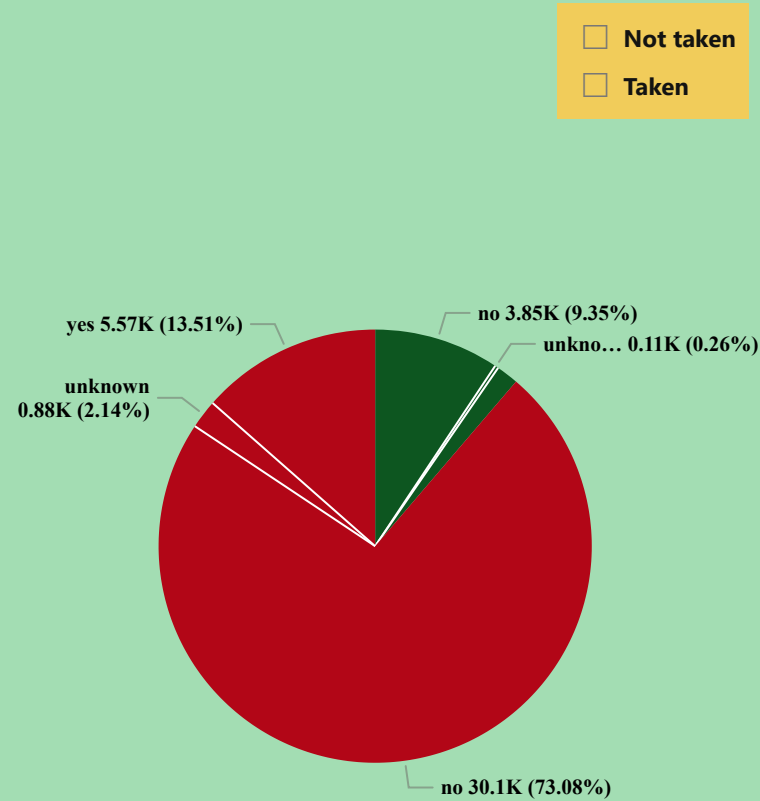
Effect of Credit Default on Outcome

- Not taken
- Taken

unknown 8.15K (19.8%)

no 4.2K (10.19%)

unknown 0.44K (1.08%)

no 28.39K (68.93%)
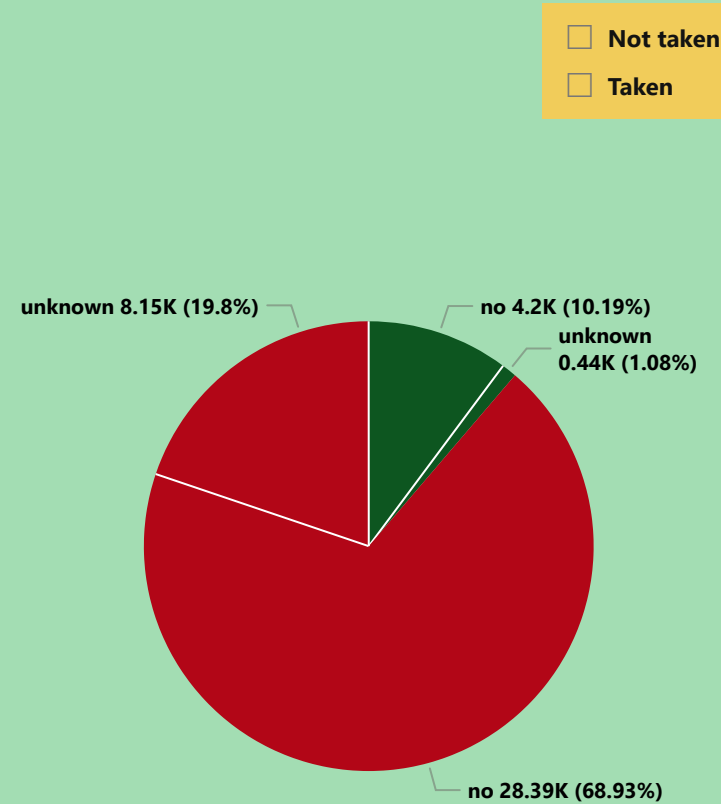
Effect of Housing Loan on Outcome

- Not taken
- Taken

yes 19.07K (46.3%)

no 2.03K (4.92%)

yes 2.51K (6.09%)

unknown 0.88K (2.14%)

no 16.6K (40.29%)
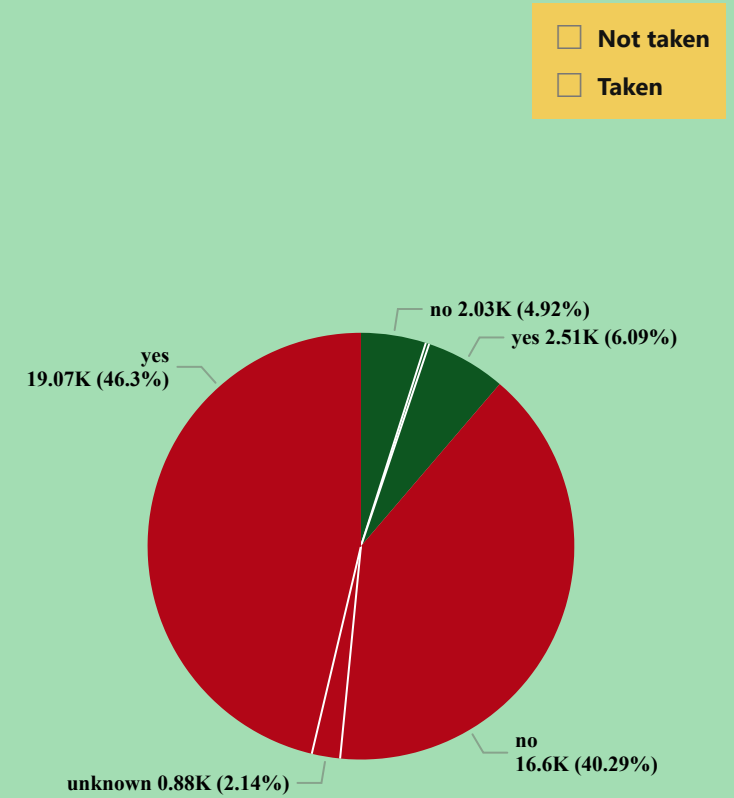
MARKETING CAMPAIGN ANALYSIS

Effect of Contact Type on Outcome

cellular 3.85K (9.35%)
telephone 0.79K (1.91%)
telephone 14.26K (34.61%)
cellular 22.29K (54.12%)

- ☐ Not taken
- ☐ Taken
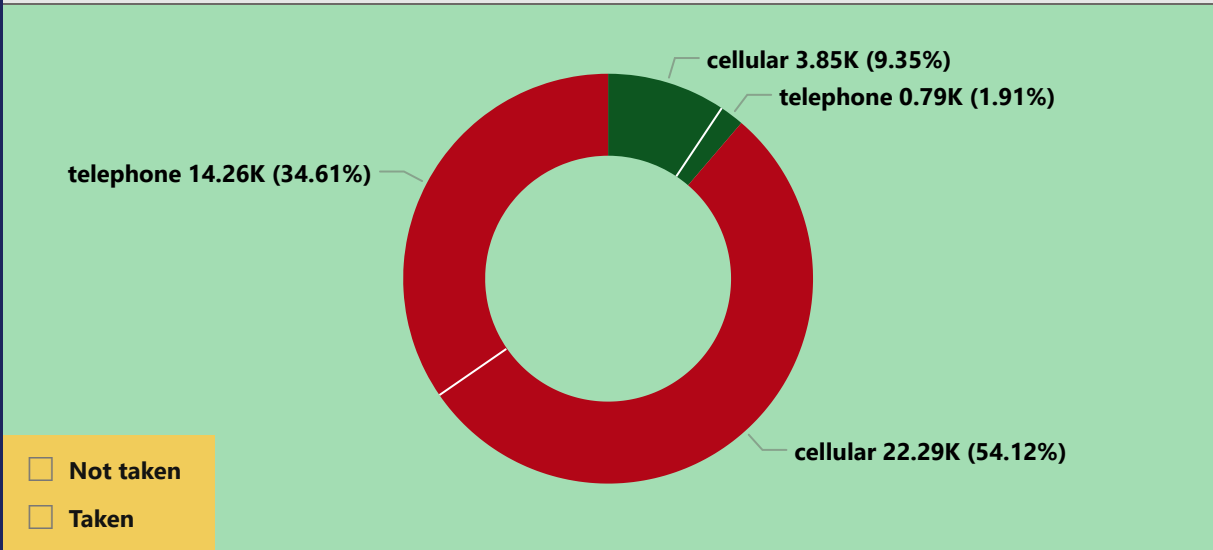
Effect of Previous Campaign on Outcome

Category	Taken	Not taken
failure	605	3647
nonexistent	3141	32422
success	894	479
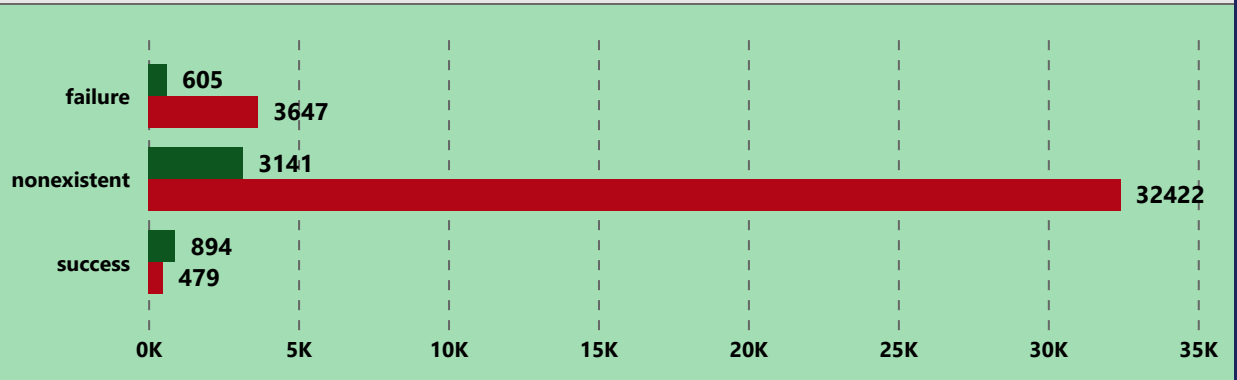
Effect of Contact Day on Outcome

Day	Taken	Not taken
1_Monday	847	7667
2_Tuesday	953	7137
3_Wednesday	949	7185
4_Thursday	1045	7578
5_Friday	846	6981
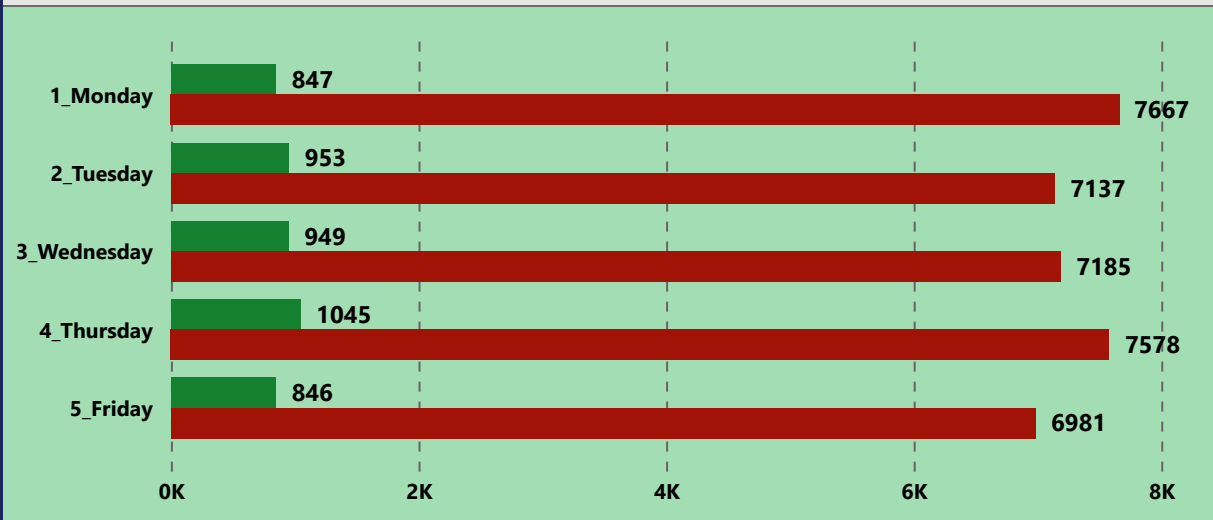
Effect of Contact Month on Outcome

Month	Taken	Not taken
03_March	276	270
04_Apr	539	2093
05_May	886	12883
06_June	559	4759
07_July	649	6525
08_August	655	5523
09_Sep	256	314
10_October	315	403
11_November	416	3685
12_December	89	93

MARKETING CAMPAIGN ANALYSIS

Relative Interest Index on Time Deposit over Time

Year	Value
2004	9.25
2005	19.58
2006	10.75
2008	19.92
2009	20.58
2010	19.50
2011	18.08
2013	23.08
2014	25.17
2016	31.08
2017	42.58
2018	30.00
2019	30.83
2020	43.17
2021	40.08
2023	60.00
2024	79.00

MARKETING CAMPAIGN ANALYSIS

Relative Interest Index on Time Deposit over Time

Legend: ● Relative Interest Index ● Predicted Interest

Data points (Relative Interest Index): 13, 19.58, 10.75, 19.92, 20.58, 18.08, 26, 25.17, 30.00, 42.58, 43.17, 40.08, 60.00, 79.00

Data points (Predicted Interest): 9.25, 28, 28, 29, 36, 60, 43, 61, 57, 85, 112

X-axis: Year (2005, 2010, 2015, 2020)
Y-axis: 0 to 120

Increment %

0.42

MARKETING CAMPAIGN ANALYSIS

Relative Interest Index by State

Relative Interest Index

- 38
- 46
- 53
- 61
- 69
- 100
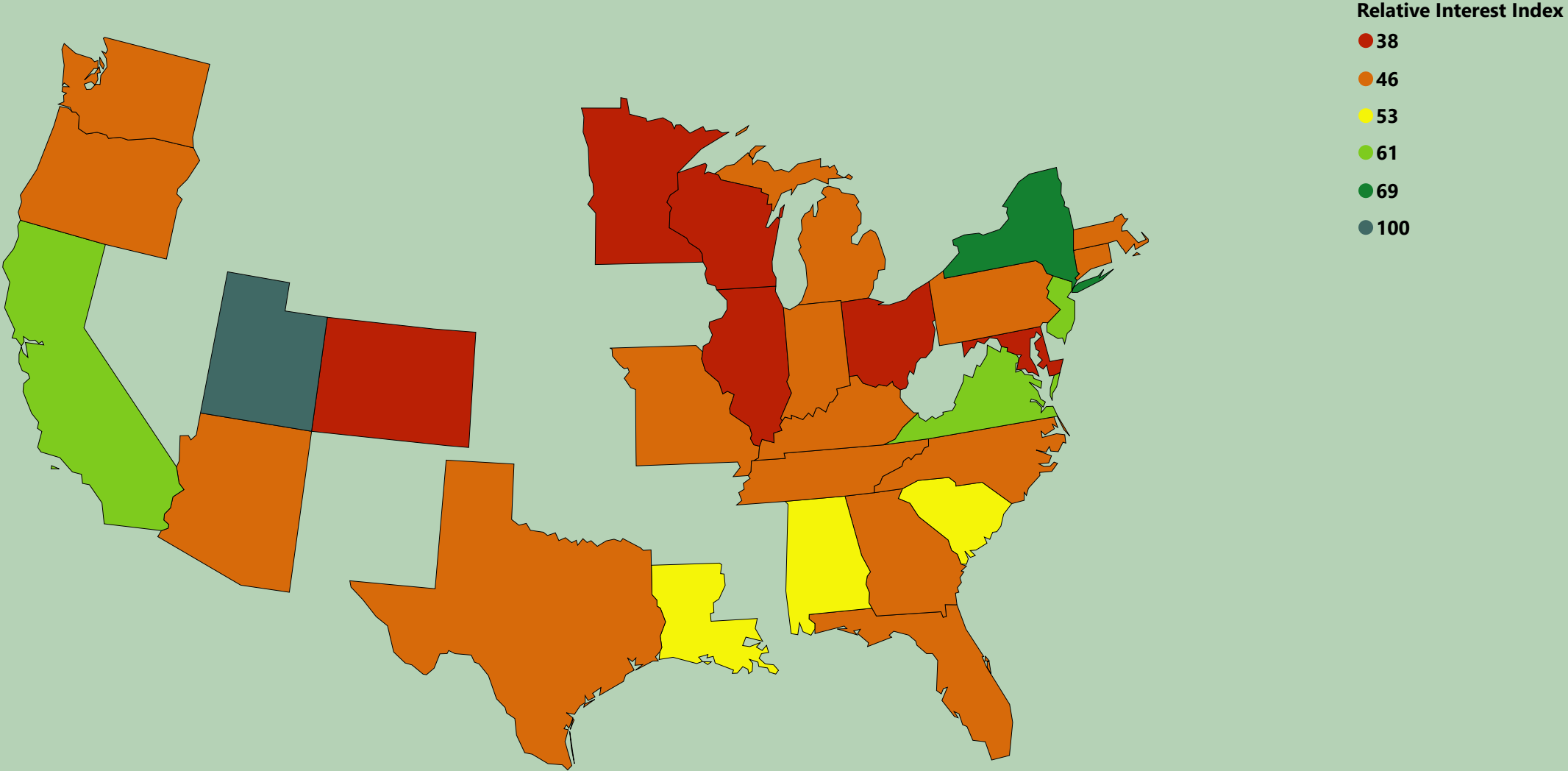
MARKETING CAMPAIGN ANALYSIS
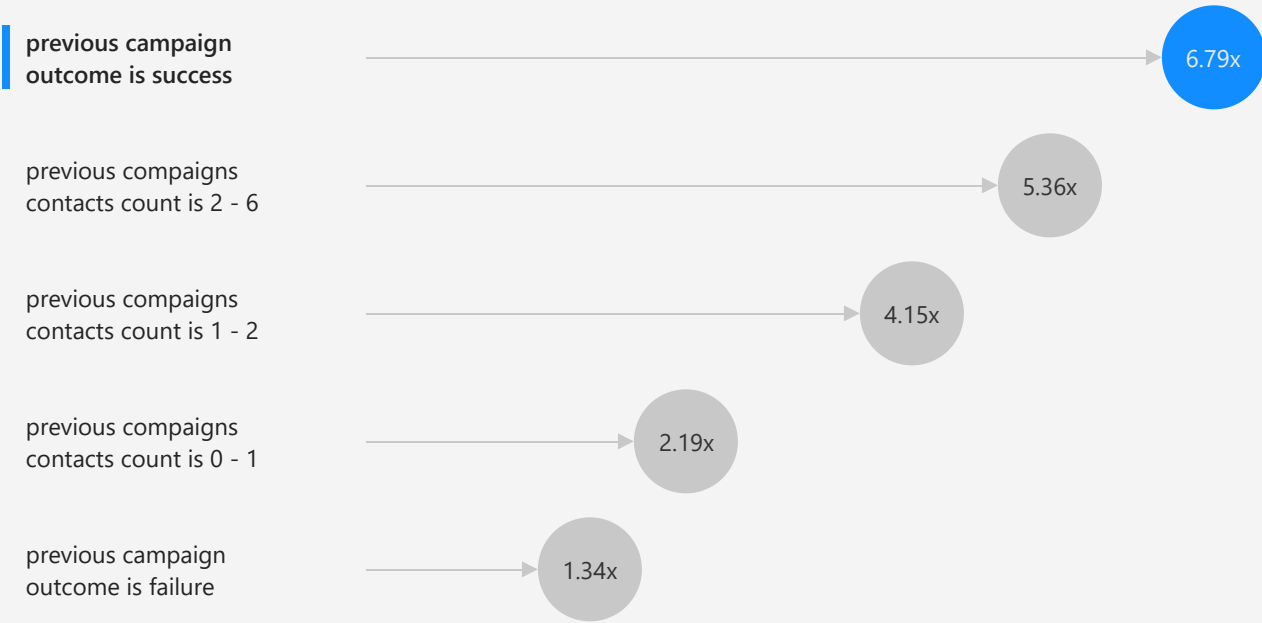
Previous campaign outcome as a influencer

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).

%Outcome is Taken — previous campaign outcome: success, failure, nonexistent

Average (excluding selected): 9.41%
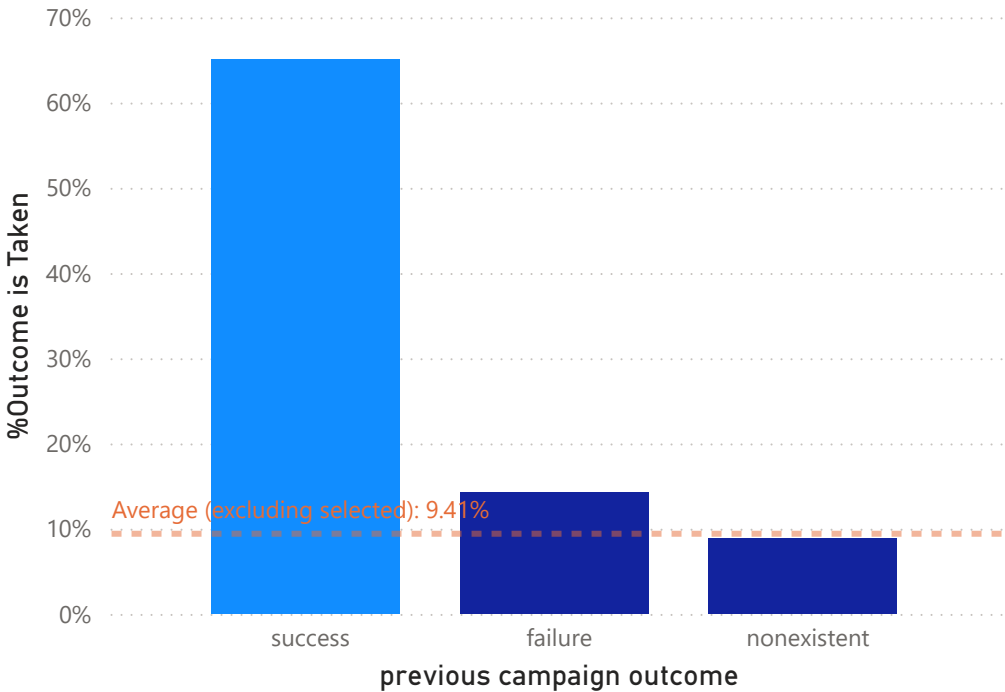
☐ Only show values that are influencers