

Daniel Thomas

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### Lab 1 Memo

The main thing to take away from these visualizations is the effect that the campaign had on long term savings accounts. After looking at these graphs you should be able to tell that overall there was a little over five hundred new subscribers to the banks service or roughly eleven percent of the population, they campaigned to, they succeeded with. Whether that is good or bad is dependent on the current number of accounts the bank currently has, for a small bank an increase of five hundred accounts could mean the campaign was a stunning success, while for much larger banks it could mean just the opposite. Another thing to take away from this is the risk of some of their lenders. Based on this information, those with only primary education, in general, had a much lower balance statement than those with higher education. Thus, those with lower education would be a riskier investment and not a wise business decision for the future. On the contrary, those with tertiary education had some of the highest and consistent balances and would, therefore, be wiser investments for the future. Overall, this campaign was in retrospect a success, there was a lot of things to be learned from the data collected and there was an overall uptick in long term savings accounts as a result.