

# TERM DEPOSIT CAMPAIGN PERFORMANCE OVERVIEW

45K

Total Customers

5.3K

Total Conversions

11.7%

Conversion Rate

Age Band

All



Job

All



Education

All



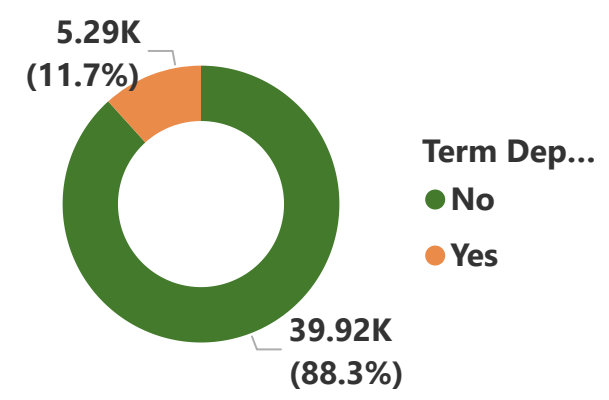
Marital Status

All

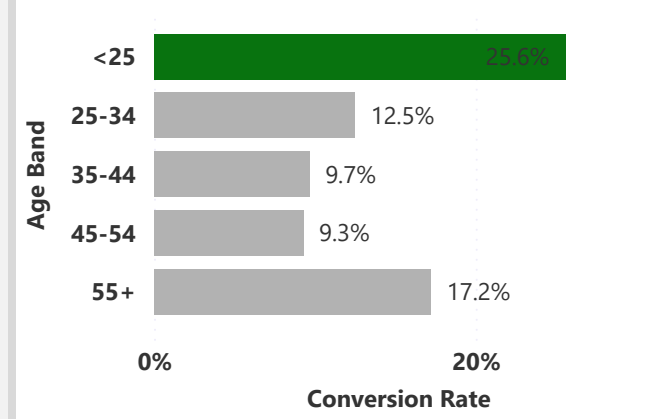


**Key Insight:**  
Overall conversion is 11.7%, with the strongest response from customers under 25 and those without existing loans, indicating clear opportunities for more targeted outreach.

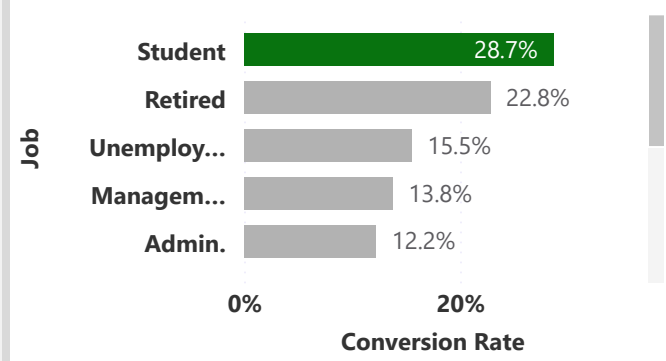
## Campaign Conversion Outcome



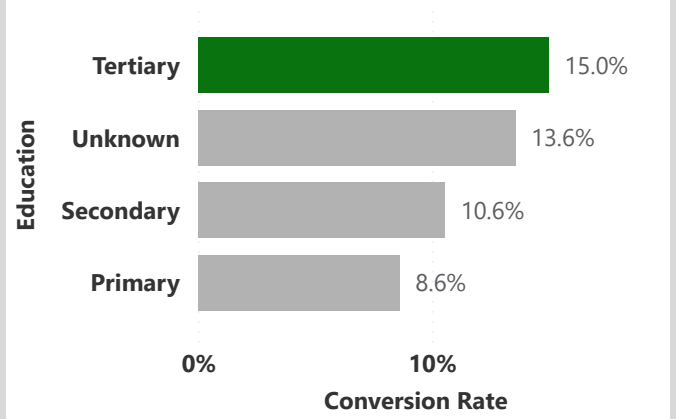
## Young Customers (<25) show the highest conversion rates



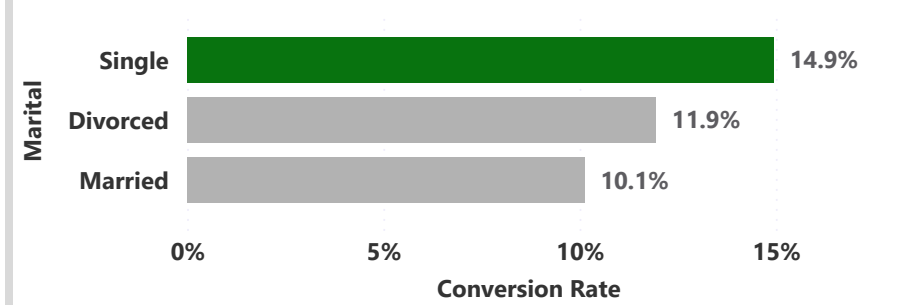
## Students and retired customers show higher conversion rates



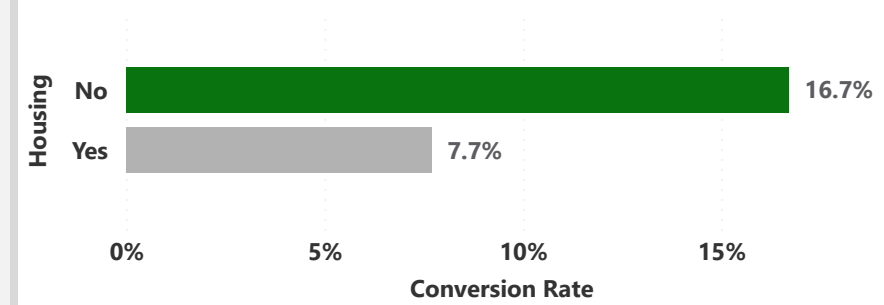
## Tertiary education have higher conversion rates



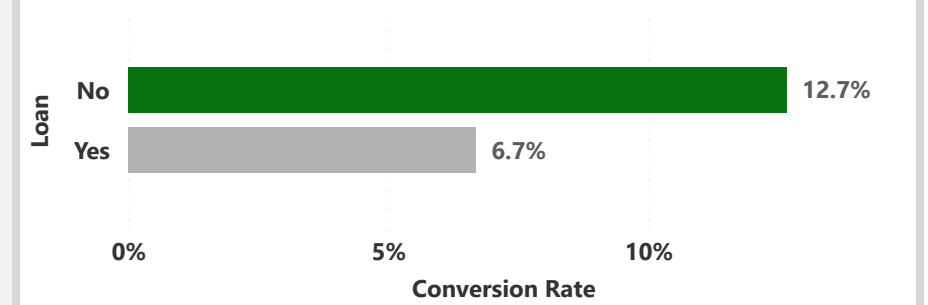
## Single customers convert at higher rates than married and divorced customers



## Customers without housing loans show stronger conversion

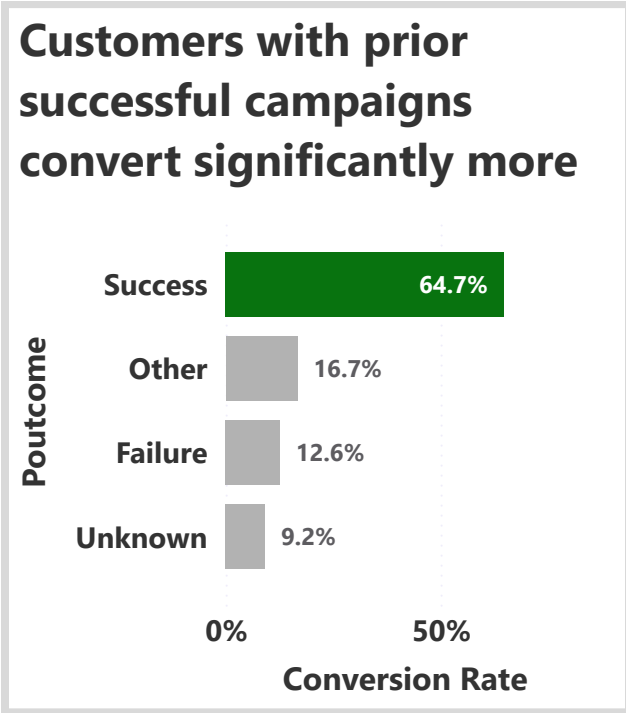
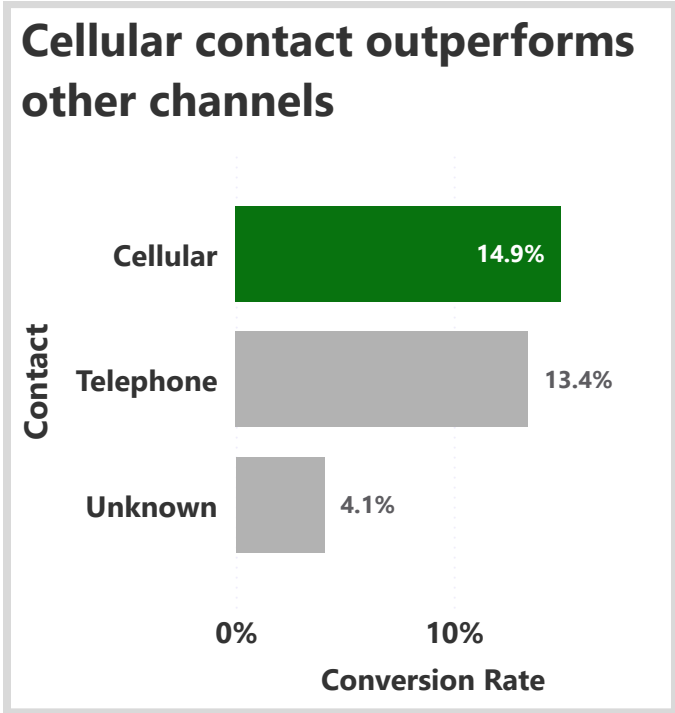
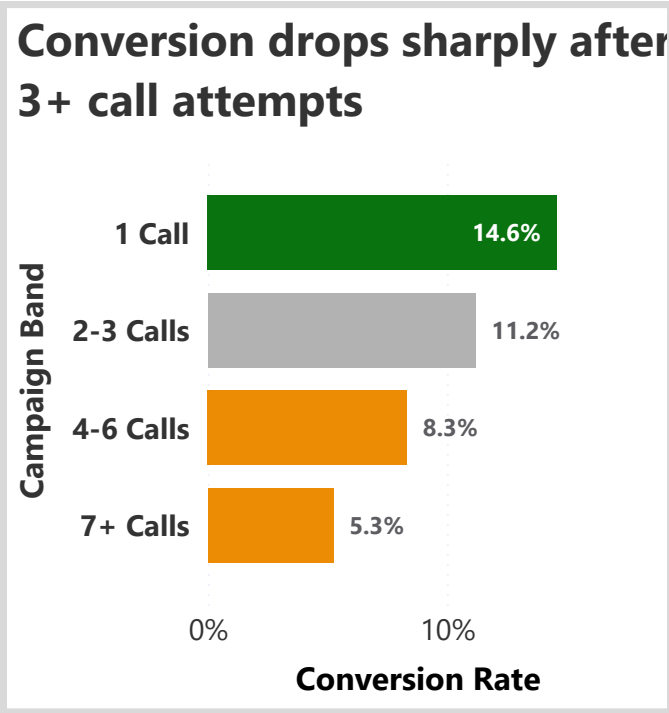
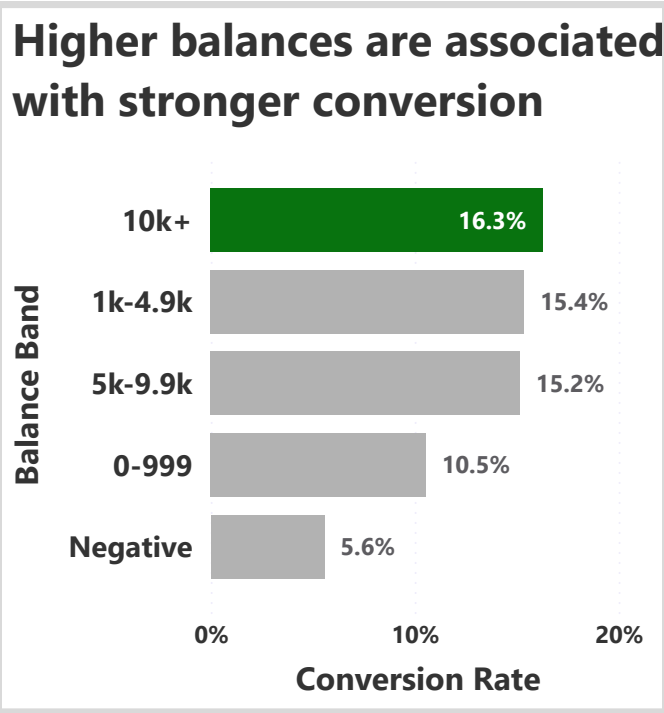


## Customers without personal loans show stronger conversion



# CONVERSION DRIVERS & CAMPAIGN EFFICIENCY

Conversion performance is driven more by customer value and prior engagement than by increased contact volume. Customers with higher balances, prior campaign success, and limited call attempts show substantially stronger conversion rates.



Age	Age Band	Job	Education	Balance	Balance Band	Housing	Loan	Campaign	Campaign Band	Contact	Poutcome	Term Deposit
18	<25	Student	Primary	608	0-999	No	No	1	1 Call	Cellular	Success	Yes
18	<25	Student	Primary	608	0-999	No	No	1	1 Call	Cellular	Unknown	Yes
18	<25	Student	Primary	1944	1k-4.9k	No	No	3	2-3 Calls	Telephone	Unknown	No
18	<25	Student	Secondary	5	0-999	No	No	2	2-3 Calls	Cellular	Unknown	No
18	<25	Student	Secondary	156	0-999	No	No	2	2-3 Calls	Cellular	Other	No
18	<25	Student	Primary	608	0-999	No	No	3	2-3 Calls	Cellular	Success	Yes