

TERM DEPOSIT CAMPAIGN PERFORMANCE OVERVIEW

45K

Total Customers

5.3K

Total Conversions

11.7%

Conversion Rate

Age Band

All

Job

All

Education

All

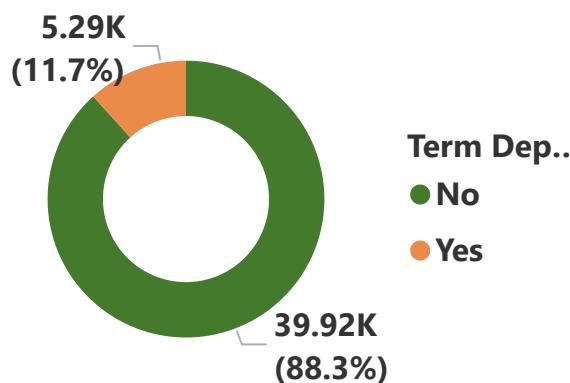
Marital Status

All

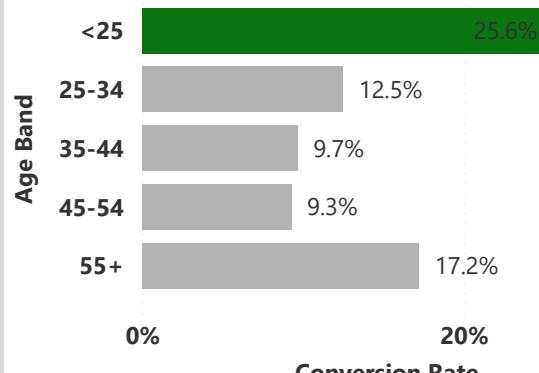
Key Insight:

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.

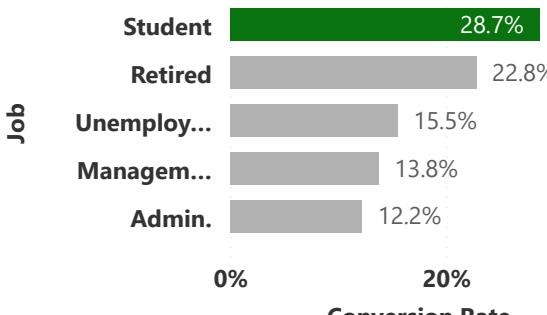
Campaign Conversion Outcome



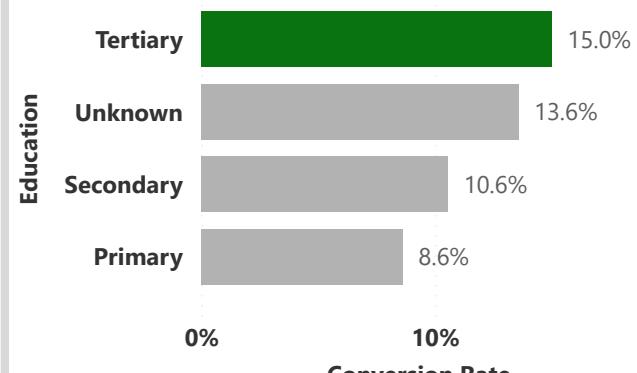
Young Customers (<25) show the highest conversion rates



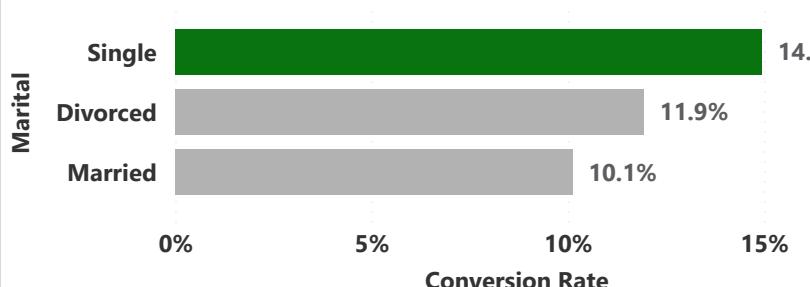
Students and retired customers show higher conversion rates



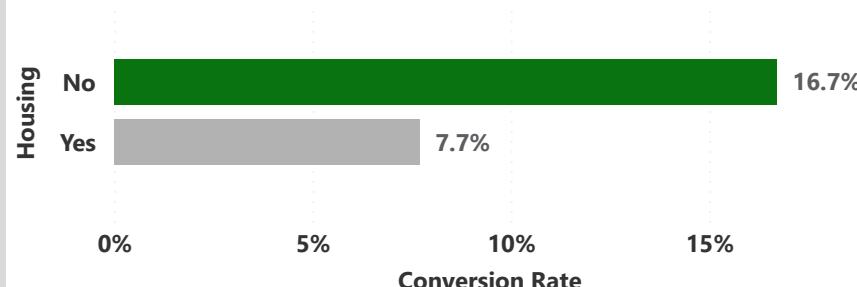
Tertiary education have higher conversion rates



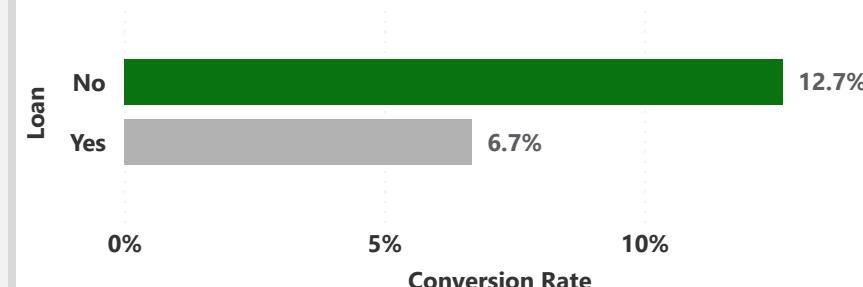
Single customers convert at higher rates than married and divorced customers



Customers without housing loans show stronger conversion



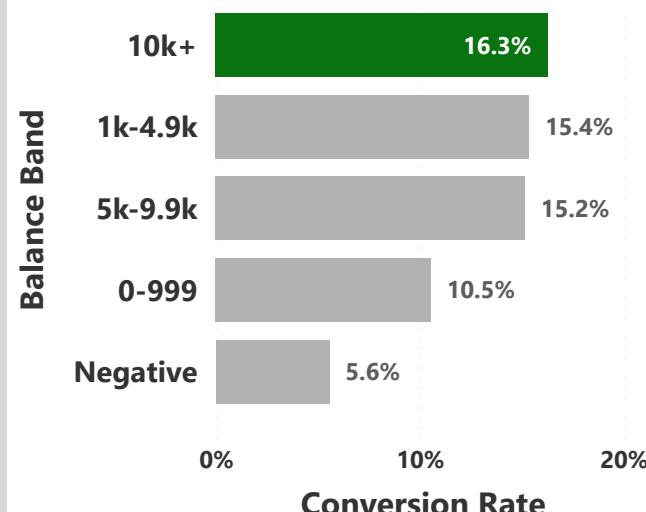
Customers without personal loans show stronger conversion



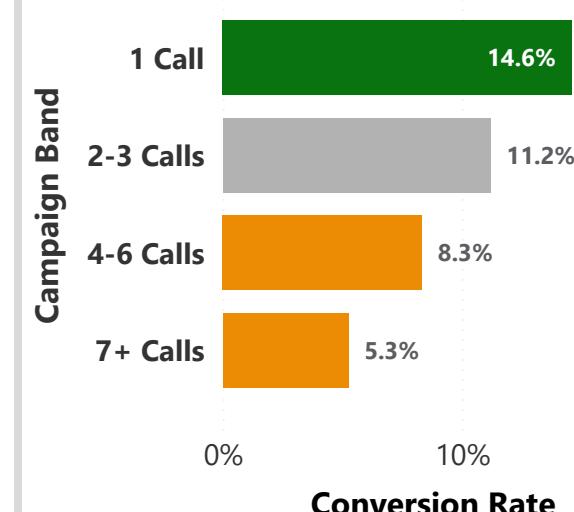
CONVERSION DRIVERS & CAMPAIGN EFFICIENCY

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.

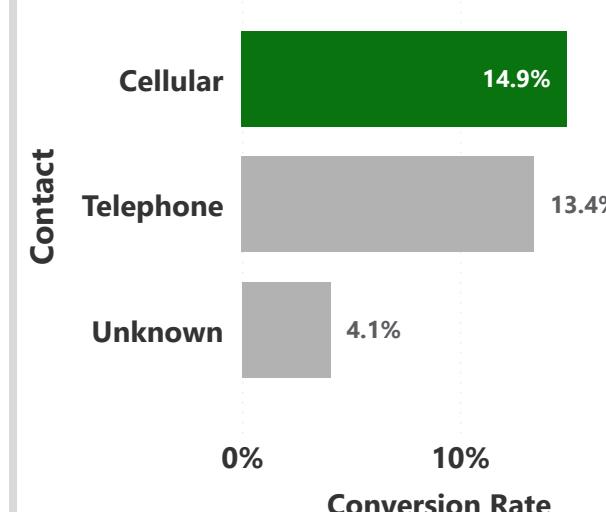
Higher balances are associated with stronger conversion



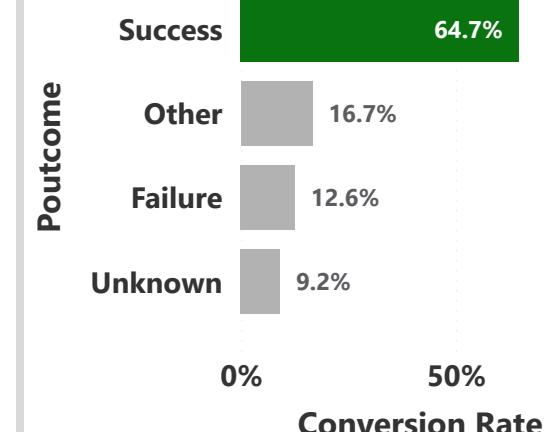
Conversion drops sharply after 3+ call attempts



Cellular contact outperforms other channels



Customers with prior successful campaigns convert significantly more



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	Secondary	200	0-999	No	No	2	2-3 Calls	Cellular	Other	No