

TERM DEPOSIT CAMPAIGN PERFORMANCE OVERVIEW

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.

45.2K

Total Customers

5.3K

Total Conversions

11.7%

Conversion Rate

Age Band

All

Job

All

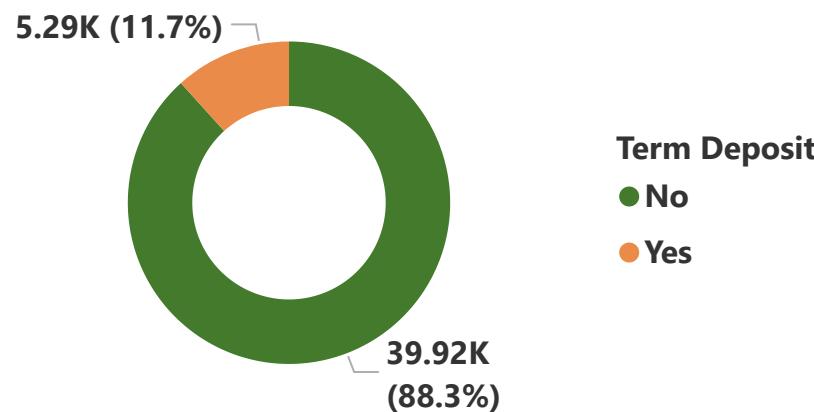
Education

All

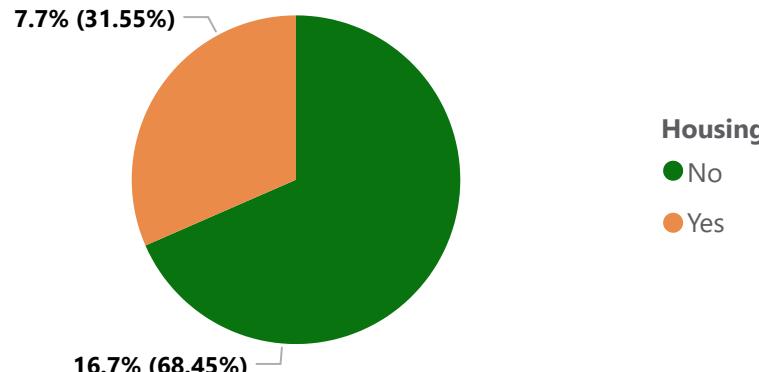
Marital Status

All

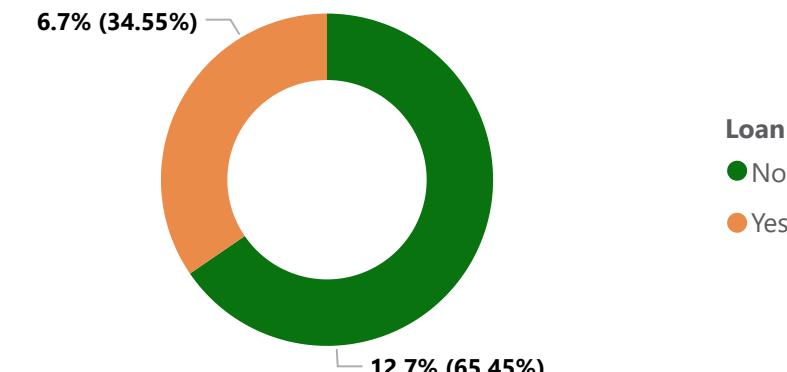
Campaign Conversion Outcome



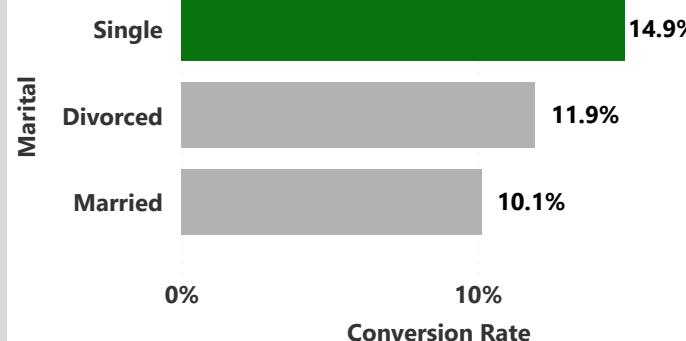
Conversion Rate by Housing Loan Status



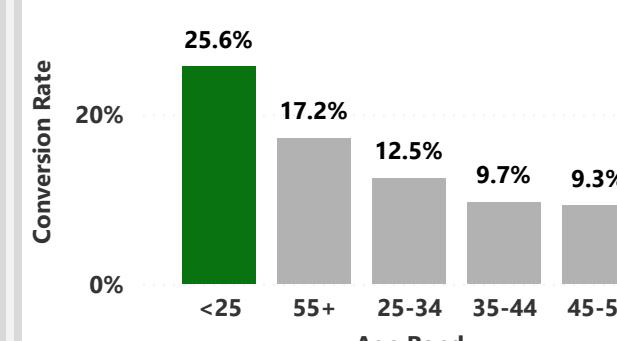
Conversion Rate by Personal Loan Status



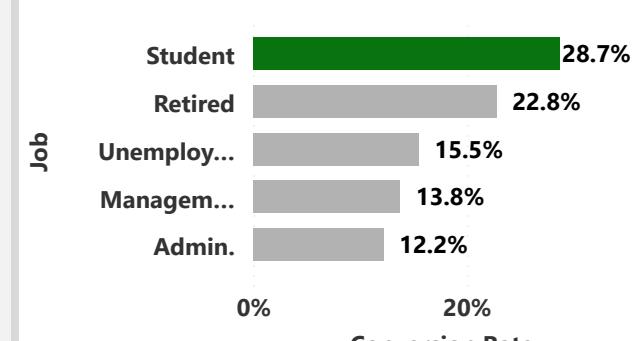
Subscription by Marital Status



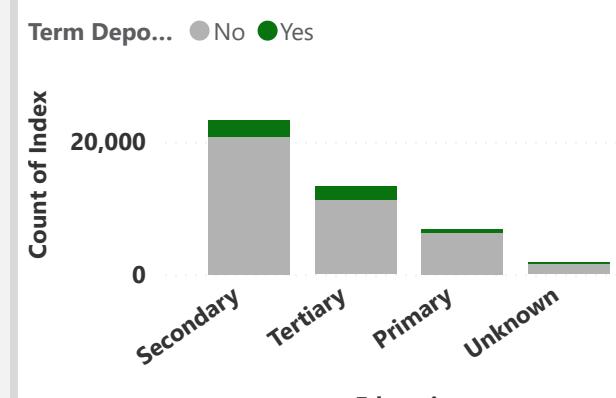
Conversion Rate by Age Demographic



Conversion Rate by Employment Status



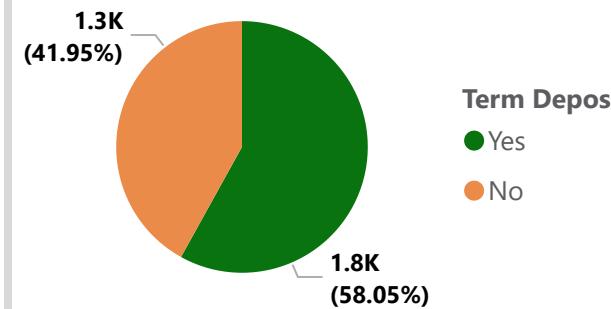
Conversion Rate by Education



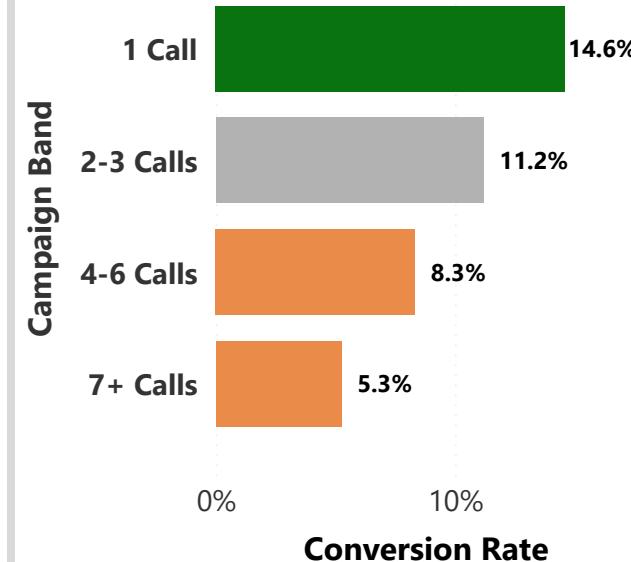
CONVERSION DRIVERS & CAMPAIGN EFFICIENCY

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.

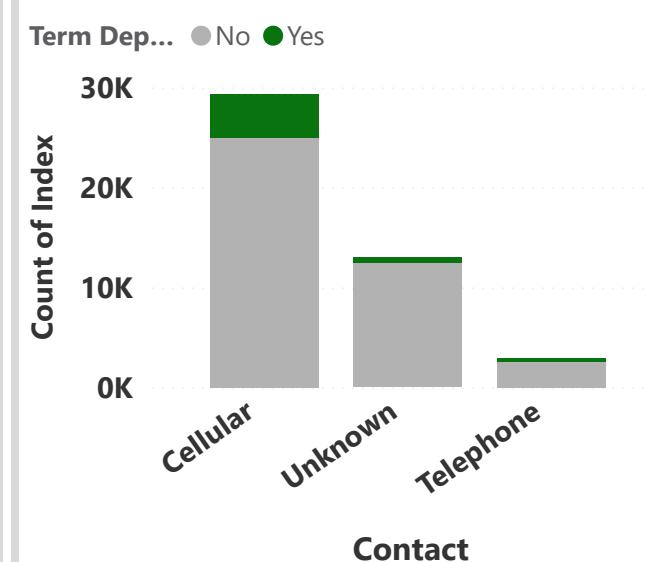
Average Balance by Term Deposit



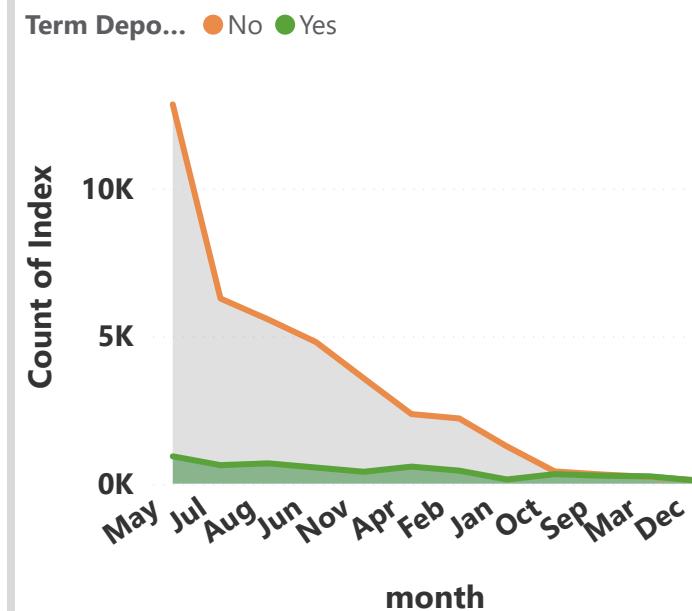
First Call Subscription



Subscription Rate by Contact Type



Term Deposit by Month



Age	Age Band	Job	Education	Balance	Balance Band	Housing	Loan	Campaign	Camp
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18	<25	Student	Primary	608	0-999	No	No	1	1 Call
18	<25	Student	Primary	608	0-999	No	No	1	1 Call
18	<25	Student	Primary	1944	1k-4.9k	No	No	3	2-3 Calls
18	<25	Student	Secondary	5	0-999	No	No	2	2-3 Calls
18	<25	Student	Secondary	156	0-999	No	No	2	2-3 Calls

Key Recommendations

- Prioritize high-balance customers, particularly younger segments.
- Focus outreach on students and retired customers who show strong response.
- Cap call attempts at three to reduce customers fatigue and inefficiency.
- Continue prioritizing cellular contact channels.
- Improve data quality for "unknown" fields to enhance segmentation accuracy.