

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

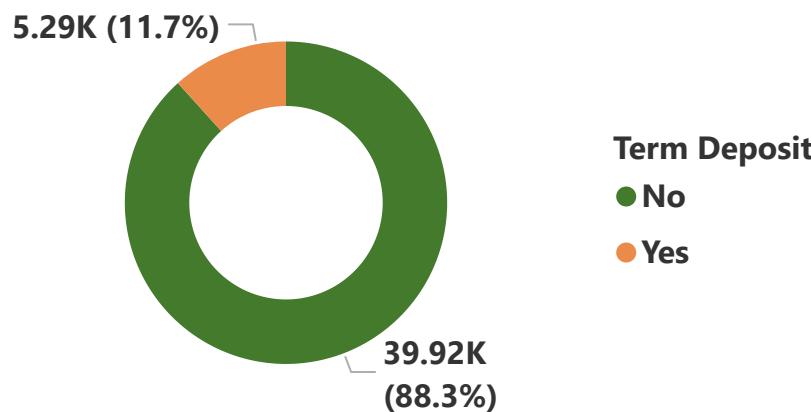
Education

All

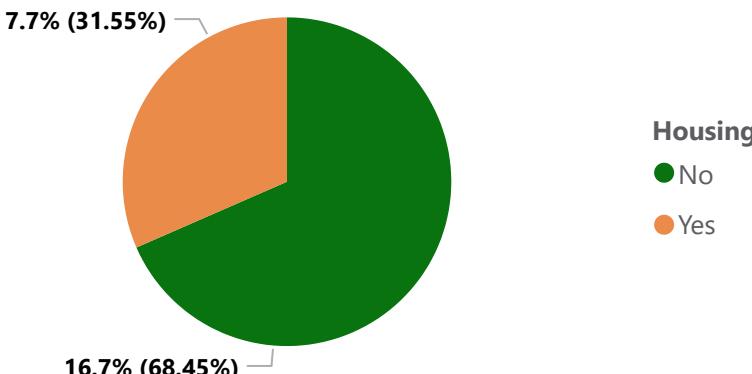
Marital Status

All

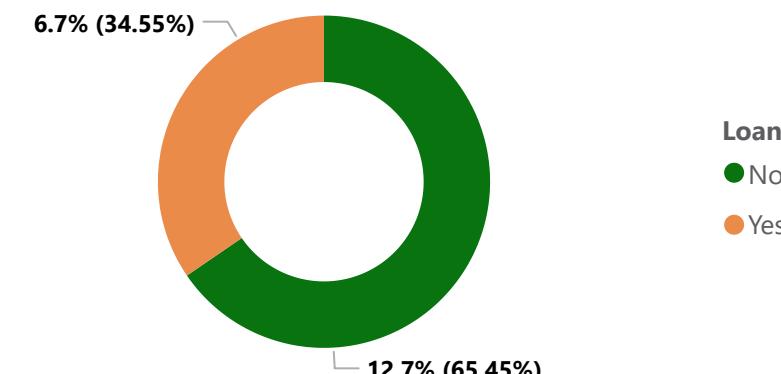
Campaign Conversion Outcome



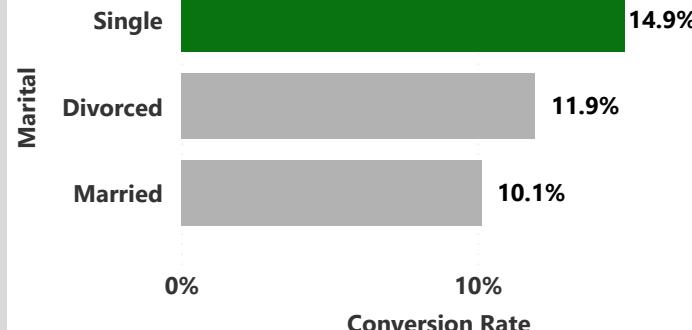
Conversion Rate by Housing Loan Status



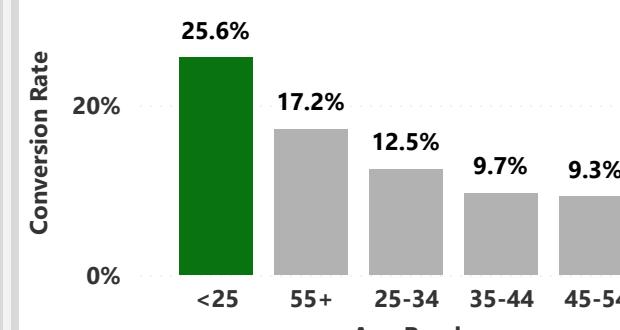
Conversion Rate by Personal Loan Status



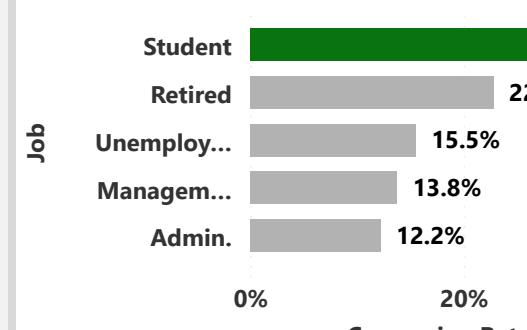
Subscription by Marital Status



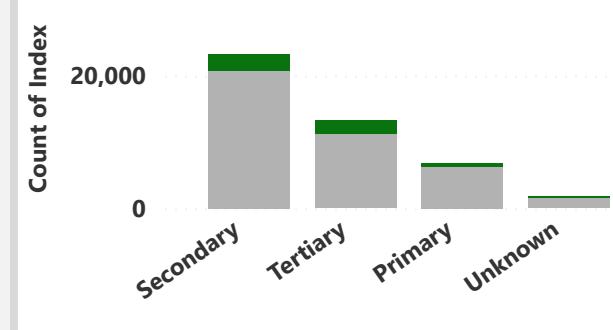
Conversion Rate by Age Demographic



Conversion Rate by Employment Status



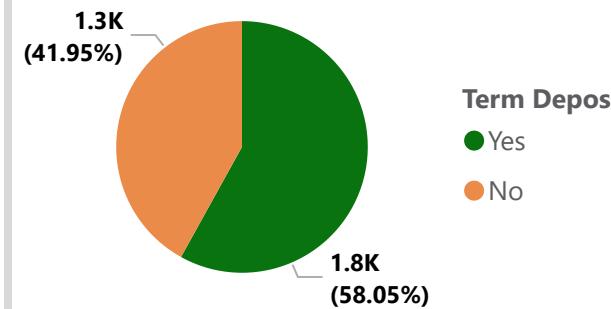
Conversion Rate by Education



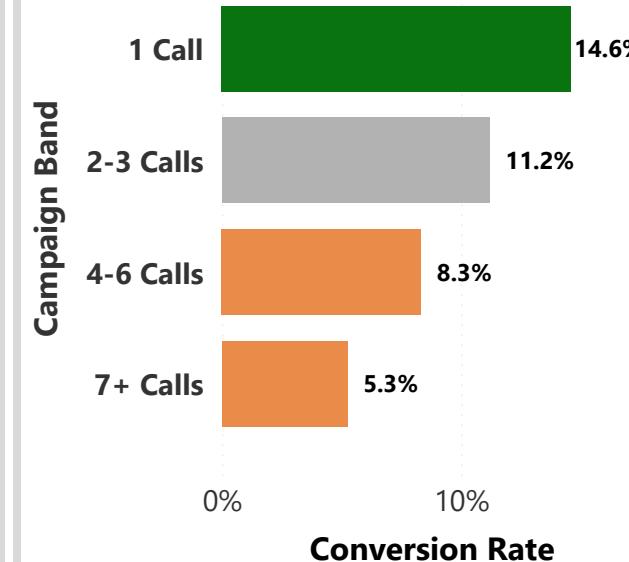
CONVERSION DRIVERS & CAMPAIGN EFFICIENCY

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.

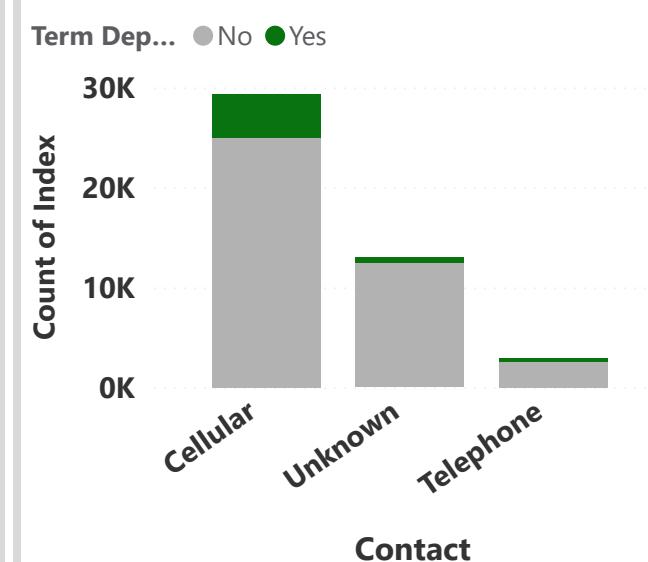
Average Balance by Term Deposit



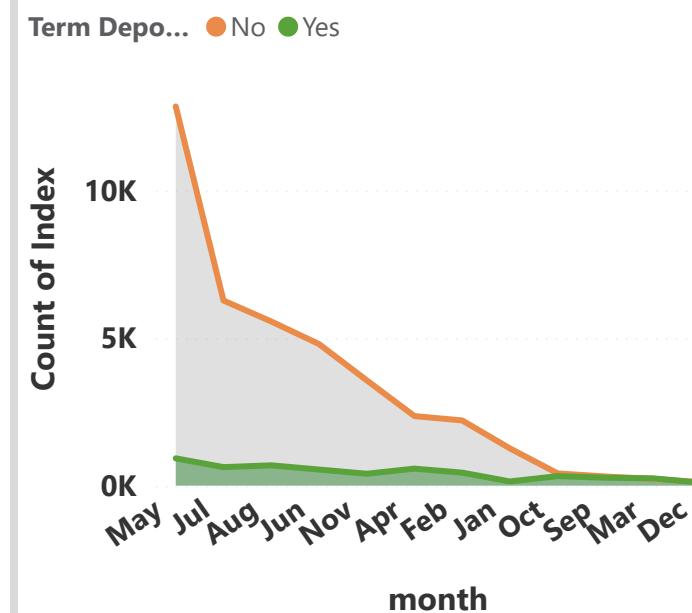
First Call Subscription



Subscription Rate by Contact Type



Term Deposit by Month



Age Band	Age	Job	Education	Balance	Balance Band	Housing	Loan	Campaign	Campaign Band	Contact	Outcome	Term Deposit
18-25	<25	Student	Primary	608	0-999	No	No	1	1 Call	Cellular	Success	Yes
18-25	<25	Student	Primary	608	0-999	No	No	1	1 Call	Cellular	Unknown	Yes
18-25	<25	Student	Primary	1944	1k-4.9k	No	No	3	2-3 Calls	Telephone	Unknown	No
18-25	<25	Student	Secondary	5	0-999	No	No	2	2-3 Calls	Cellular	Unknown	No
18-25	<25	Student	Secondary	156	0-999	No	No	2	2-3 Calls	Cellular	Other	No
18-25	<25	Student	Unknown	30000	0-999	No	No	2	2-3 Calls	Cellular	Unknown	Yes