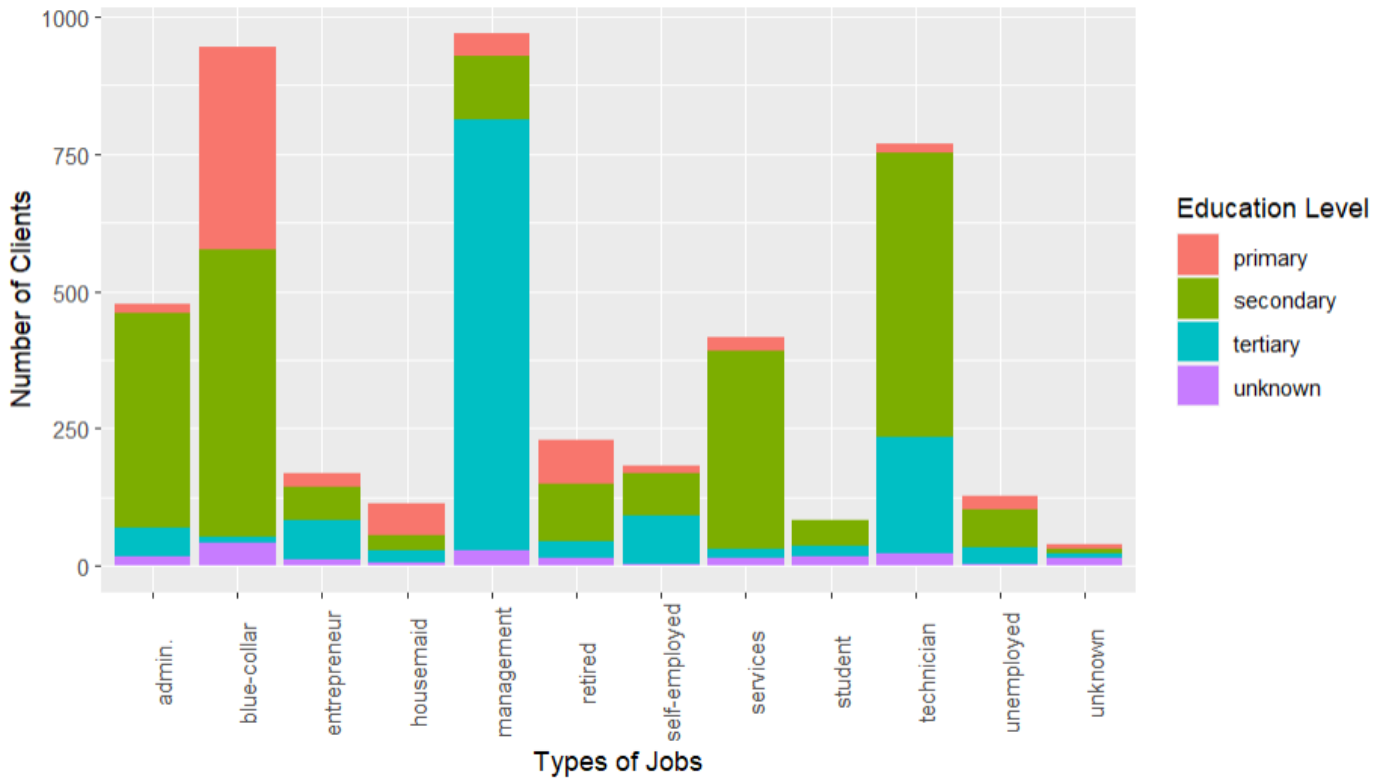
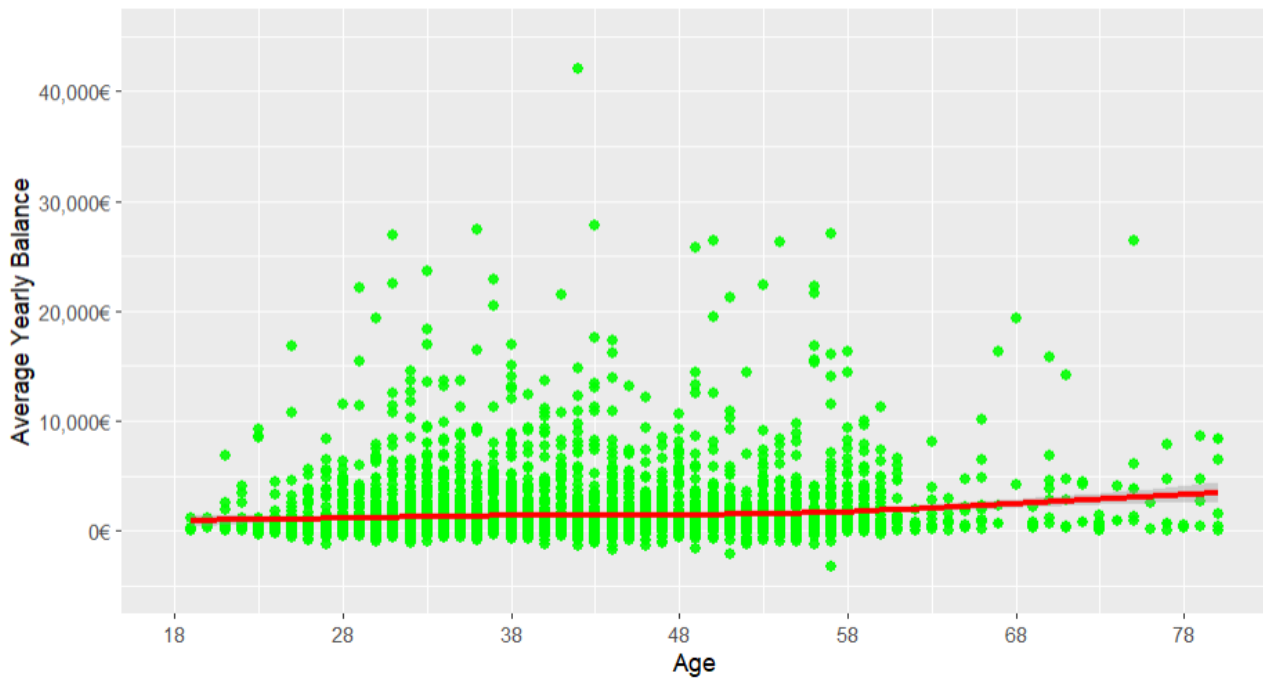


Attained Education Distribution between Types of Jobs

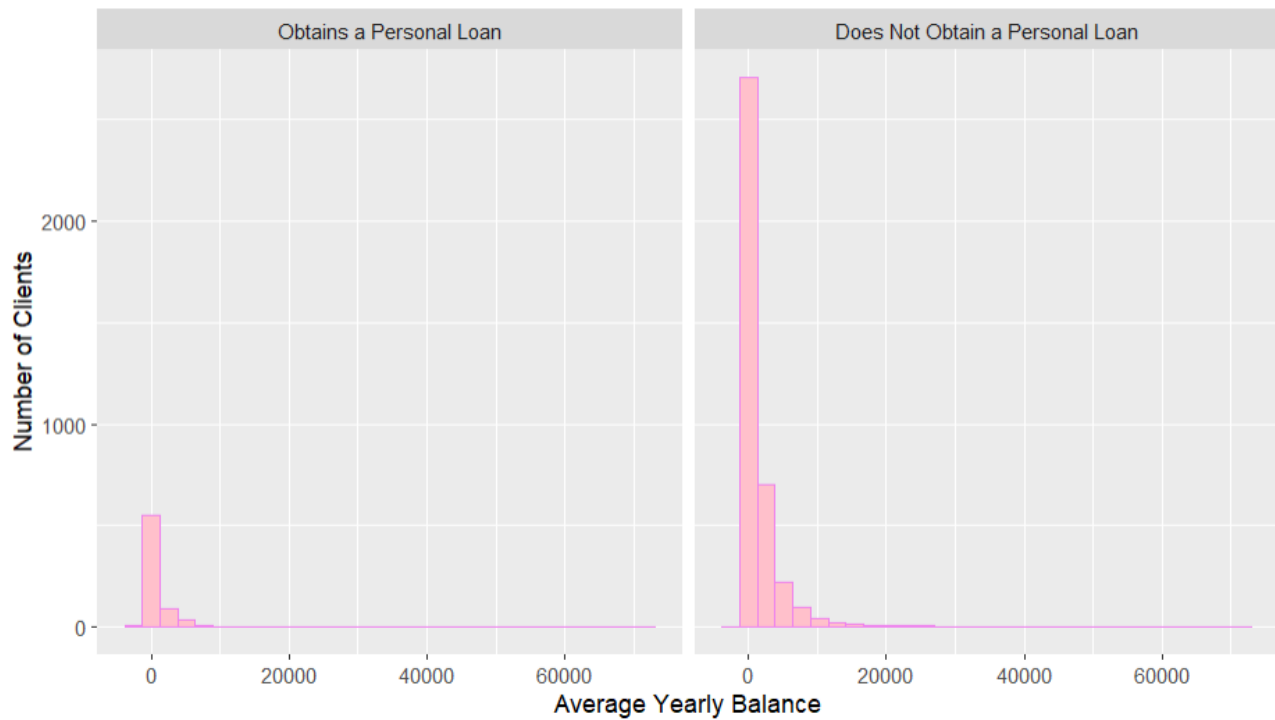


Age vs. Yearly Balance

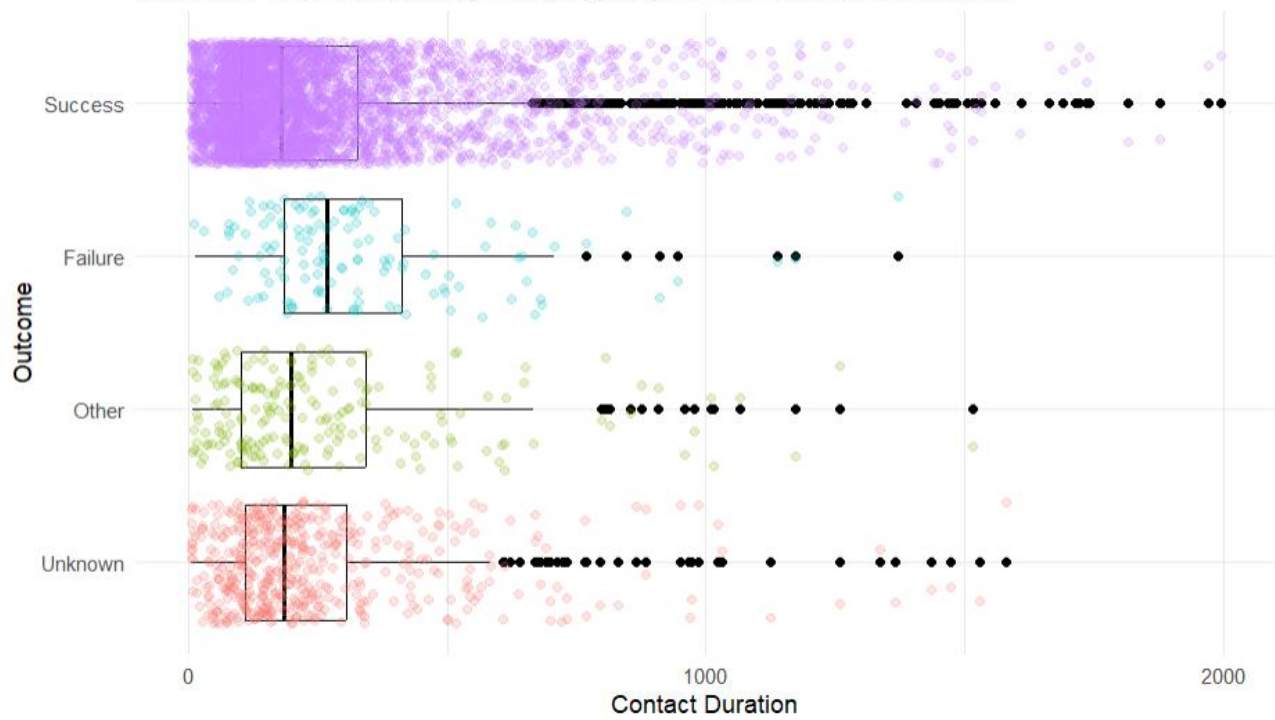
Data collected from the customers from May 2008 to November 2010



Average Yearly Balance Histograms by Obtaining a Personal Loan



Outcome of the Marketing Campaign by the Last Contact Duration



Call:
glm(formula = y ~ contact + duration + campaign, family = "binomial",
data = bankdata)

Deviance Residuals:

Min	1Q	Median	3Q	Max
-4.1090	-0.4524	-0.3580	-0.1892	2.9515

Coefficients:

	Estimate	Std. Error	z value	Pr(> z)
(Intercept)	-2.7628242	0.1042518	-26.501	< 2e-16 ***
contacttelephone	0.1296087	0.1942109	0.667	0.505
contactunknown	-1.5771743	0.1635958	-9.641	< 2e-16 ***
duration	0.0037808	0.0001816	20.823	< 2e-16 ***
campaign	-0.1161909	0.0268670	-4.325	1.53e-05 ***

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

(Dispersion parameter for binomial family taken to be 1)

Null deviance: 3231.0 on 4520 degrees of freedom
Residual deviance: 2552.2 on 4516 degrees of freedom
AIC: 2562.2

Number of Fisher Scoring iterations: 6