

Bank Marketing

"Tracking Campaign Success"

Average Balance

1.36K

Average Duration

258.16

Conversion Rat...

11.70

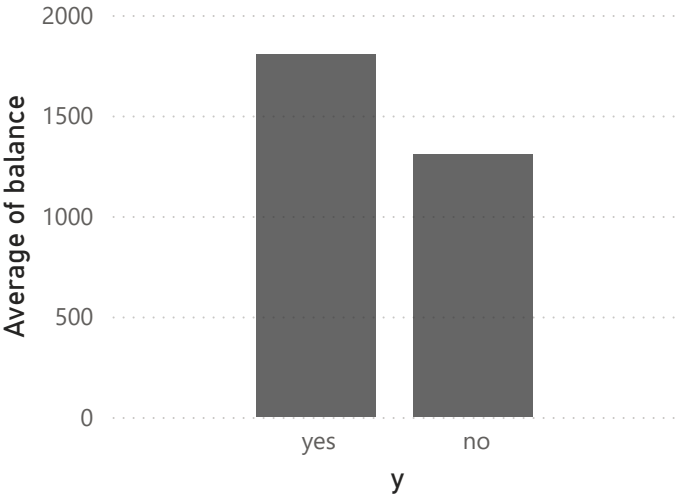
Total conversion

5K

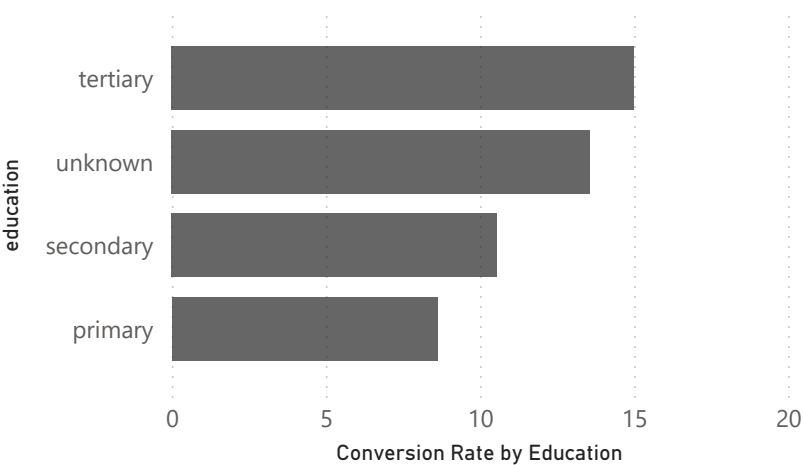
Total Customer

45K

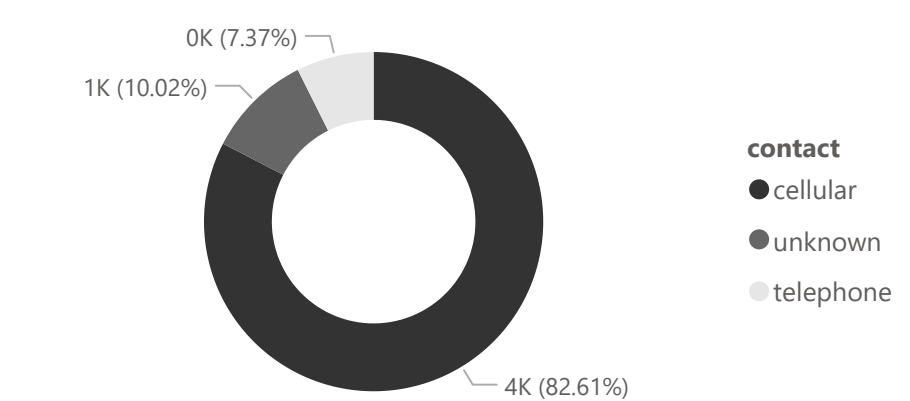
Balance Distribution by Conversion



Conversion Rate by Education Level

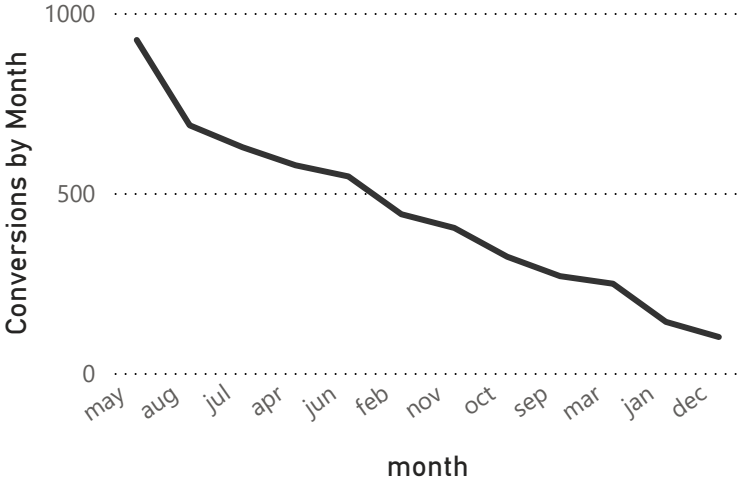


Contract Method Effectiveness



job	divorced	married	single	Total
admin.	0.20	0.68	0.52	1.40
blue-collar	0.13	0.97	0.47	1.57
entrepreneur	0.03	0.18	0.06	0.27
housemaid	0.04	0.15	0.05	0.24
management	0.31	1.51	1.06	2.88
retired	0.27	0.84	0.03	1.14
self-employed	0.05	0.17	0.19	0.41
services	0.11	0.39	0.31	0.82
student	0.00	0.02	0.57	0.59
technician	0.17	0.92	0.77	1.86
unemployed	0.06	0.21	0.17	0.45
Total	1.38	6.09	4.23	11.70

Campaign Conversions by Month



Conversion Rate % by Age Group

