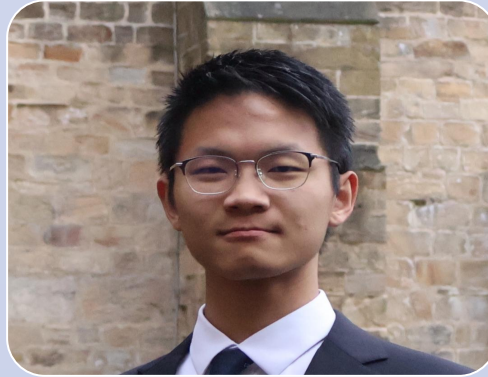# BANKBYTES

Mark Kimutai Kitur
kiturmark@gmail.com
Kenya
Dedan Kimathi university
Of technology
Data Science

Yue hu
hy1550278246@gmail.com
The United Kingdom
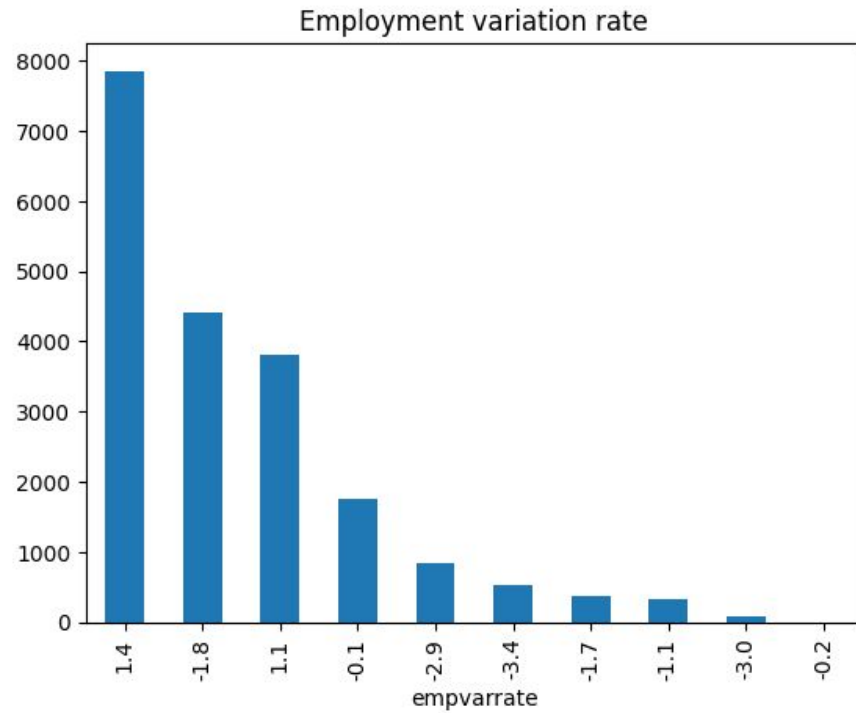Durham University
Data Science

Rakshith Nagaraju
rakshith.nagaraj6@gmail.com
The United Kingdom
University of Liverpool
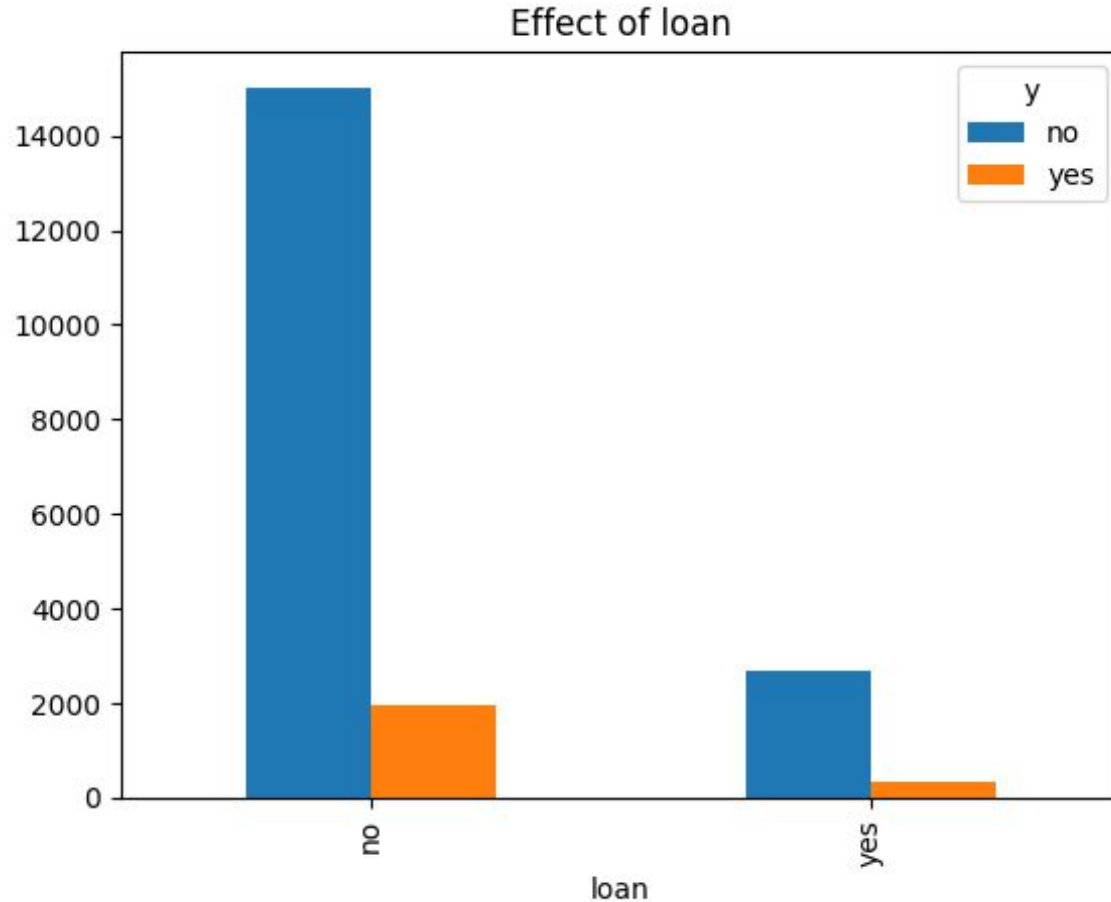Data Science

Exploratory Data Analysis

BankBytes

Employment variation rate

Consumer price index

State of the economy

- The economy is stable. This proven by more positive employment variation rate than the negative which is less.

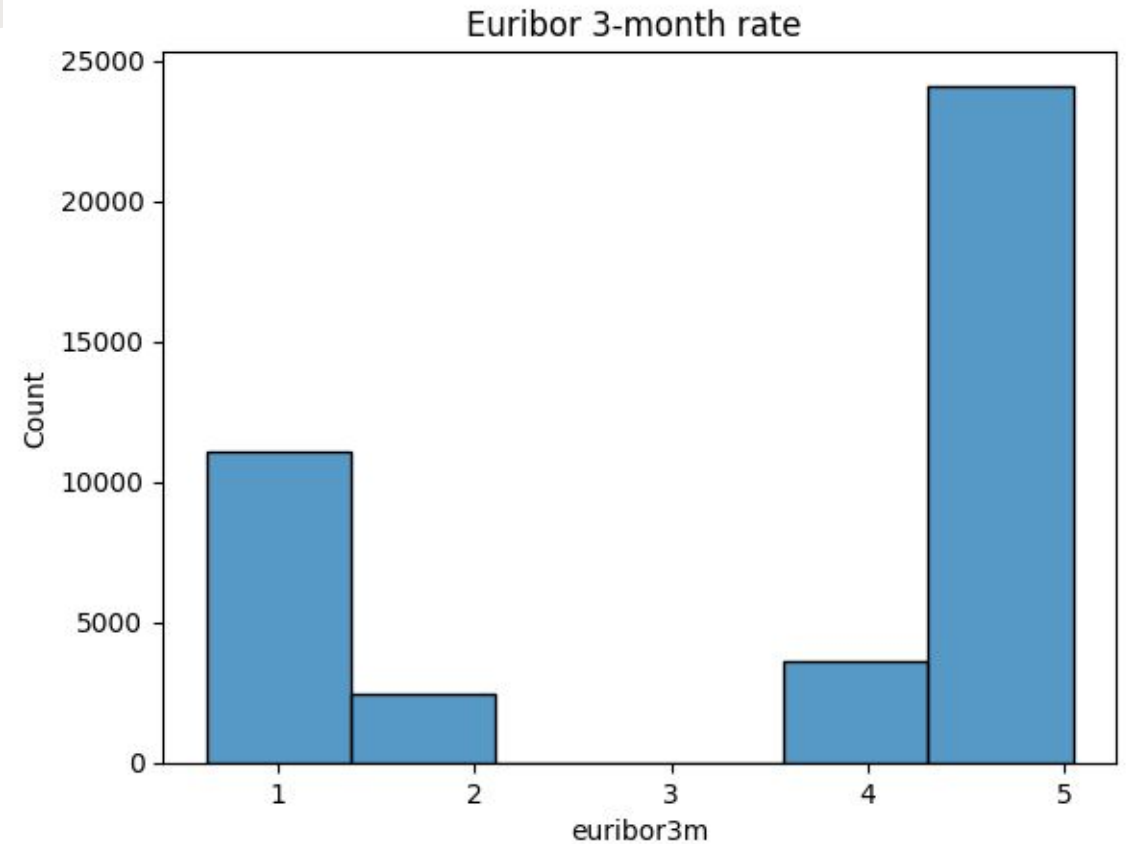- The consumer price also displays almost normal distribution

State of the market

Effect of loan

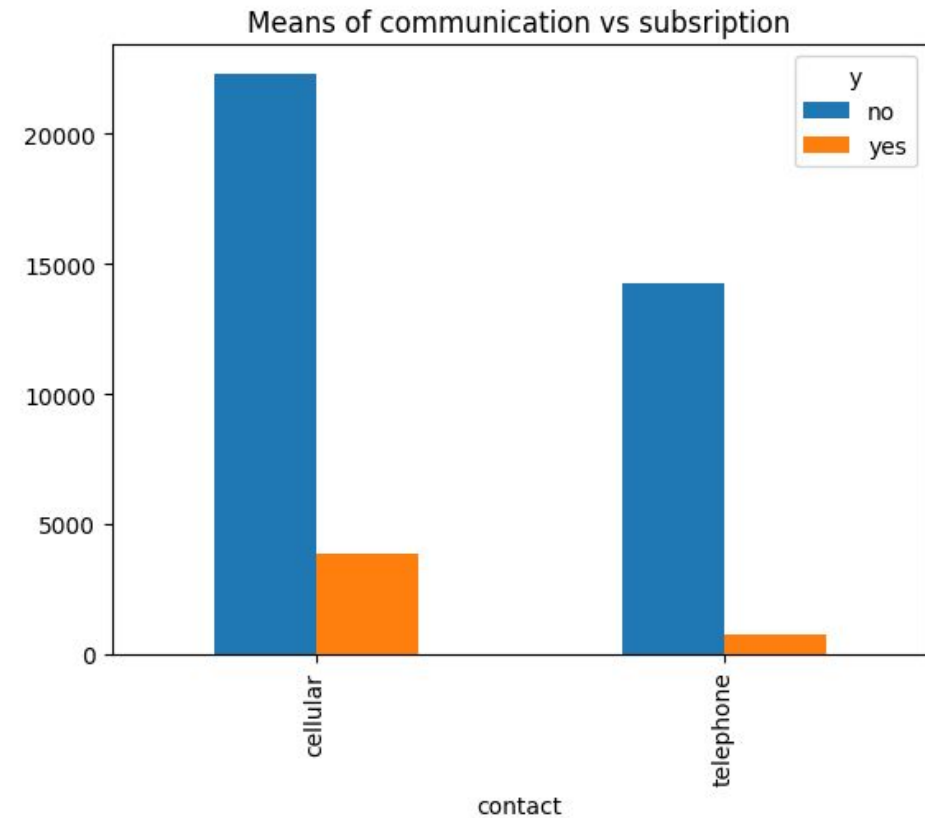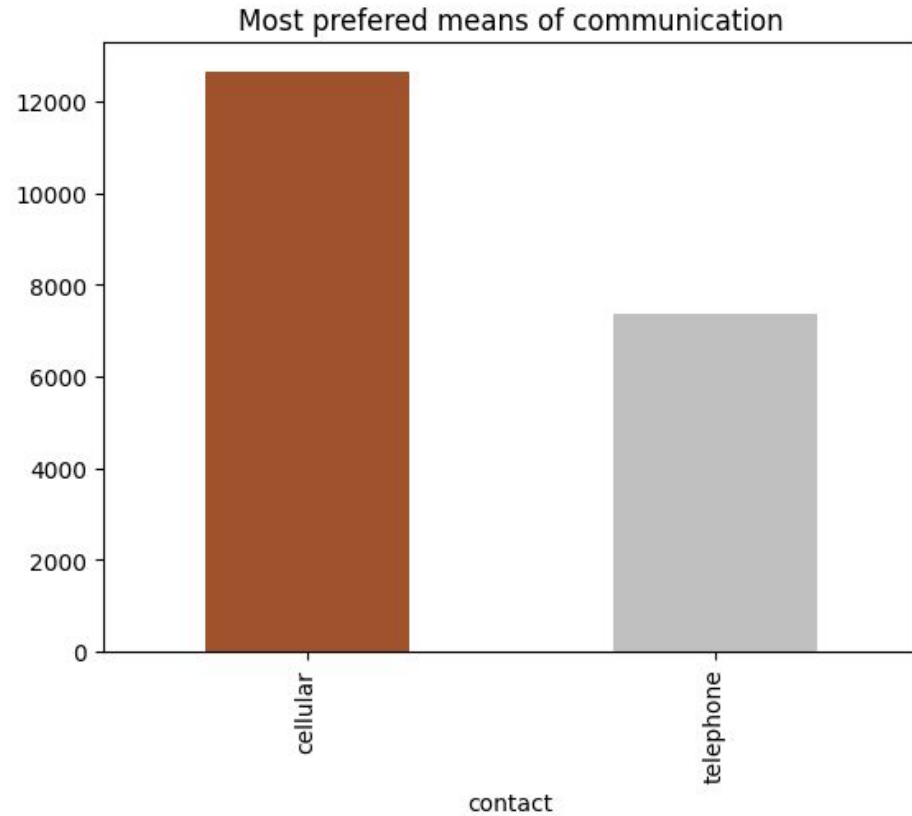- The market takes less risk, this showed by less people willing to take loan.

Potential risk

- However, after analyzing Euribor we noticed it is at high risk. Bank ABC should enhance risk management
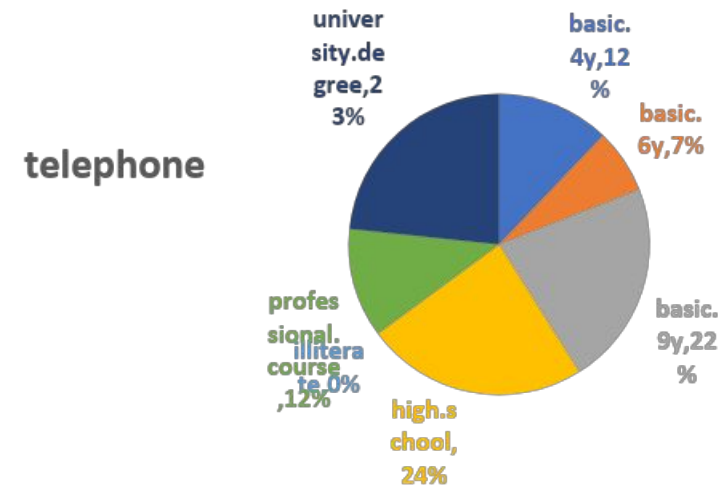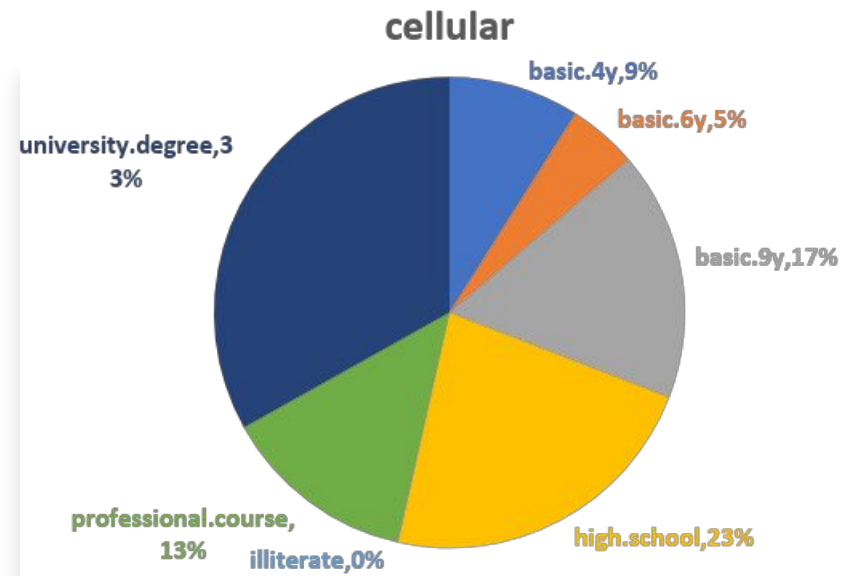

Euribor 3-month rate

Mass coverage

Most people prefer cellular over telephone. Use of cellular also has positive impact.
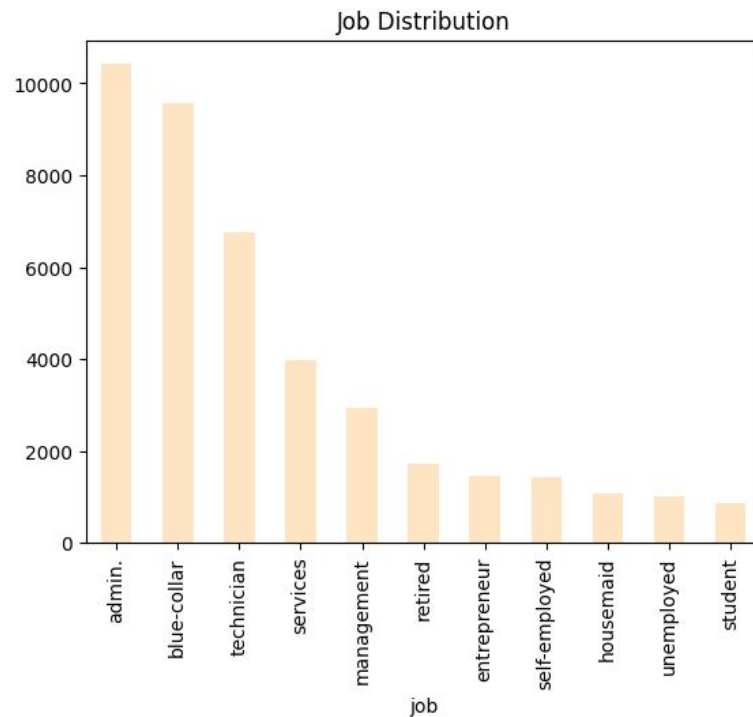
However, telephone is almost equally used as cellular among the population with less education.
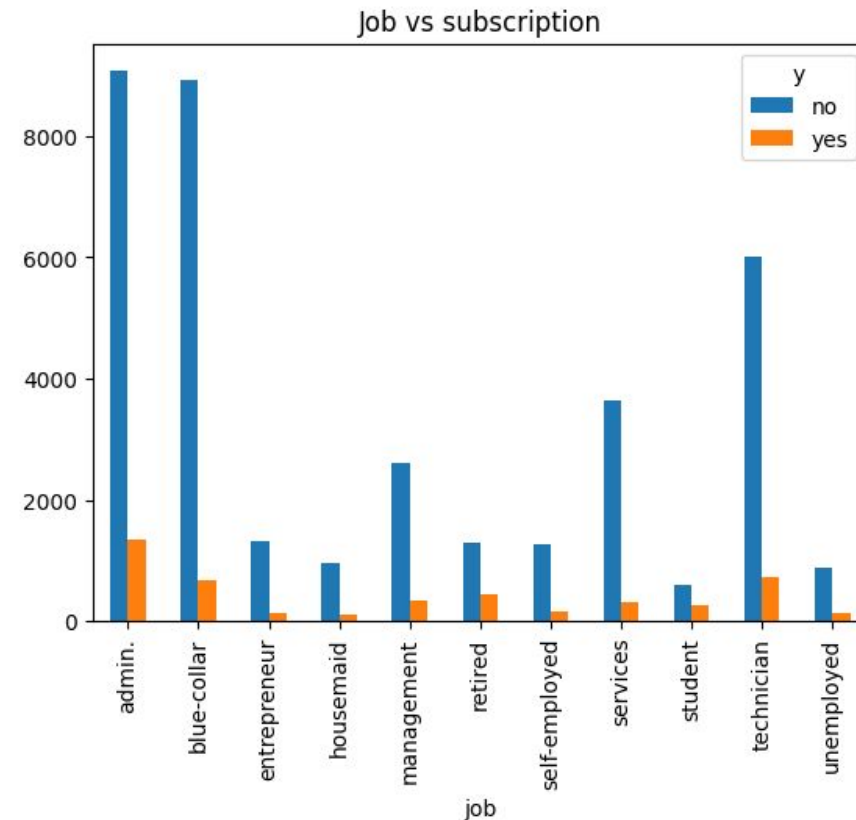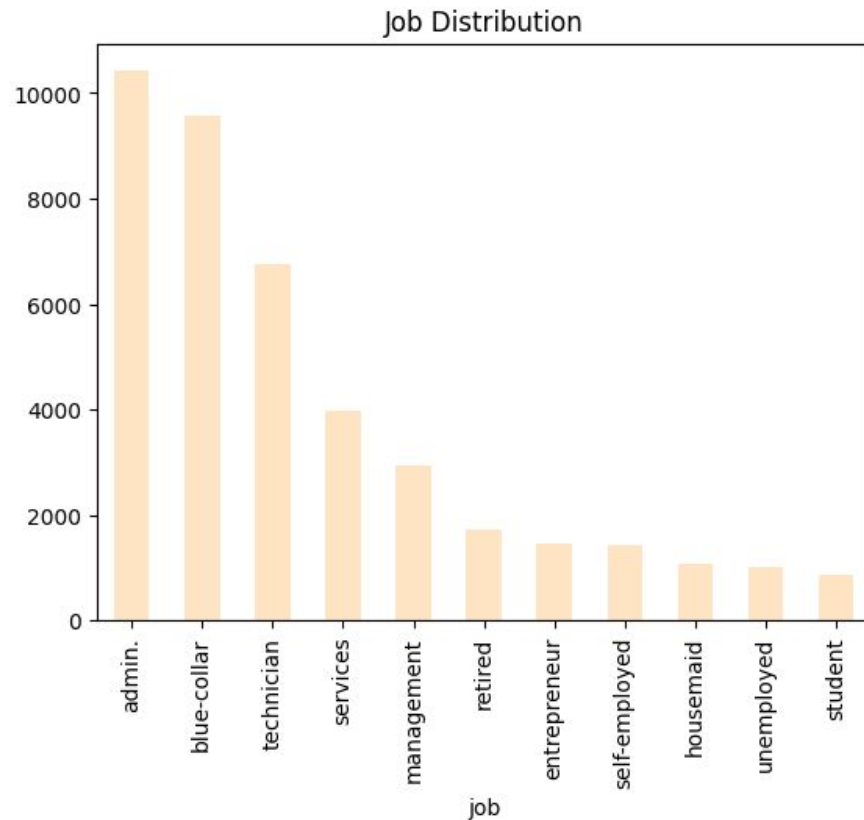
NB

Who to target?

- From the data we comprehended that most of the population consist of learned individuals, married people and work in offices
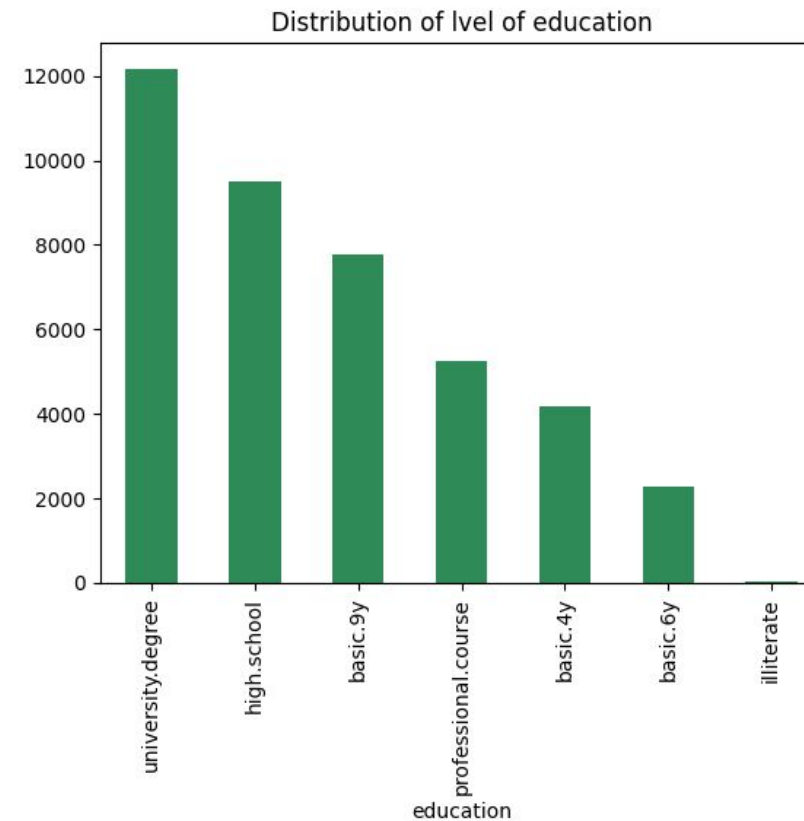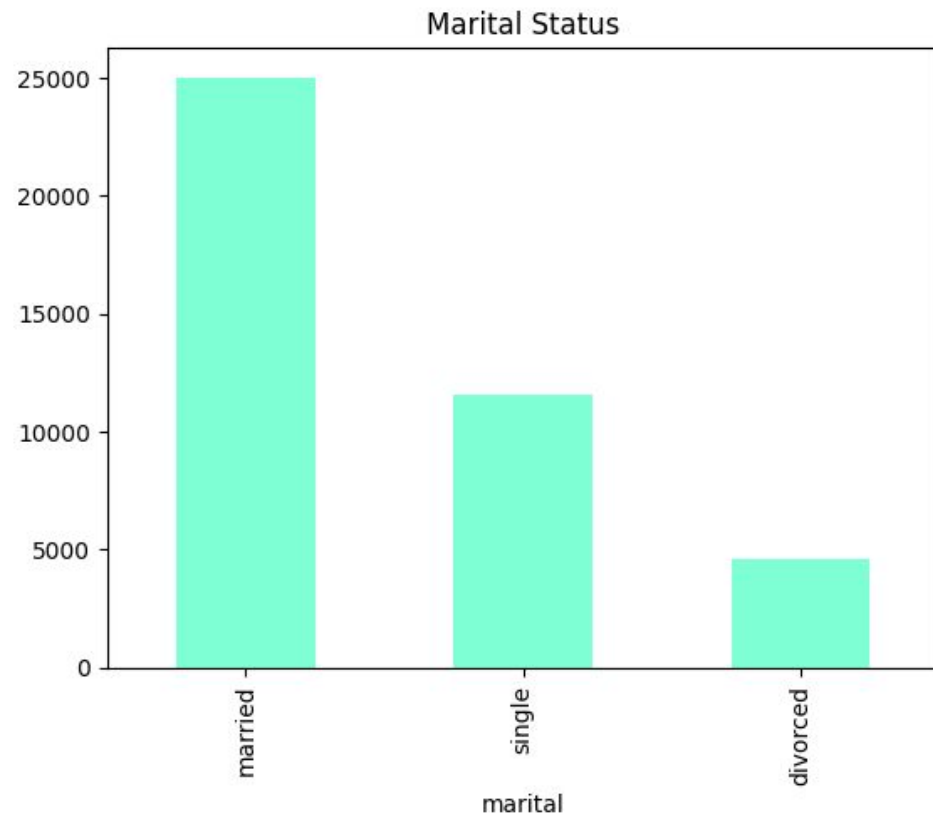

Job Distribution

Relation of type of job and subscription

Admin, blue-collar and technician have the highest appearance but low subscription.
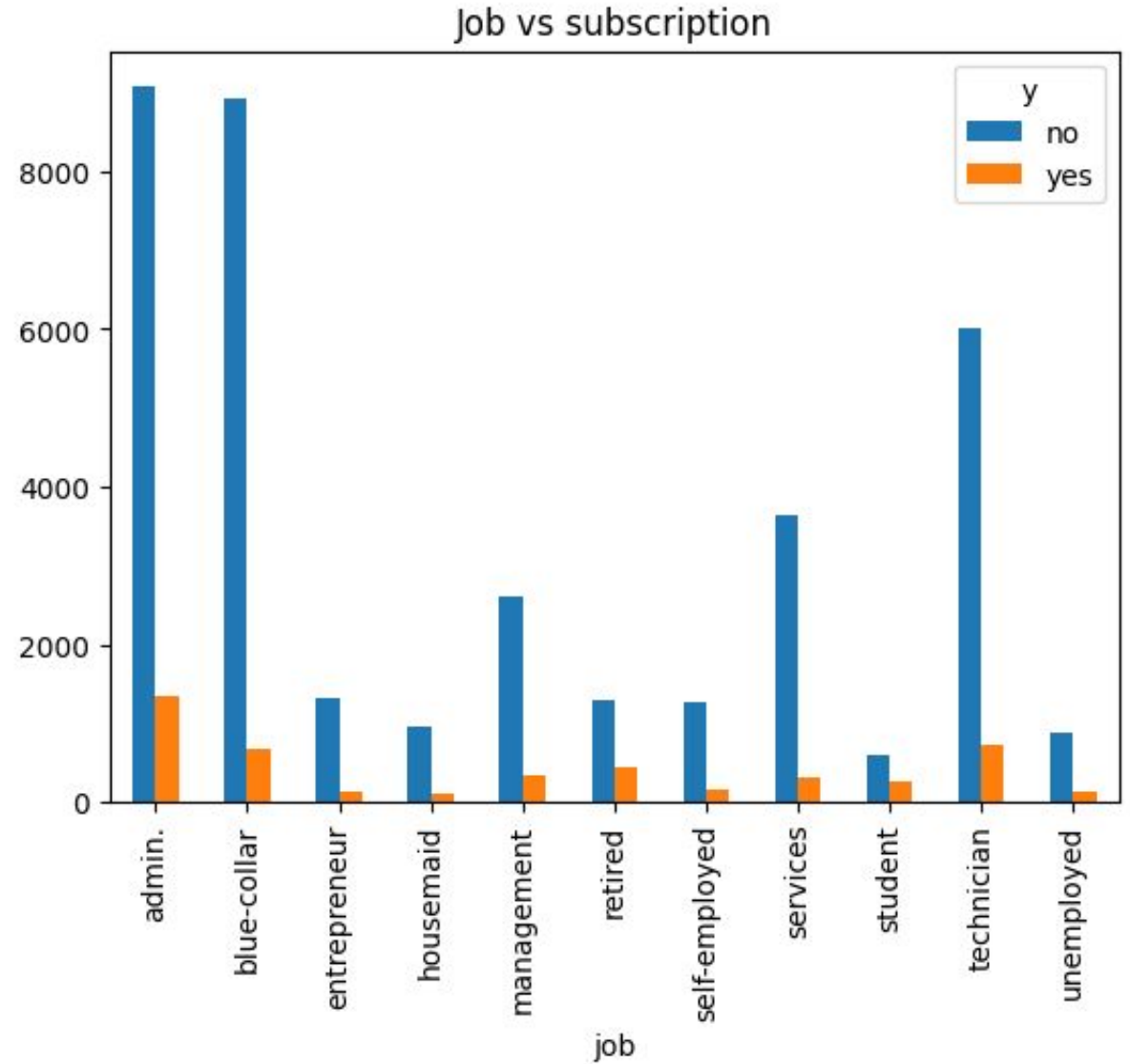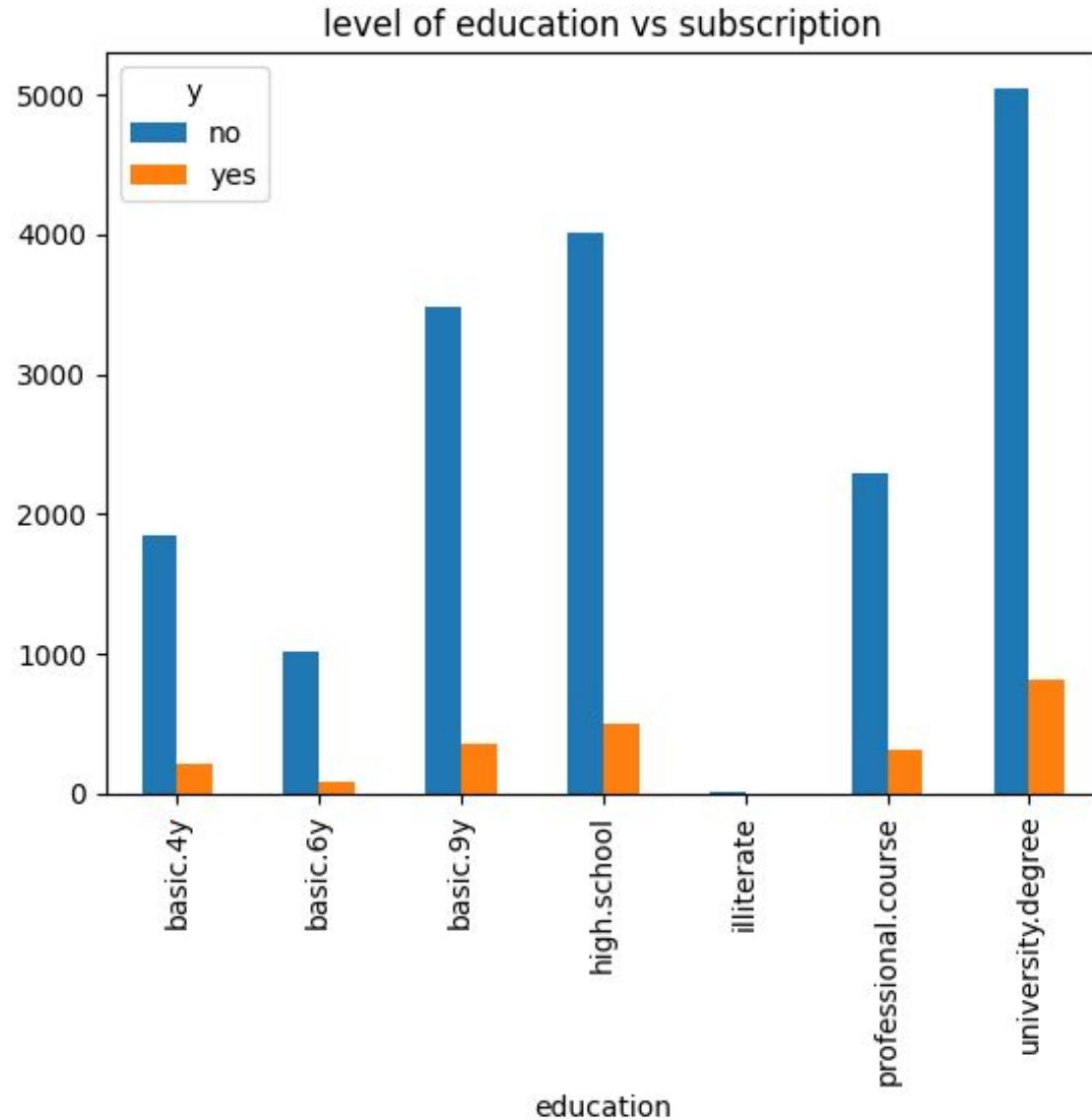
Graph of marital status and distribution of level of education

Potential market

Despite students posting low numbers, they are more likely to buy the product.

Job vs subscription
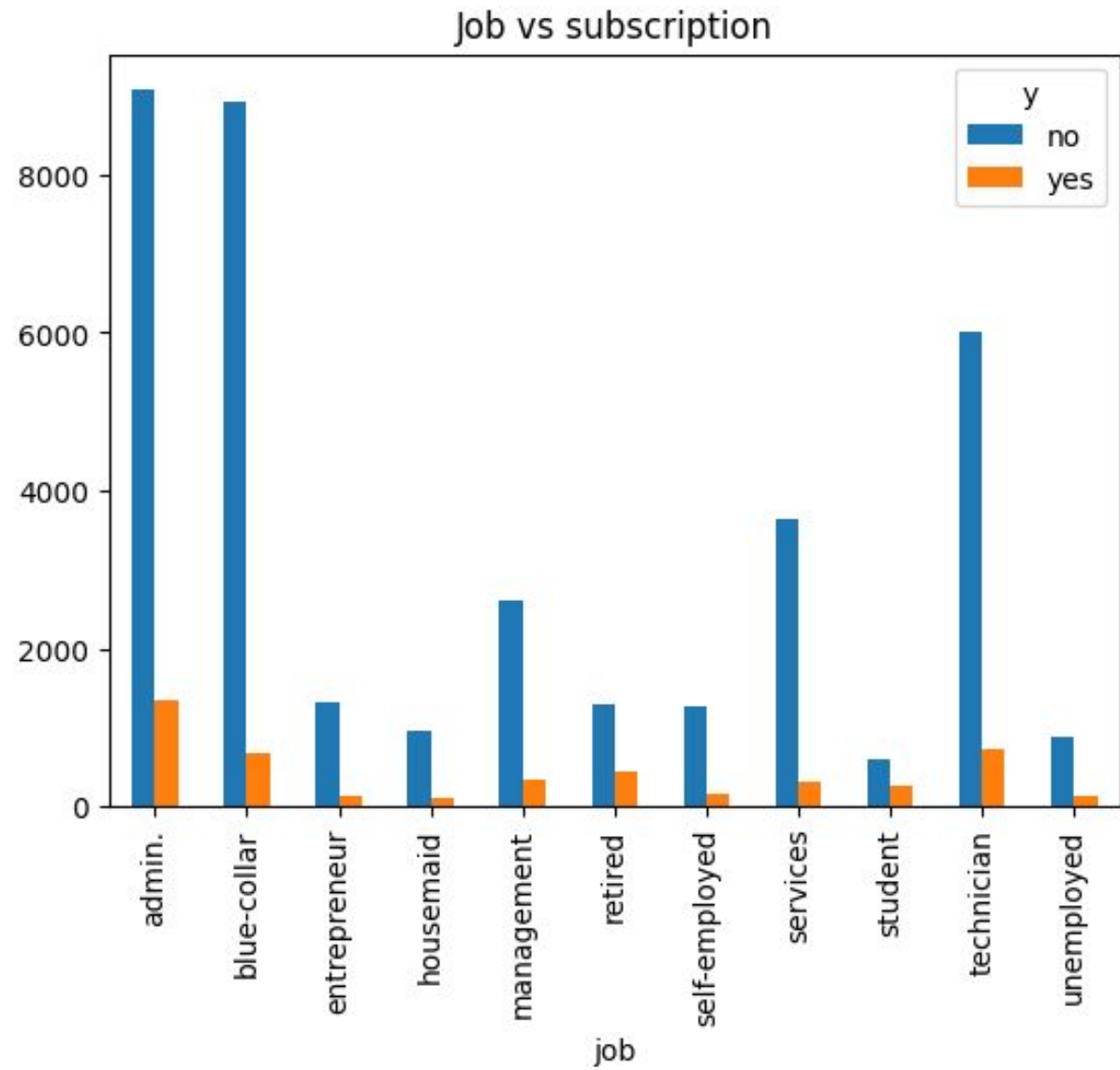
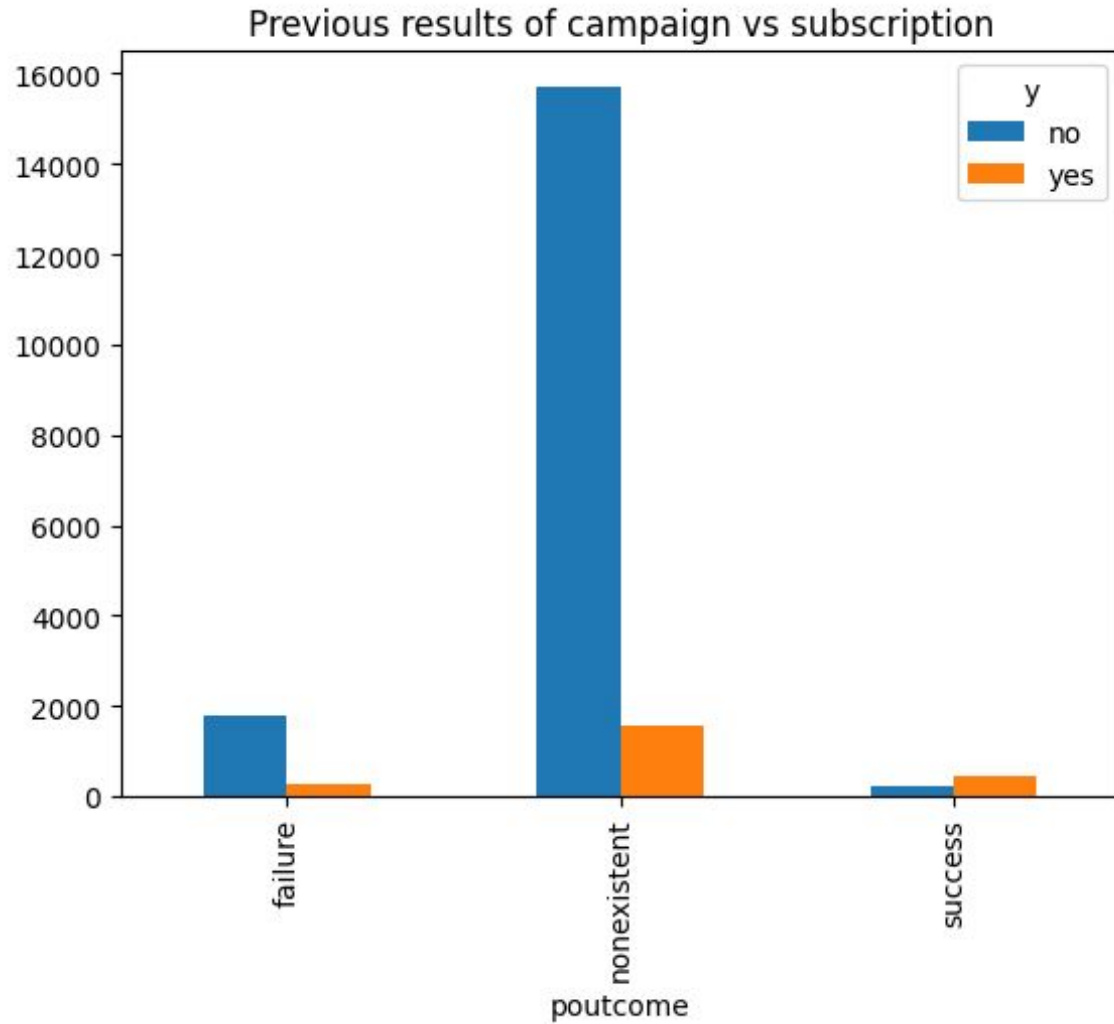level of education vs subscription

Groups at risk

- We are more likely to lose a lot of customers who are:

1. Learned

2. Those who work at the office.

3. Married

This is alarming because they are the key population.

Cont'

Job vs subscription

Previous results of campaign vs subscription

Previous season

- Results from shows success for those had heard of the product.

- Those who have never heard of the product posted poor results.