

OVERVIEW

Success Rate	Total Subscription
11.70%	5289
Customers With Existing Loan	Total Customers
7244	45K

Marital

All

Loan

☐ no
☐ yes

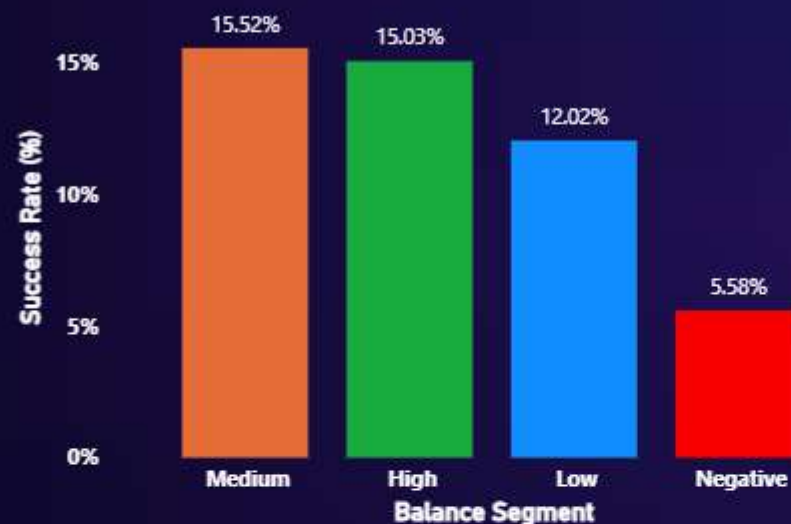
Housing

☐ no
☐ yes

Education

All

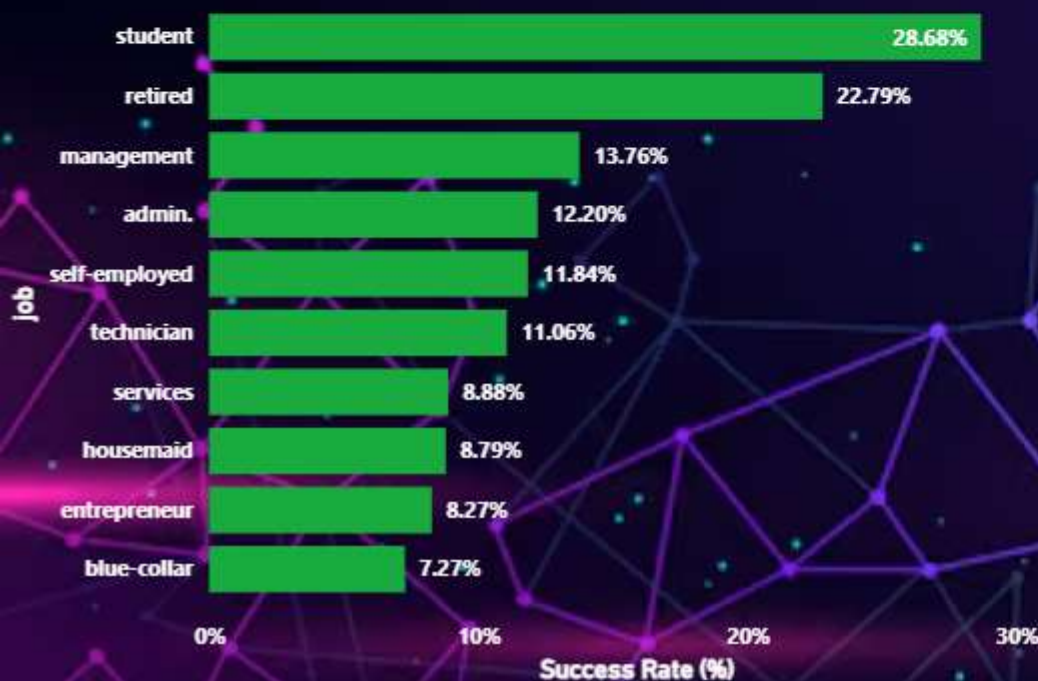
Success Rate (%) by Balance Segment



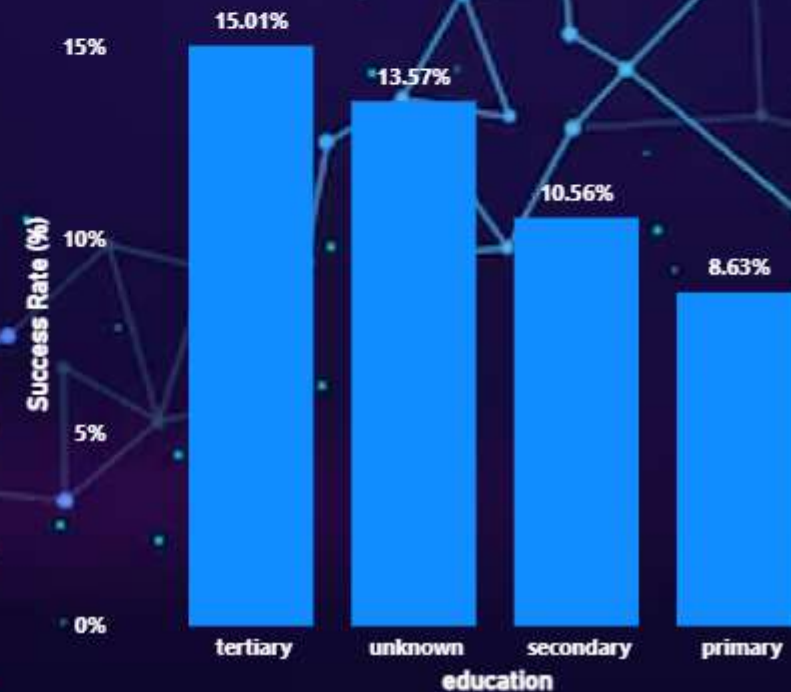
Success Rate (%) by Age Group



Success Rate (%) by job



Success Rate (%) by education



Details View:

This page provides a deeper analysis of customer demographics, campaign behavior, and product ownership to identify patterns that influence term deposit subscription outcomes and support more targeted, cost-effective marketing decisions.



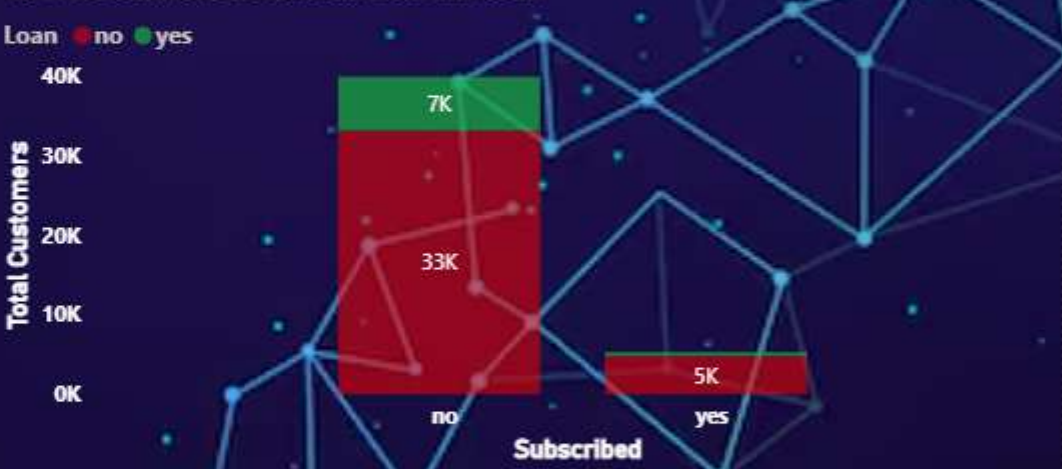
Converted Customer Profile

Age Group	job	Balance Segment	Subscribed
30-44	admin.	High	no
30-44	admin.	Low	no
30-44	admin.	Medium	no
30-44	admin.	Negative	no
30-44	blue-collar	High	no
30-44	blue-collar	Low	no
30-44	blue-collar	Medium	no
30-44	blue-collar	Negative	no
30-44	entrepreneur	High	no
30-44	entrepreneur	Low	no
30-44	entrepreneur	Medium	no
30-44	entrepreneur	Negative	no
30-44	housemaid	High	no

Avg Campaign Contacts and Success Rate (%) by Duration Bucket



Total Customers by Subscribed and loan



Customer Target Potential Distribution

