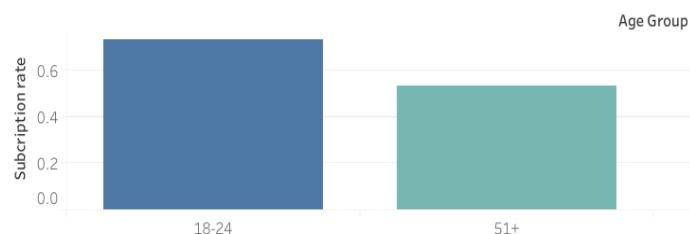


## Customer Demographics Overview

**Conversion Rate**

**47.38**

Age Group vs. Subscription Rate



**Subscribed**

**5,289**

**Total Customers**

**11,162**

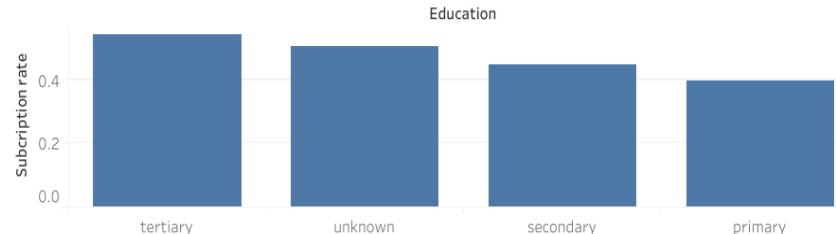
Job Type by  
Deposit  
Outcome



Marital Status Distribution

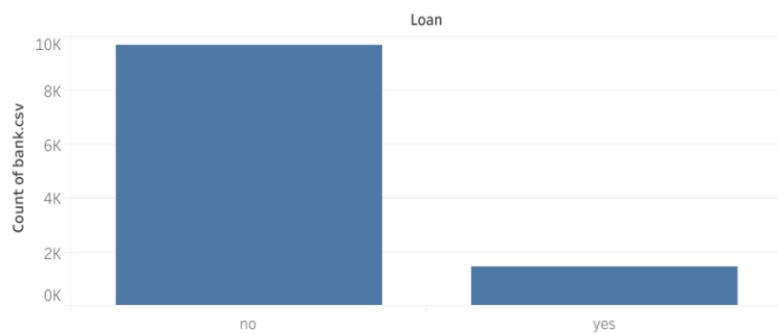


Education vs. Deposit Subscription Rate

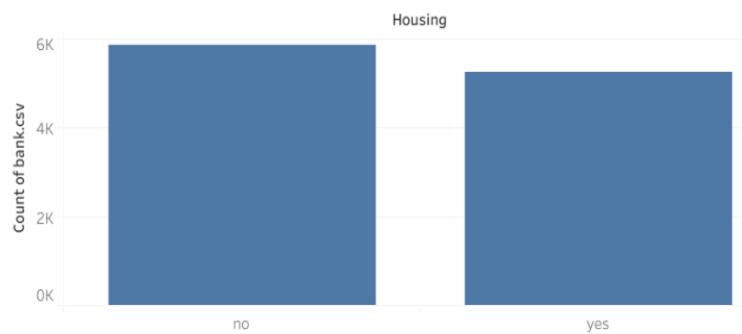


## Financial Profile & Credit Status

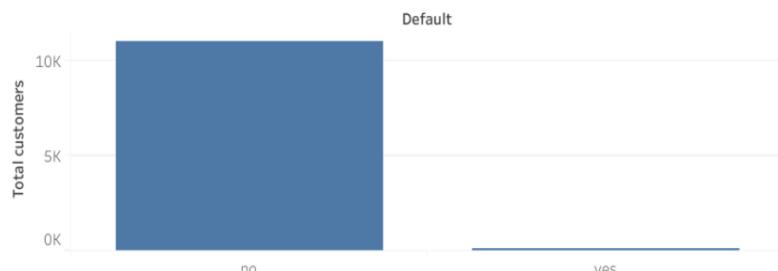
Personal Loan vs. Deposit



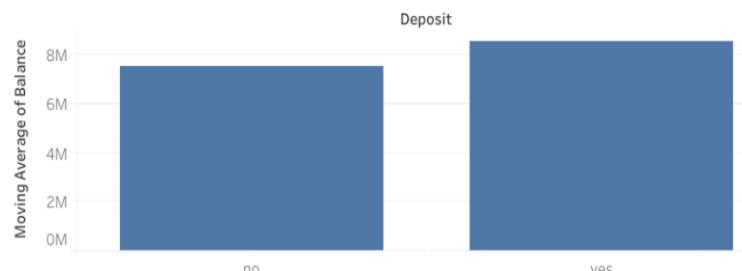
Housing vs. Deposit



Default vs. Deposit

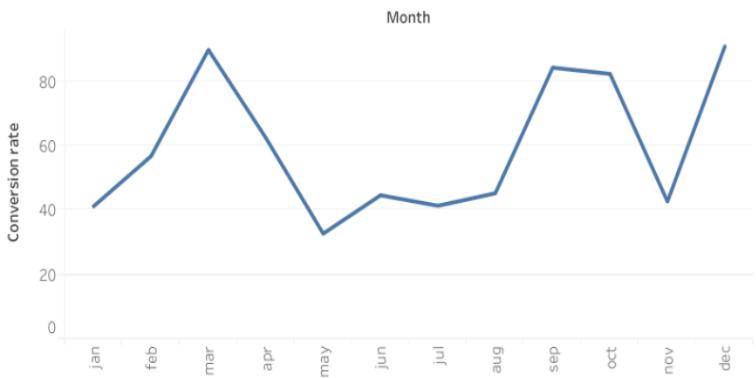


Balance by Deposit Outcome

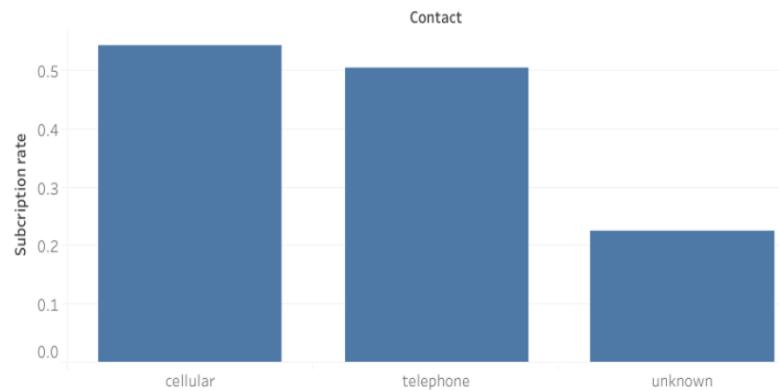


## Campaign Interaction & Timing

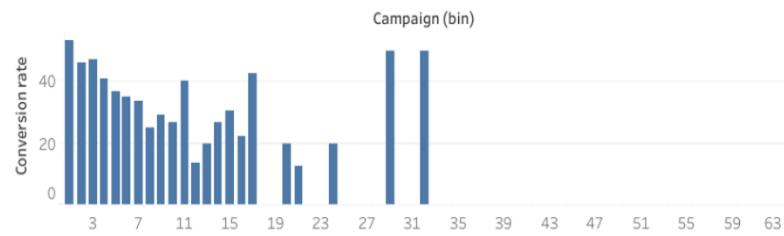
Month vs. Conversion Rate



Contact Type vs. Conversion Rate



Campaign Contacts vs. Conversion Rate



Previous Campaign Outcome vs. Current Deposit

