



Average Age

40



Clients

41,188



Credit Default

3



Existing Loan

6248

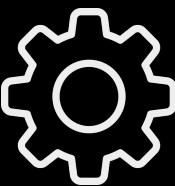


Client

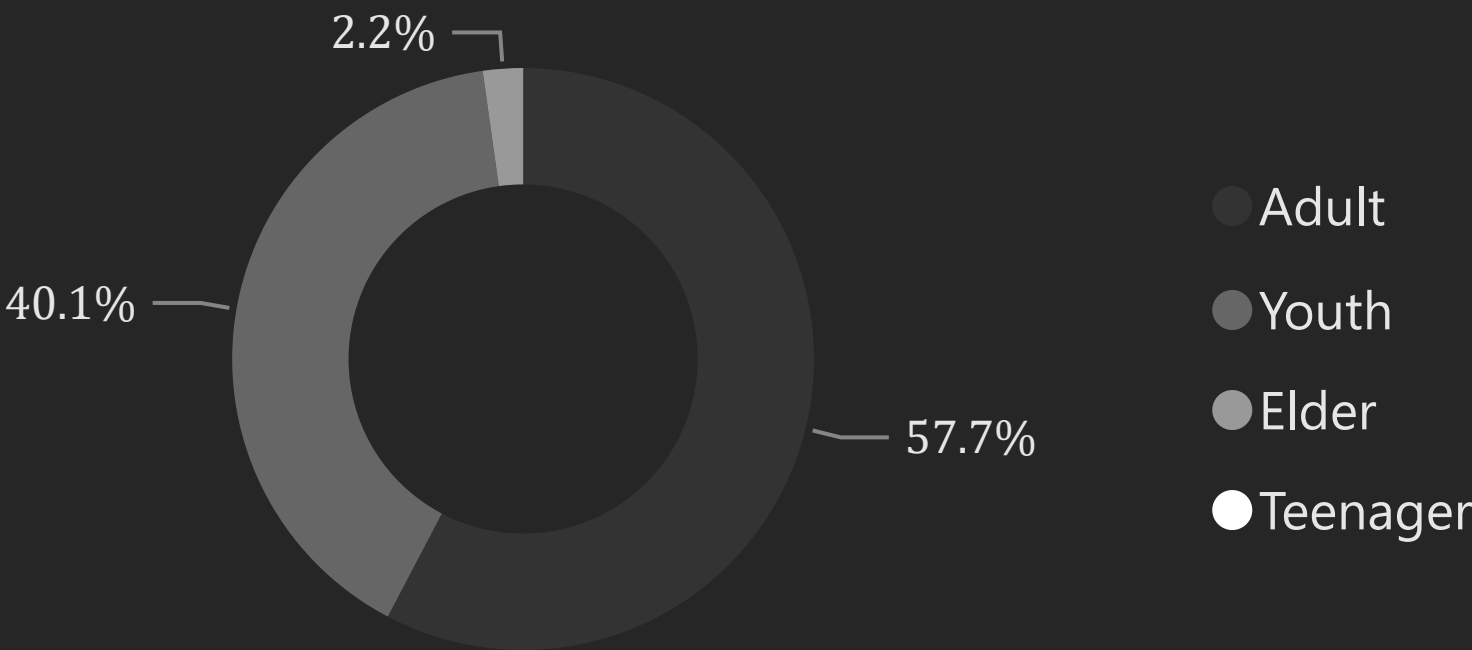
Campaign

Economics

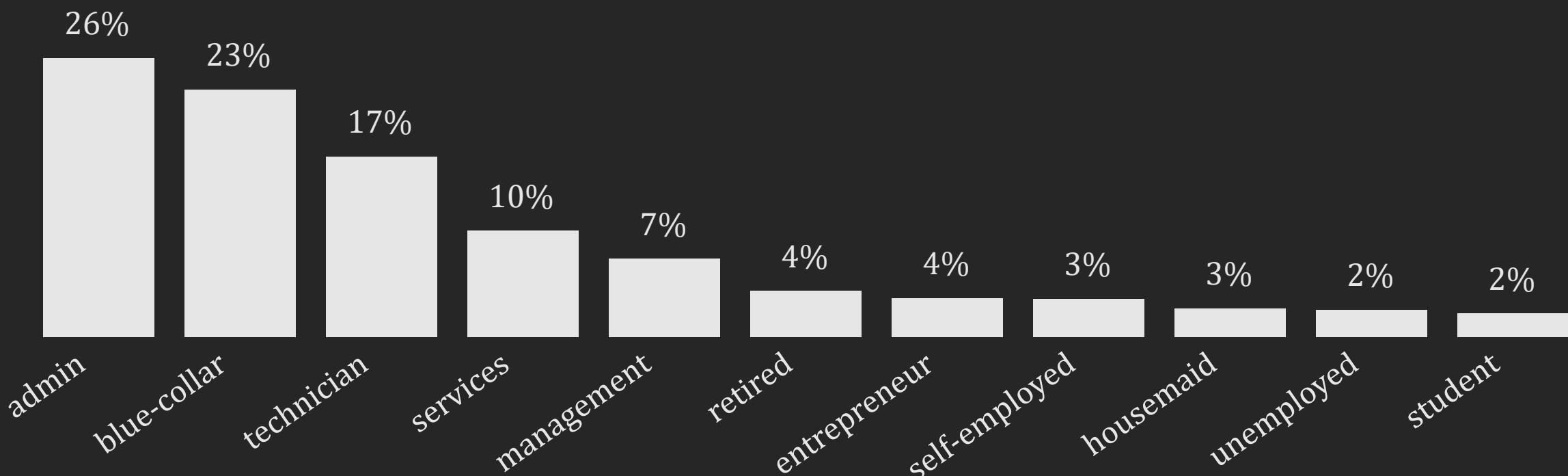
Clear all  
slicers



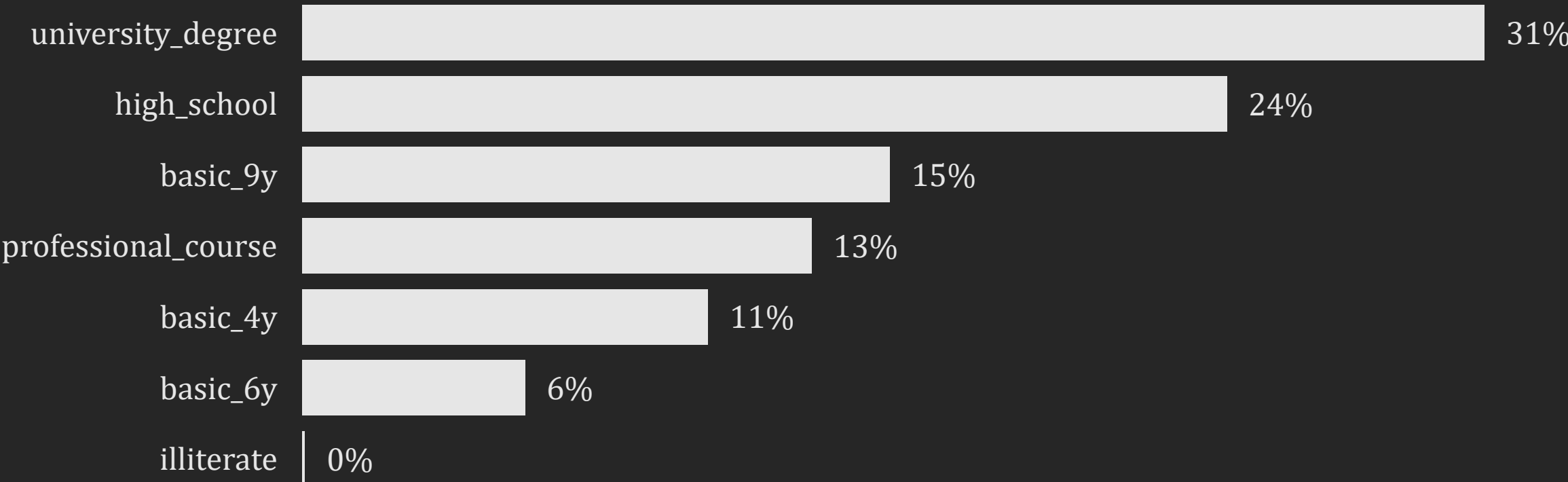
Age Distribution



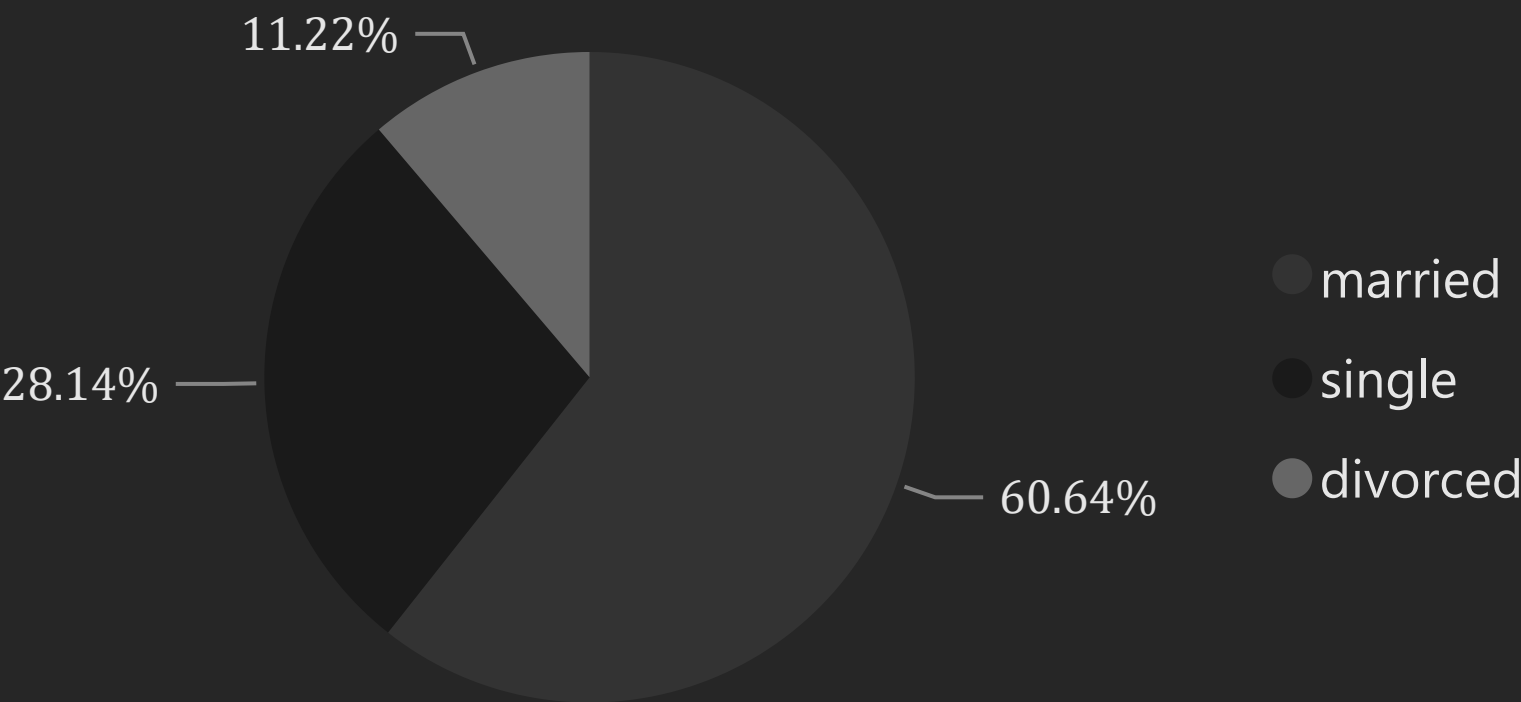
Job Distribution



Client Educational Qualifications.



Marital Distribution





Current Success

11.27%



Prior Success

3.33%



Contacted

1515



Avg. Contact

3

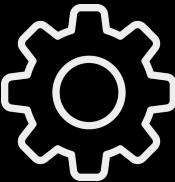


Client

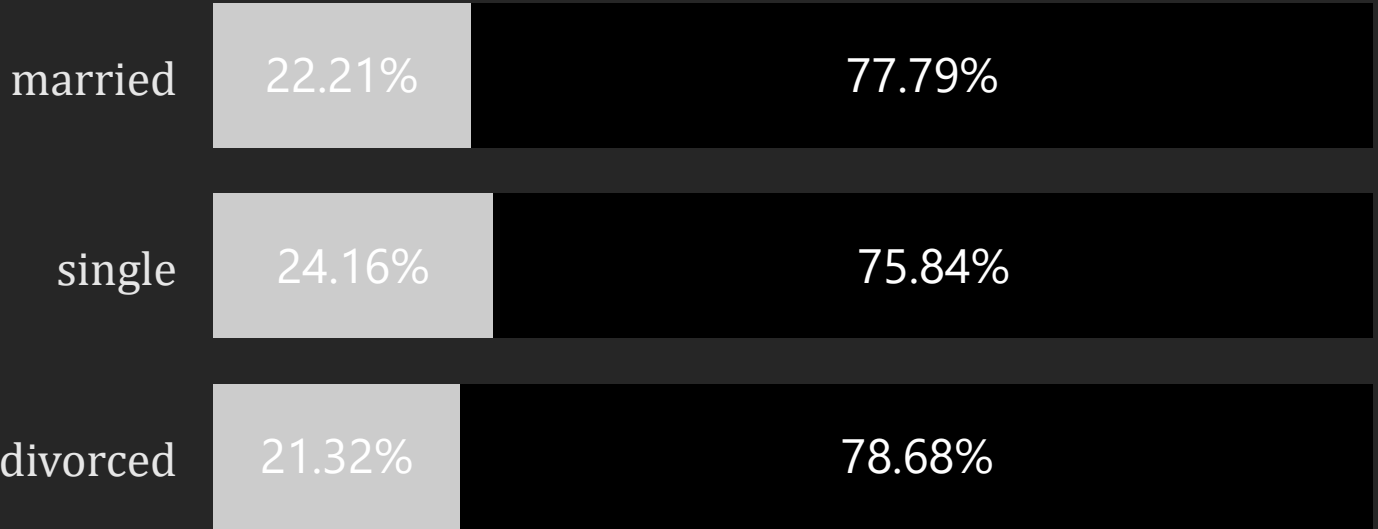
Campaign

Economics

Clear all  
slicers

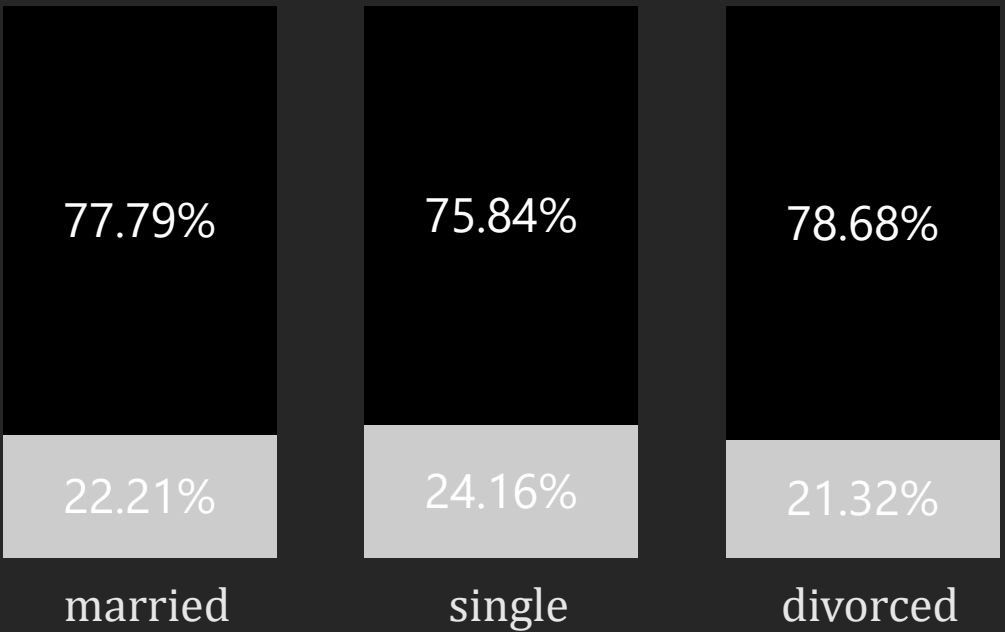


Success by Marital distribution: Current vs. Previous Campaigns



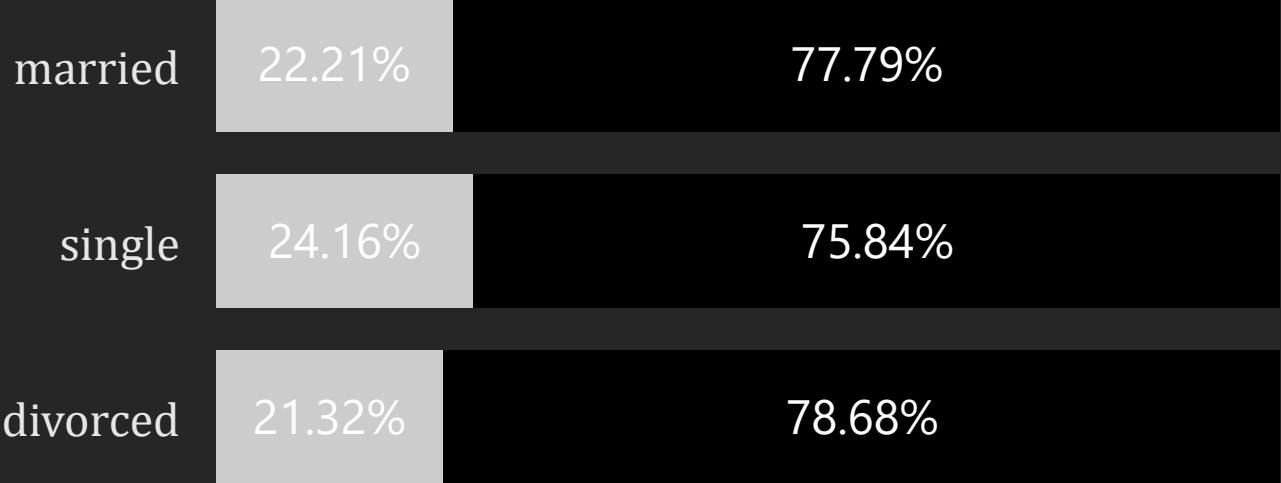
● Previous ● Current

Success by Marital distribution: Current vs. Previous Campaigns



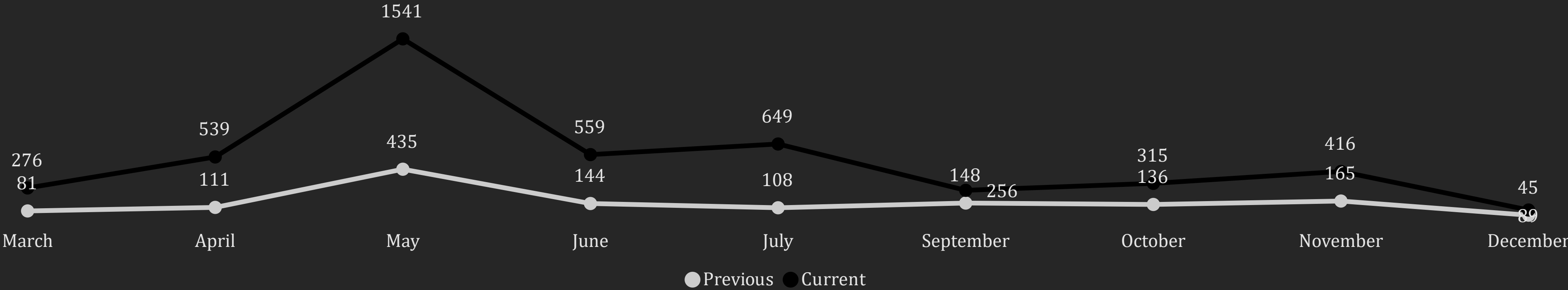
● Previous ● Current

Success by Marital distribution: Current vs. Previous Campaigns



● Previous ● Current

Trend of Successful Campaign: Current vs Previous



● Previous ● Current



Current Success

11.27%



Prior Success

3.33%



Contacted

1515



Avg. Contact

3

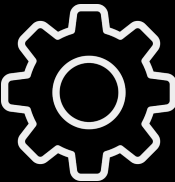


Client

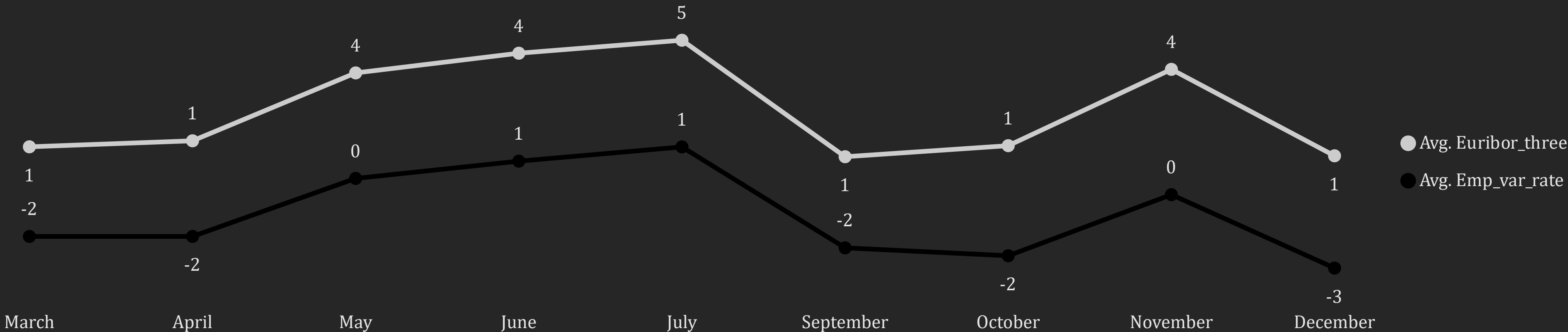
Campaign

Economics

Clear all  
slicers



Trend of Employer Variation Rate and EURIBOR Rate



Monthly Trend of Consumer Price Index

