



40

Average of age



41,188

Clients



3

credit defaulters



6248

Clients with loan



CLIENT

CAMPAIGN

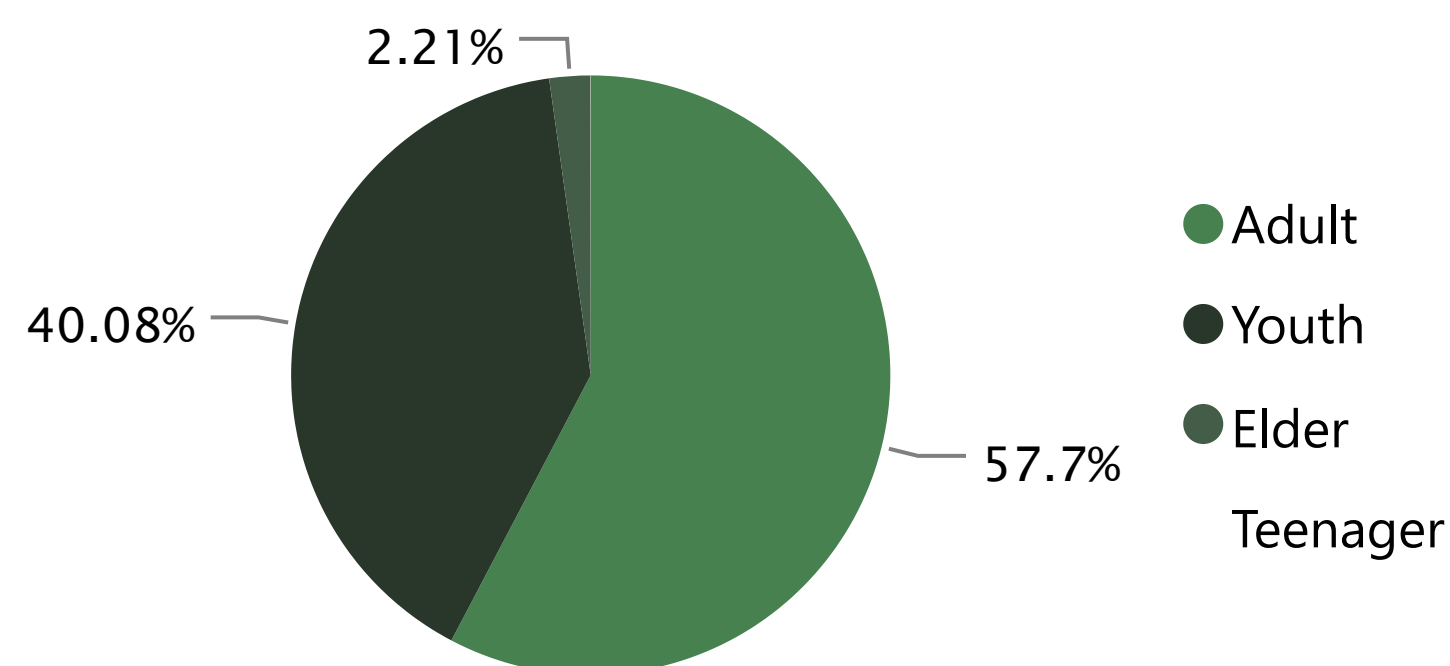
ECONOMICS

Age category

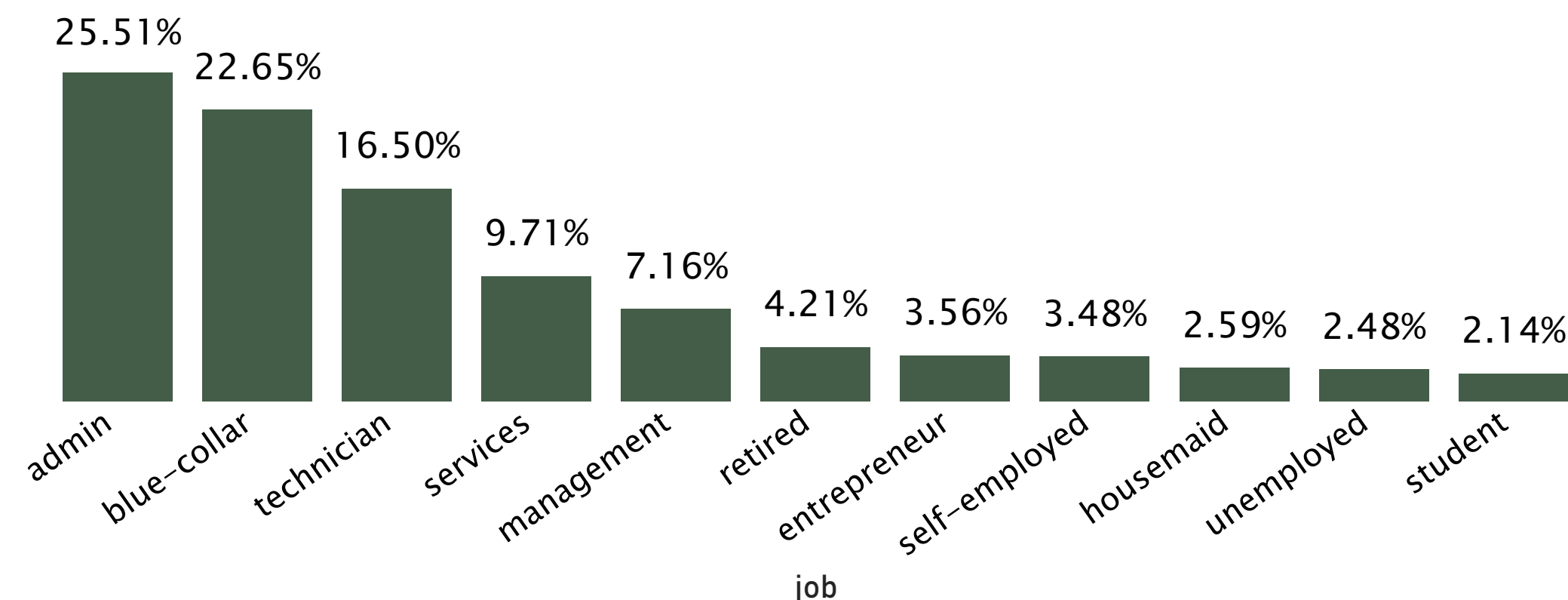
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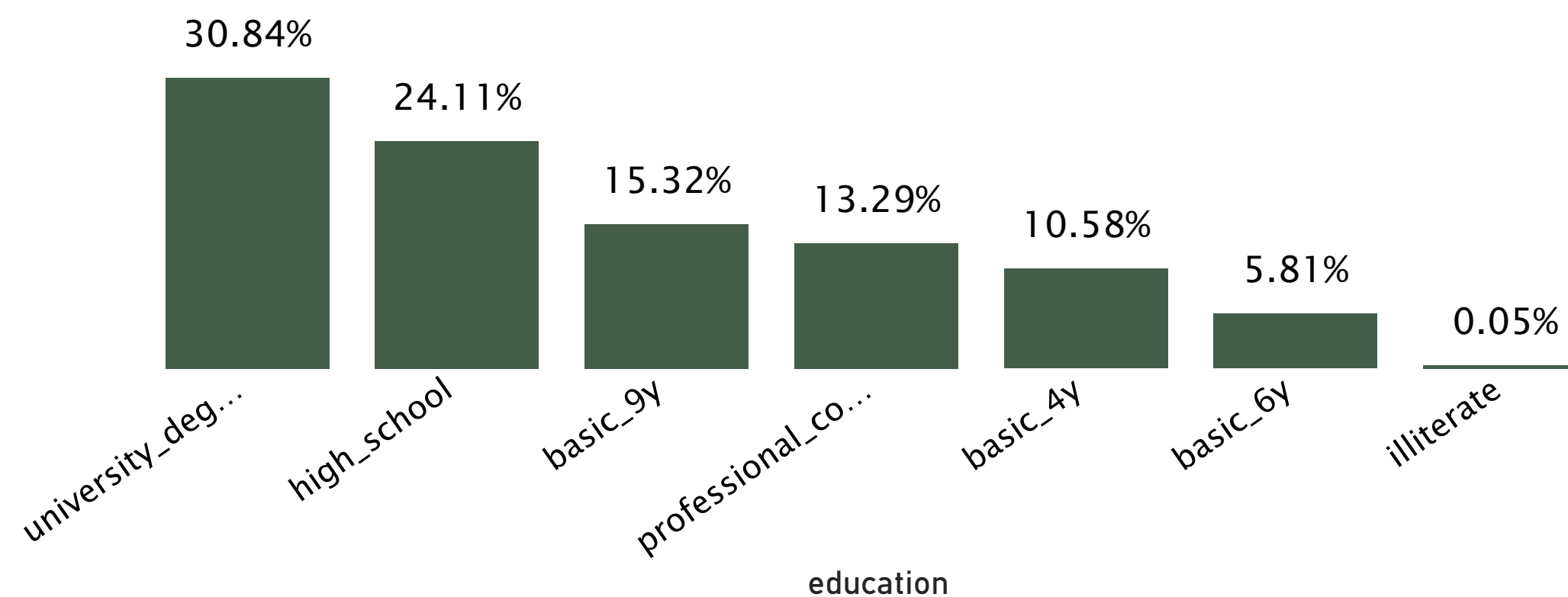
Clients Age Distribution



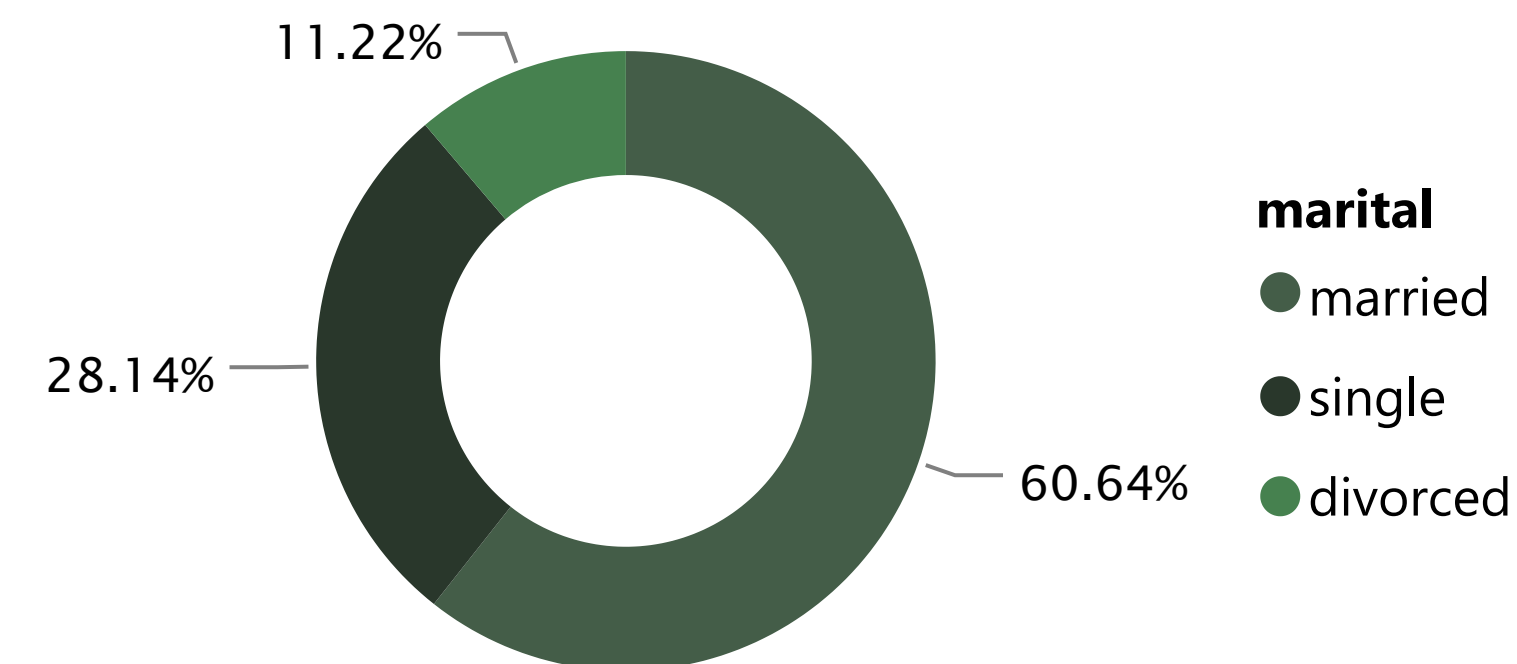
Clients Job Distribution



Clients Distribution by Education



Client Marital distribution





11.27%

Current Success



3.33%

Prior Success



1515

Prior Contact



3

Average Contact  
per Client



CLIENT

CAMPAIGN

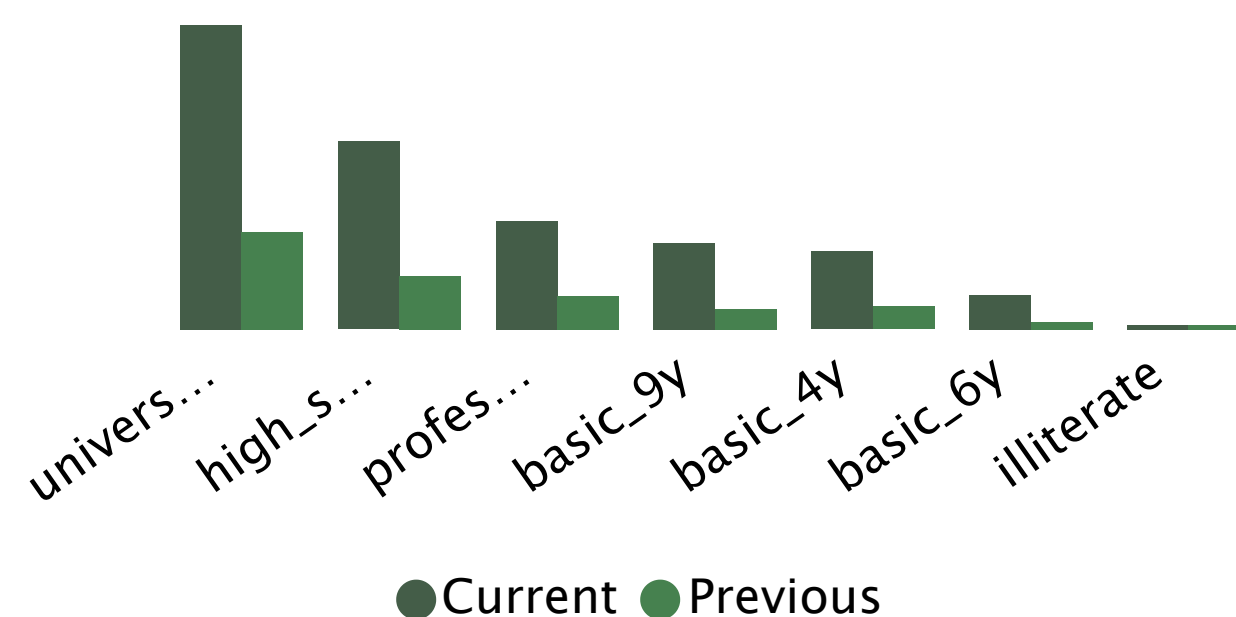
ECONOMICS

Age category

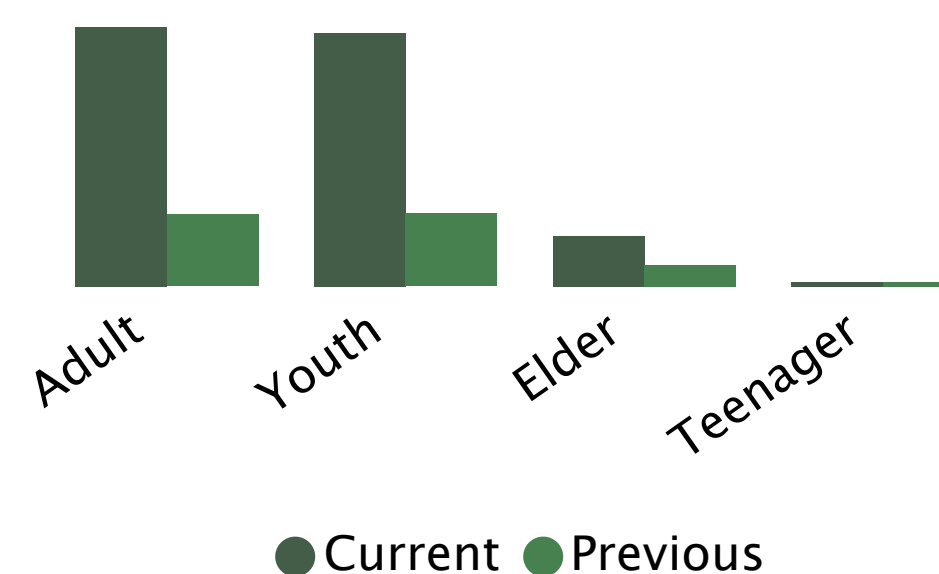
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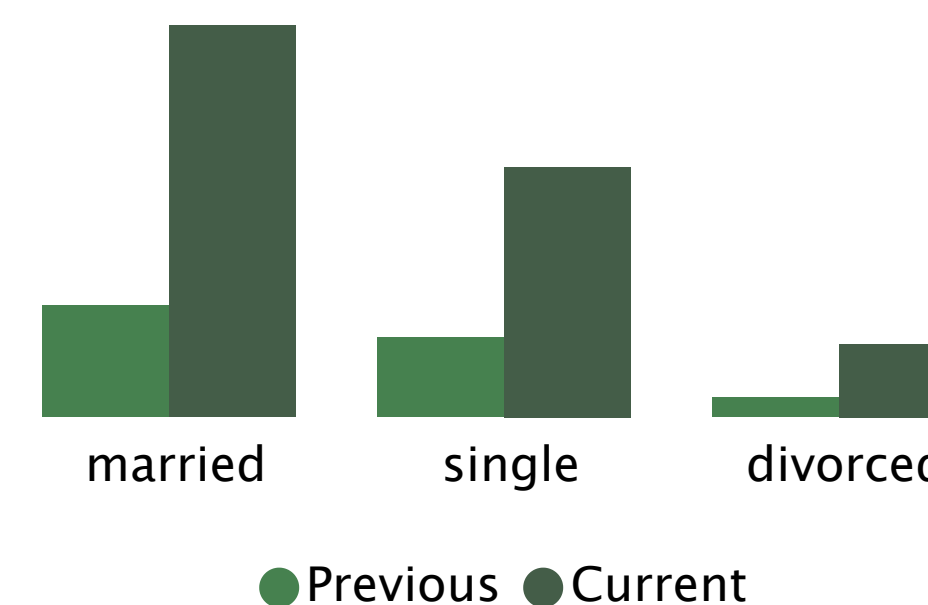
Successes by Education Level: Current vs. Previous Campaigns



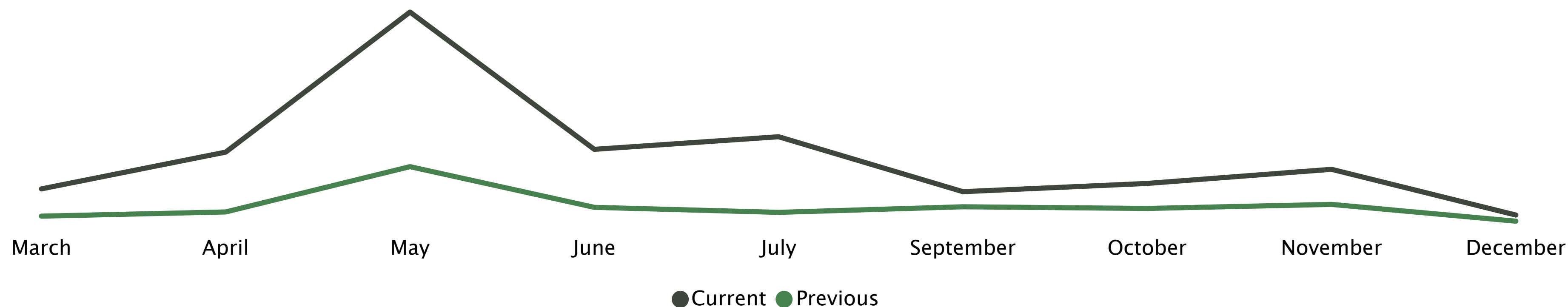
Successes by Age Category: Current vs. Previous Campaigns



Success by Marital distribution: Current vs. Previous Campaigns



Trend of Successful Campaign: Current vs Previous





93.58

Avg. Consumer  
Price Index



0.08

Avg. Employment  
Variation Rate



3.62

Avg. Euribor Rate



5167.02

Avg. Employee



CLIENT

CAMPAIGN

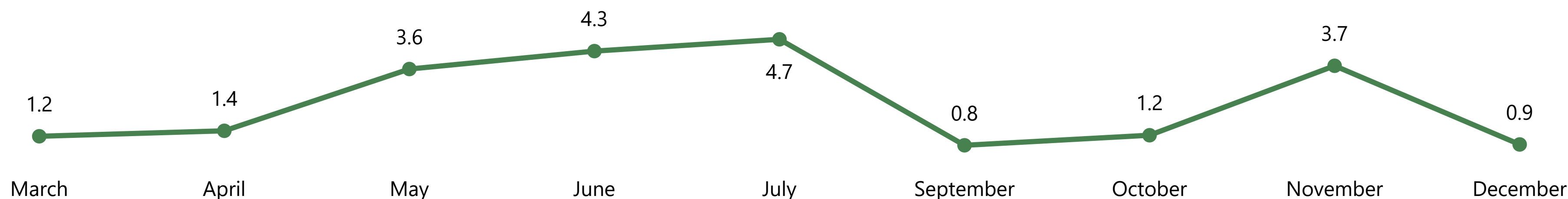
ECONOMICS

Age category

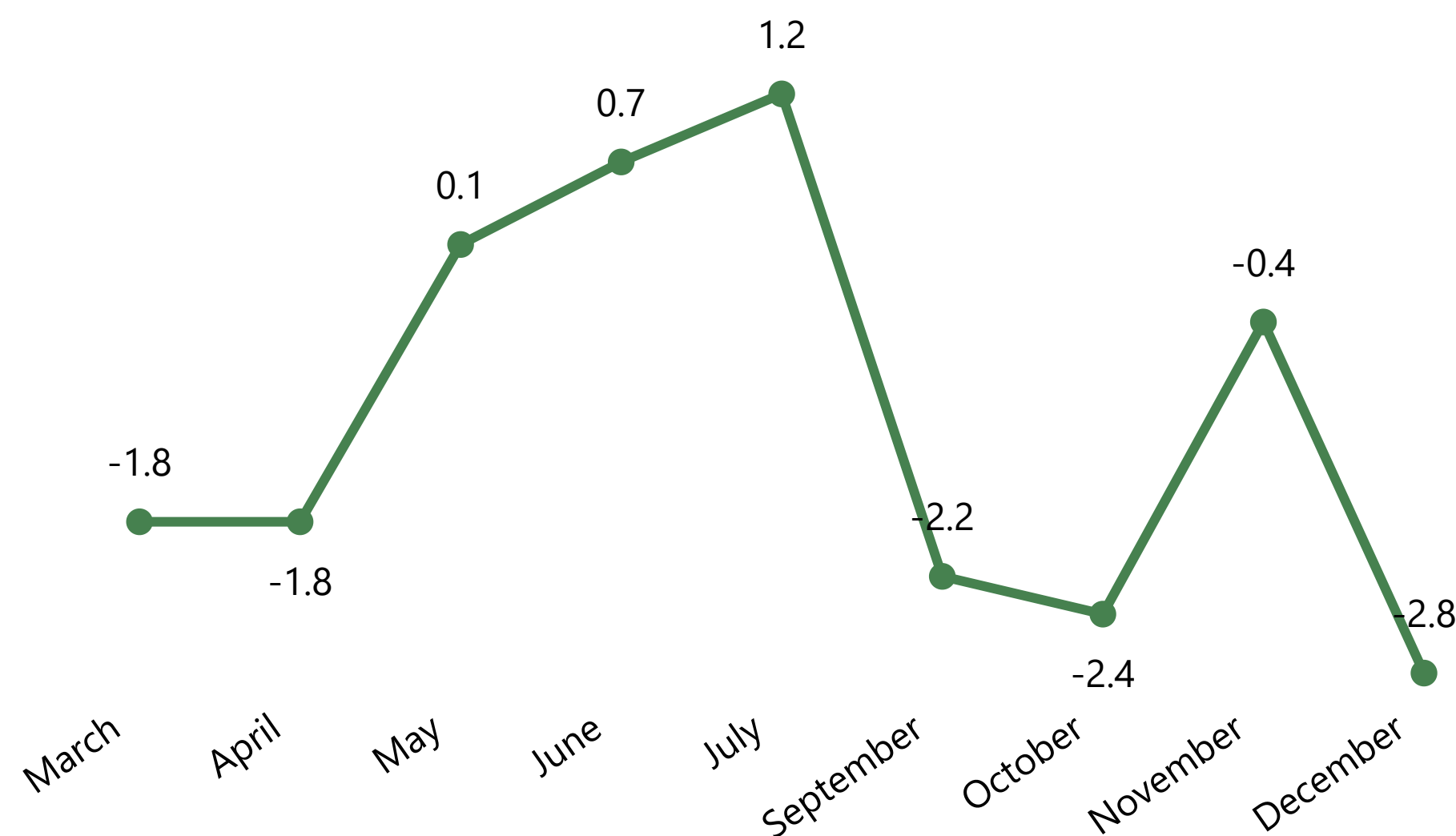
All



Average EURIBOR Rate by Month



Average Employment Rate by Month



Average Consumer Price Index by Month

