Historically, only from 15% (Mortgage) to 38.3% (Savings) of customers want to buy a new products, that’s why I’m going to perform some research to find out some patterns which make customers to make positive decision.

Getting deeper into the data, I didn’t find any critical problems, there were no missing items or critical outliers, format of data was also OK and there were no mistakes. Only one thing I’m concern is some income spikes (higher than 3STDin the beginning of each year (shown below), and nothing like that in the beginning of 2020.

Exploratory

Conclusion

Here are the most important customer features that make them to buy or not:

* Pension – AGE
* Savings – Income
* Mortgage – Loan accounts

Just for demonstration I represented possible dependence between Income and Mortgage. Nothing special, Mortgage is not depend on customer income – on the chart level “Not buy” is the same like “Buy”

For my opinion, multi-frame data story id more informative and flexible. In this way more easy to show all information this can be important for decision making.

<https://www.coursera.org/learn/dataviz-project/peer/dkVnu/storyboarding-and-storytelling/review/0XXv8FHlEeuOSQpIdNX9jQ>

All perfect

Reviewed, excellent job. Please find a couple minutes to check out my one.

<https://www.coursera.org/learn/dataviz-project/peer/dkVnu/storyboarding-and-storytelling/review/0XXv8FHlEeuOSQpIdNX9jQ>

Thanks.