



Term Deposit Subscription – Bank Marketing



29K

Total Contacts

Global Conversion Rate

11%

Select all

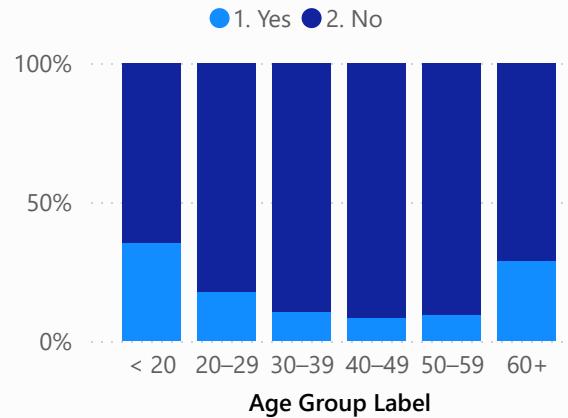
Segment 1: Higher Conversion

Segment 2: Moderate Conversion

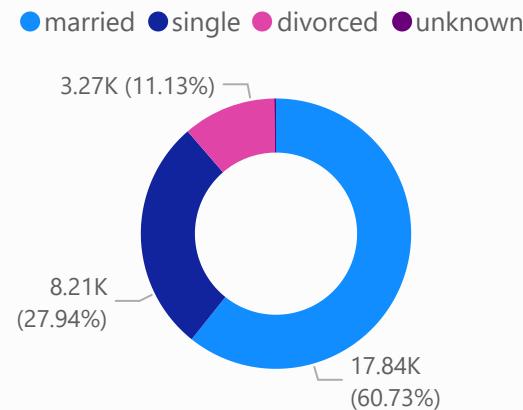
Segment 3: Low Conversion

Segment 4: Very Low Conversion

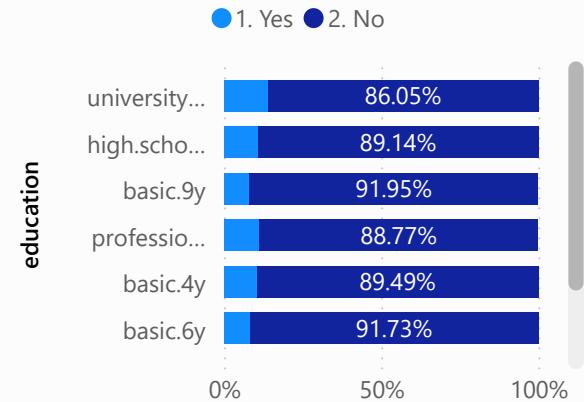
Conversion Rate by Age Group



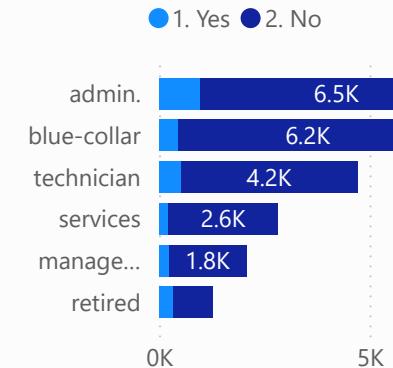
Client Distribution by Marital Status



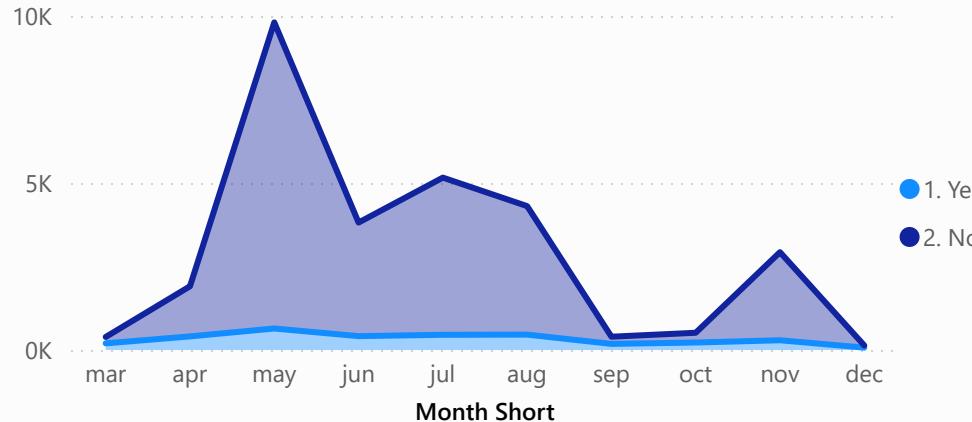
Conversion Rate by Education Level



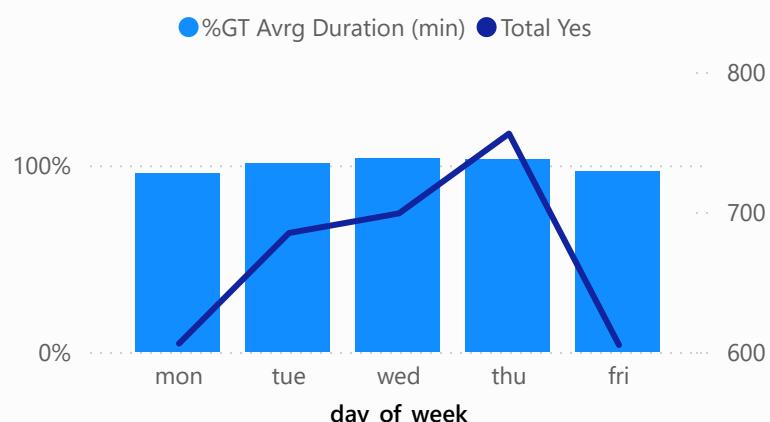
Top Job Positions Among Clients Who Subscribed



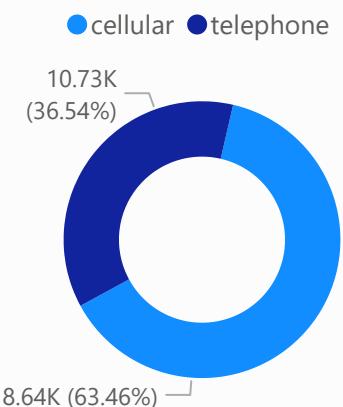
Monthly Contact Volume and Conversions



Avg Call Duration vs Conversions by Day



Distribution by Contact Channel





Term Deposit Subscription – Prediction



12K

Total Contacts prediction

4.48%

Conversion Probability 70(%) Plus

Select all

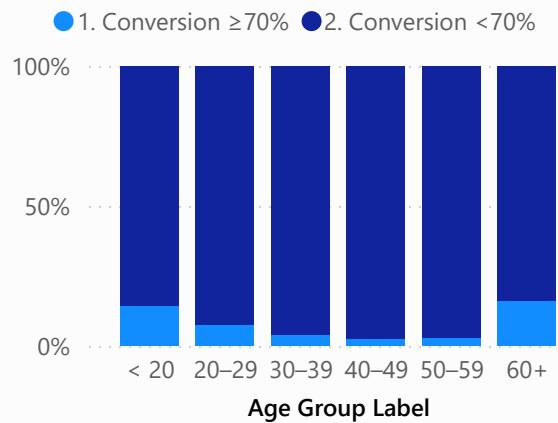
Segment 1: Higher Conversion

Segment 2: Moderate Conversion

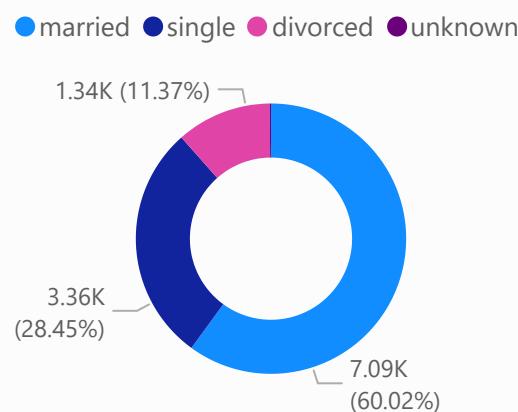
Segment 3: Low Conversion

Segment 4: Very Low Conversion

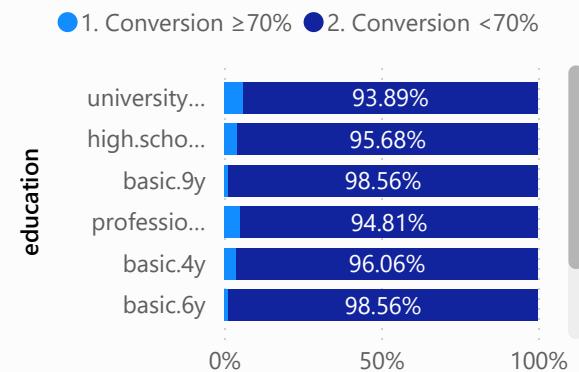
Predicted Conversion Probability by Age Group



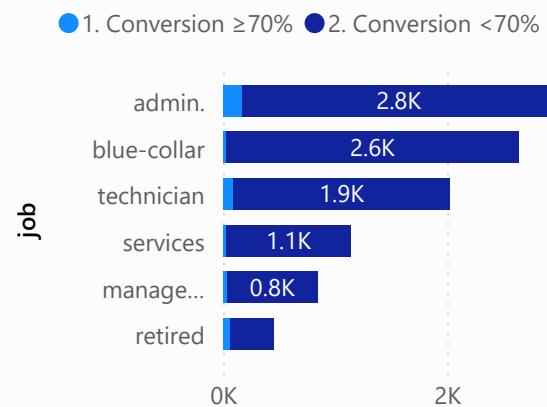
Client Distribution by Marital Status



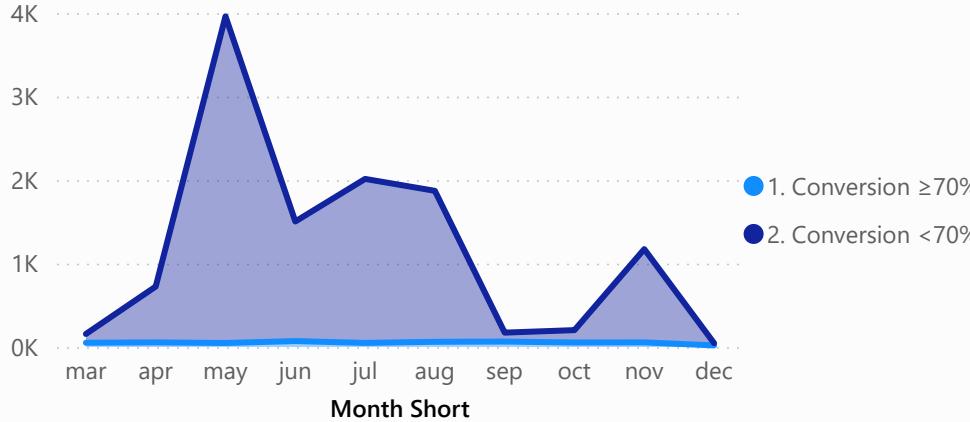
Predicted Conversion Probability by Education Level



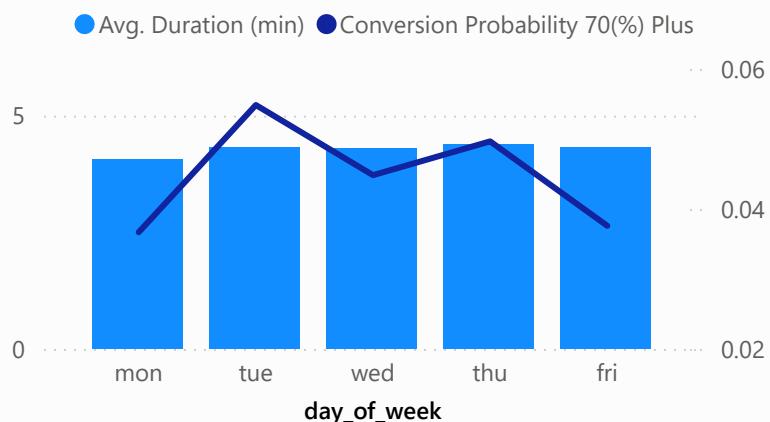
Top Jobs by Predicted Conversion Probability



Monthly Contact Volume and Predicted Conversion Rate



Avg Call Duration vs Predicted Conversion by Day



Distribution by Contact Channel

