--------------------------------------BANK MARKETING CAMPAIGN--------------------------------------

📉I'm excited to share my recent experience building Power BI Dashboard!

The Bank Marketing Campaign Dashboard uncovered some interesting trends.

🥇 Cards: Consists of the Total number of clients in Campaigns, Clients after a new campaign, and from a previous campaign, and Success from a Previous Campaign, etc.

🥈 Marital Status and Age of Client: Marital status is mentioned in three categories married, single, and divorced. The age of clients is also categorized into the age range of 18-24, 25-64, and Above 65. Both the Marital status and Age of the client show who has a cash loan and a House Loan in percentage as well as Average Yearly Balance. Married people seem they have a high number of people who have a Cash Loan(63%) compared to a House Loan(59%) as well as an Average yearly Balance compared to Single and Divorced people.

🥉 Outcome from the previous Campaign: Success from the Previous Campaign was 47% compared to failure which was 53%. This means in the last campaign we did not do well.

4. Number of clients we got in the Campaign especially in previous campaigns according to their job titles. 726 are customers that we reached from the previous campaign 292 are Clients who were convinced to take either home loans or financial loans.

5. Education Level of Clients. Secondary, tertiary, and primary.

6. The types of loans that customers have taken according to the work they do and this includes the customers found in the previous campaign and the current campaign.

Analysis Overview:

📝 In the last campaign, we were generally not successful by getting only 1071 customers out of 2838 and this may have been caused by the bank's low influence on customers to take loans and customers not having enough education. Realizing that in this new campaign, the bank increased its strength by conducting an adequate campaign and being able to reach more customers compared to those of the initial campaign. 8324 are the customers that the bank managed to reach in this new campaign and among them we expect to find many customers who will take either home loans or financial loans.

I'm so excited to share my Dashboard and Visualization 📊.

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