



# BANK MARKETING CAMPAIGN

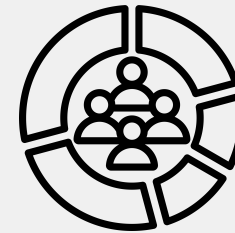
*Click on the items below to drill into the analytics*

## Bank Marketing Dashboard



- Number of Client in Campaign
- Outcome from Campaign
- Loan Type

## Demographic Dashboard



- Job Titles
- Education





# Bank Marketing Campaign



Home

11162

Total No. of client in Campaign

8324

Client after New Campaign

2838

Client from Previous Campaign

1071

Success from Previous Campaign



5281

Client Having Housing Loan

1460

Client Having Cash Loan

835

Client Have Both

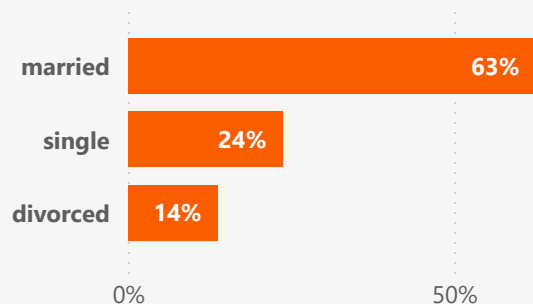
265

Client subscribed a term deposit

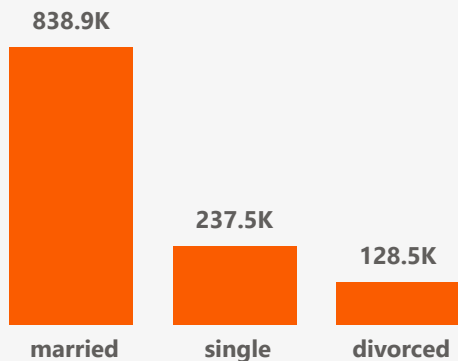


## Marital status

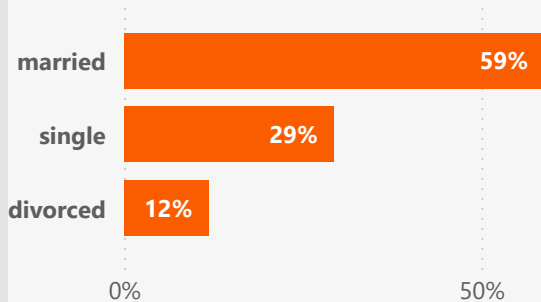
### Who have Cash Loan



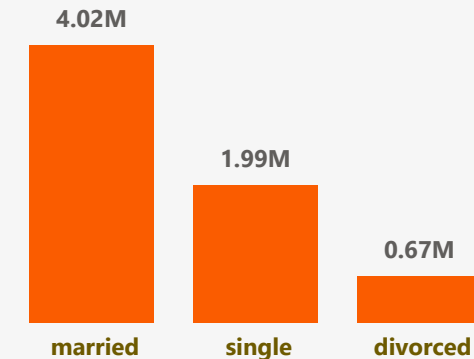
### Average Yearly Balance



### Who have House Loan

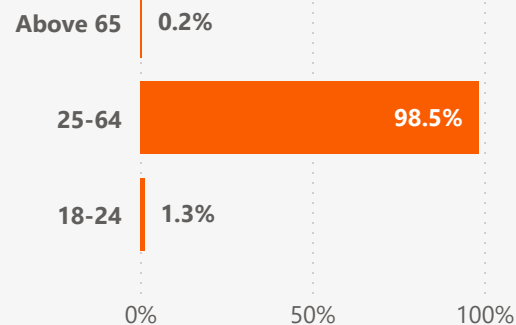


### Average Yearly Balance

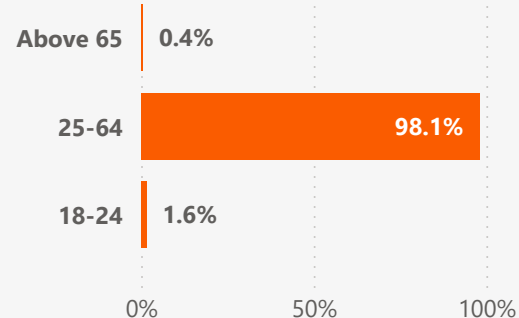


## Age of Client

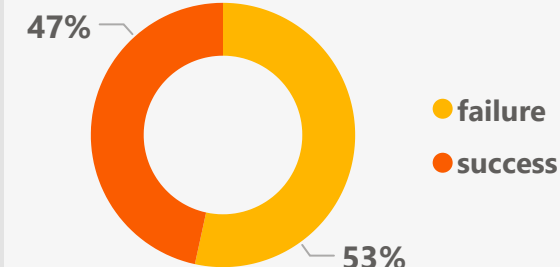
### Who have Cash Loan



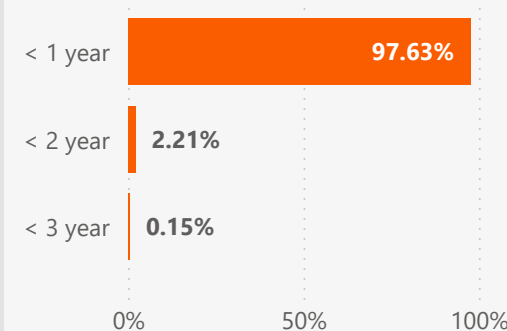
### Who have House Loan



## Outcome of the Previous Campaign.



## Last day Client being Contacted.





# Demographics Dashboard



Home



11162

Total No. of client in Campaign

2566

Client from Management Job

1944

Client from Blue Collar Job

1823

Client from Technician Job

1334

Client from Admin Job

923

Client from Services Job

778

Client Who are Retired

405

Client Who are Self employed

360

Client Who are Student

357

Client Who are Unemployed

328

Client Who are Entrepreneur

274

Client Who are Housemaid

70

Others Client

1071

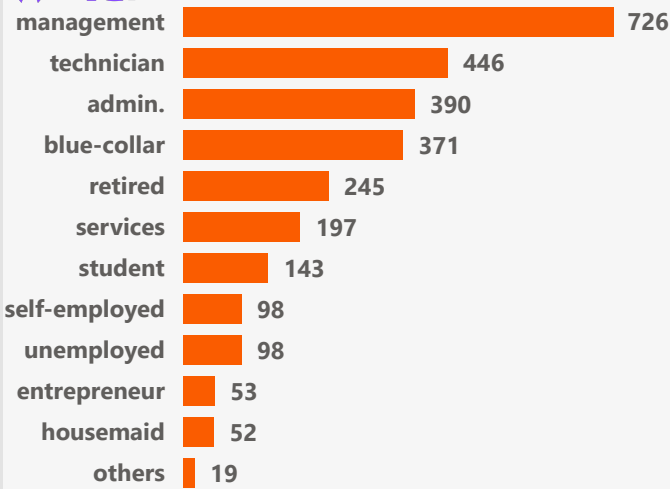
Success from Previous Campaign



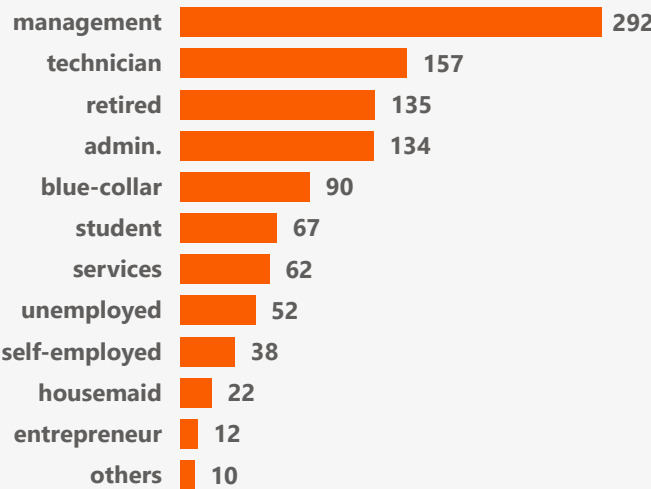
## Job Titles



### Client From Prev. Campaign



### Success From Prev. Campaign



## Education



## Loan Type

● Housing Loan ● Cash Loan

