



Bank Marketing Campaign Analysis



Select Campaign

All



Select Campaign

All



40.94

Avg Age

\$1.36K

Avg Balance

\$57.01K

Avg Salary

83.27

Avg Duration (sec)

48

Total Campaigns

49.19

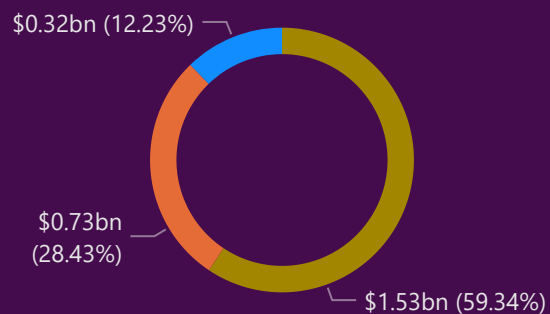
Avg Pdays

0.58

Avg Previous

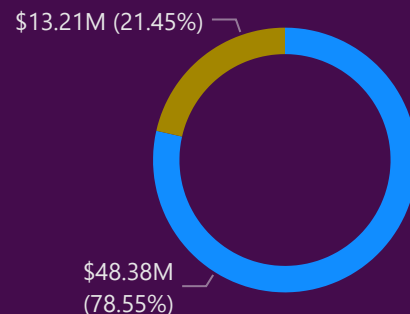


Sum of salary by marital



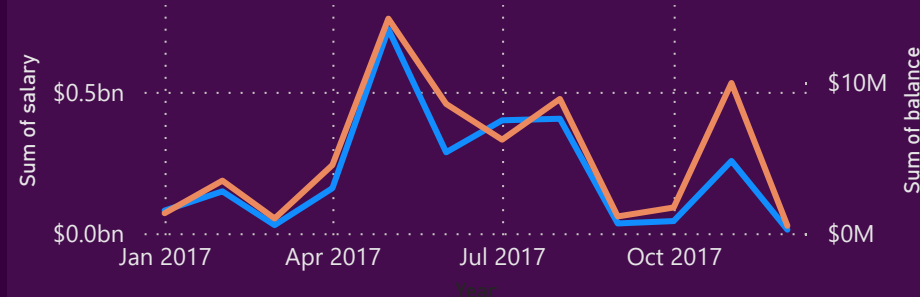
marital ● married ● single ● divorced

Sum of balance by targeted



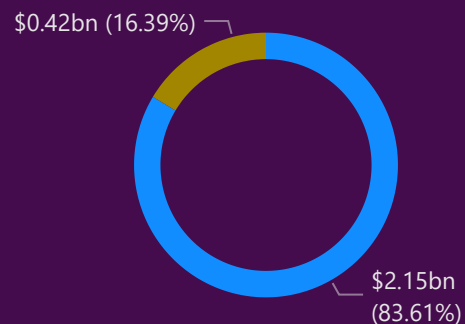
targeted ● yes ● no

Sum of salary and Sum of balance by Year, Quarter, Month and Day



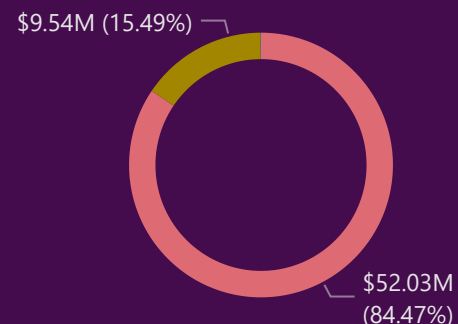
● Sum of salary ● Sum of balance

Sum of salary by loan



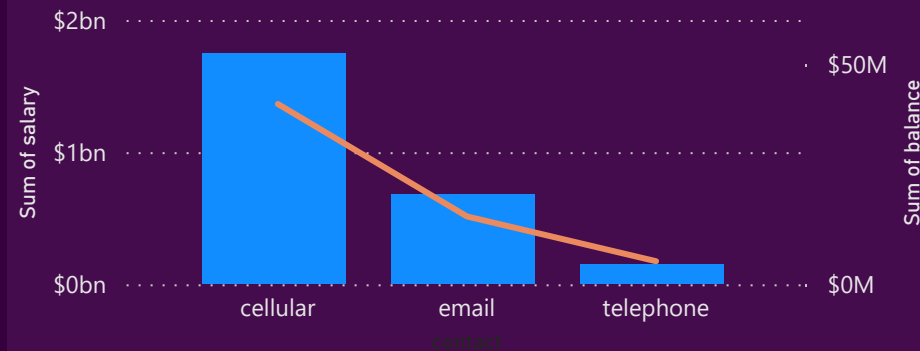
loan ● no ● yes

Sum of balance by response



response ● no ● yes ●

Sum of salary and Sum of balance by contact



● Sum of salary ● Sum of balance



Bank Marketing Campaign Analysis



Select Job Info

All



Select Campaign

All



40.94

Avg Age

\$1.36K

Avg Balance

\$57.01K

Avg Salary

83.27

Avg Duration (sec)

48

Total Campaigns

49.19

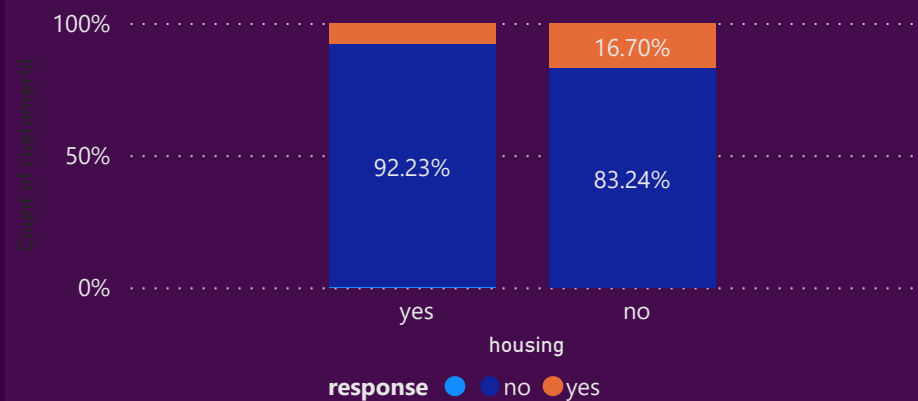
Avg Pdays

0.58

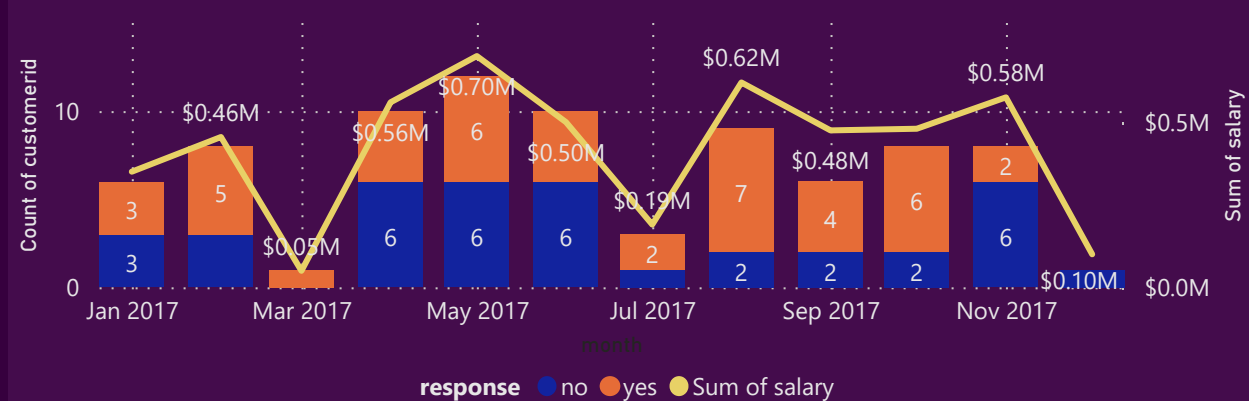
Avg Previous



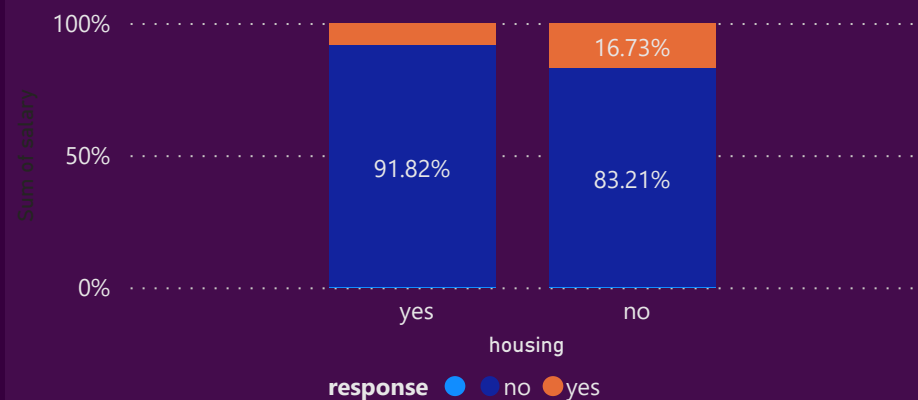
Count of customerid by housing and response



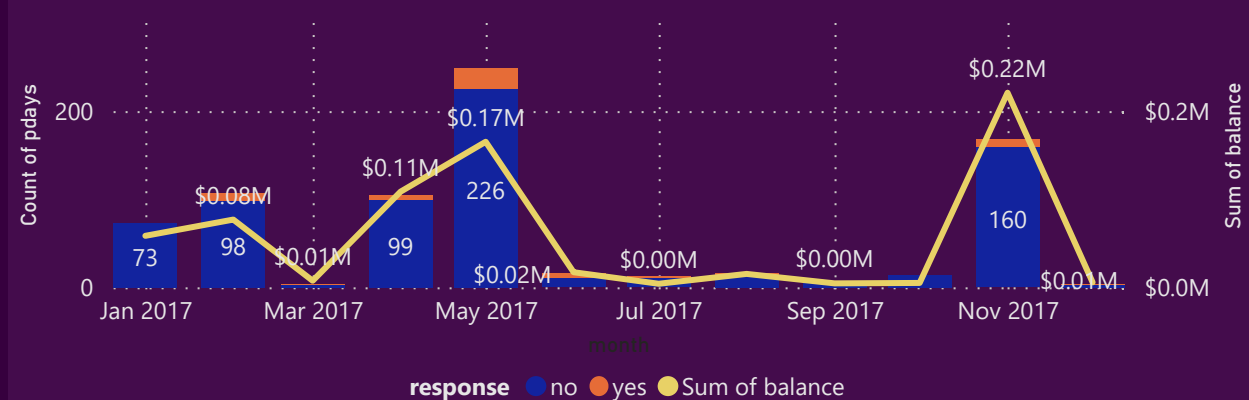
Count of customerid and Sum of salary by month and response



Sum of salary by housing and response



Count of pdays and Sum of balance by month and response





Bank Marketing Campaign Analysis



Select
Job Info

All

Select
Campaign

All

40.94

Avg Age

\$1.36K

Avg Balance

\$57.01K

Avg Salary

83.27

Avg Duration (sec)

48

Total Campaigns

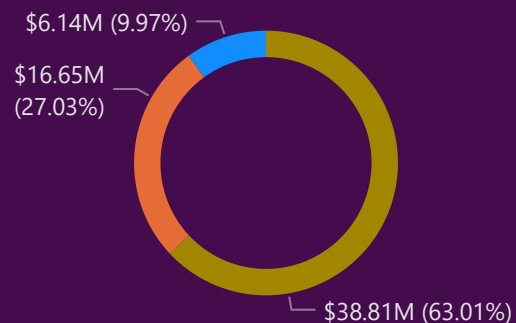
49.19

Avg Pdays

0.58

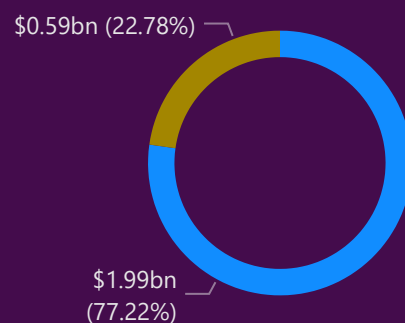
Avg Previous

Sum of balance by marital



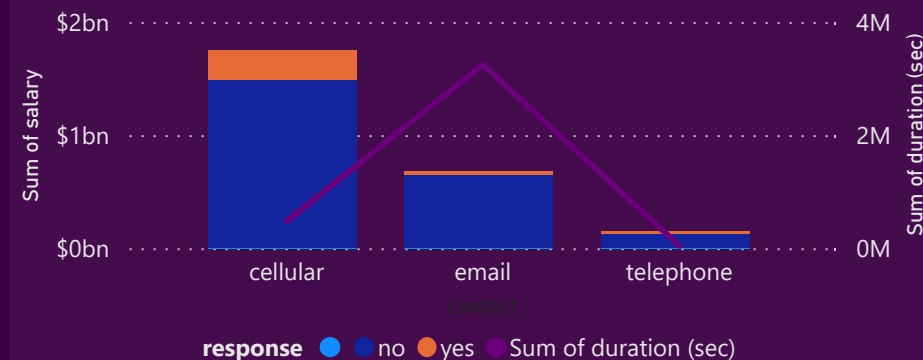
marital ● married ● single ● divorced

Sum of salary by targeted

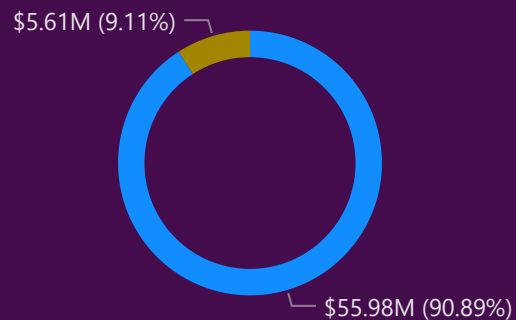


targeted ● yes ● no

Sum of salary and Sum of duration (sec) by contact and response

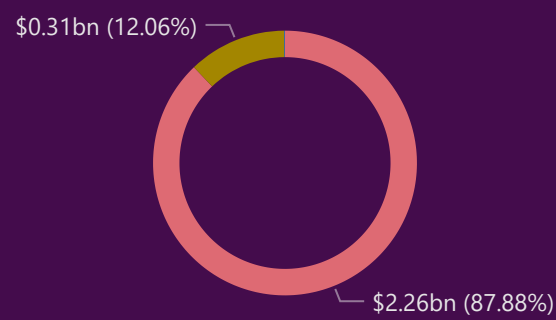


Sum of balance by loan



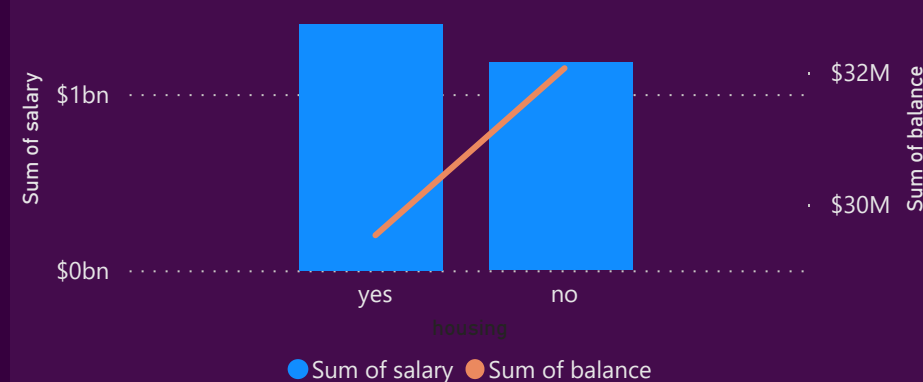
loan ● no ● yes

Sum of salary by response



response ● no ● yes ●

Sum of salary and Sum of balance by housing





Bank Marketing Campaign Analysis



Select
Job Info

All



Select
Campaign

All



40.94

Avg Age

\$1.36K

Avg Balance

\$57.01K

Avg Salary

83.27

Avg Duration (sec)

48

Total Campaigns

49.19

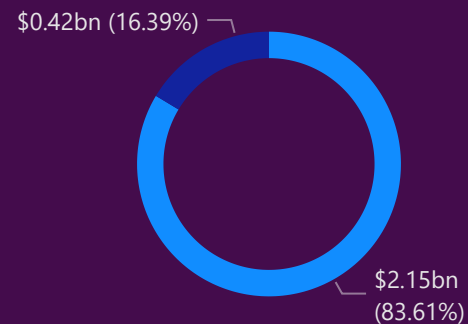
Avg Pdays

0.58

Avg Previous

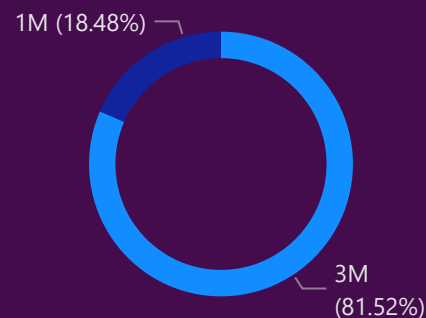


Sum of salary by loan



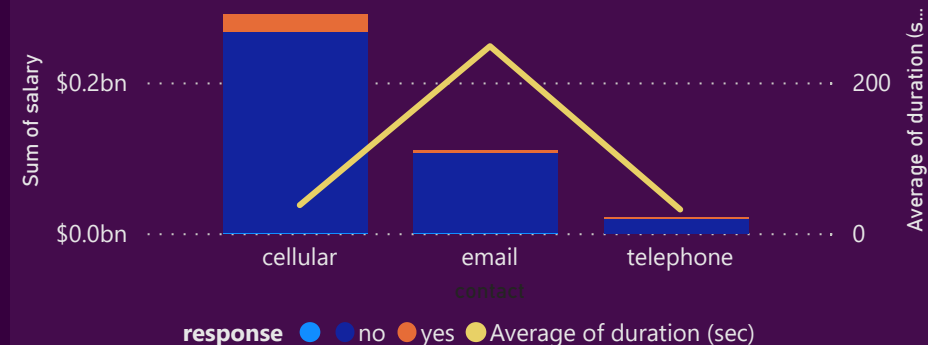
loan ● no ● yes

Sum of duration (sec) by loan

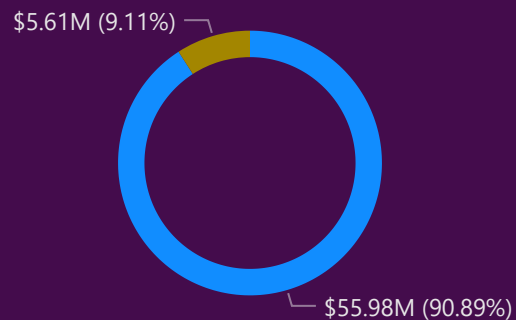


loan ● no ● yes

Sum of salary and Average of duration (sec) by contact and response

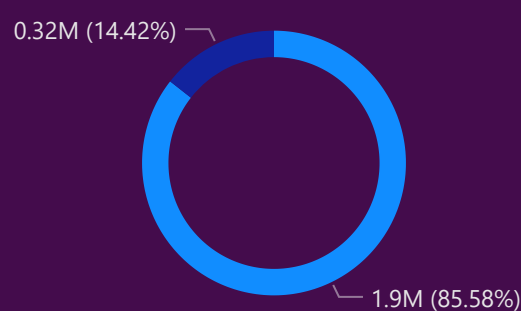


Sum of balance by loan



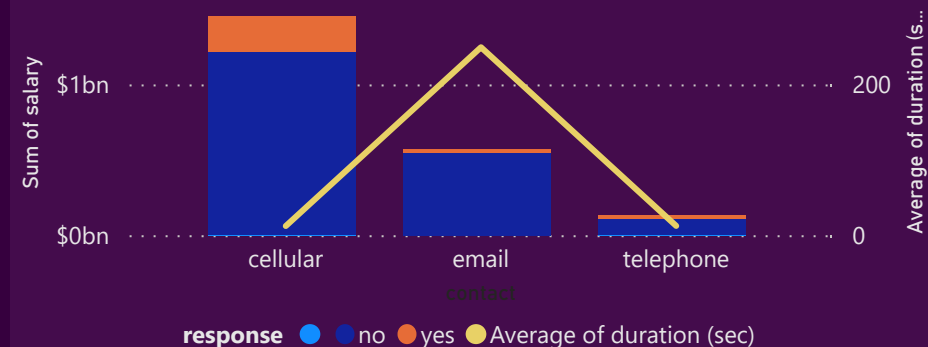
loan ● no ● yes

Sum of pdays by loan



loan ● no ● yes

Sum of salary and Average of duration (sec) by contact and response





Bank Marketing Campaign Analysis



Select
Job Info

All

Select
Campaign

All

40.94

Avg Age

\$1.36K

Avg Balance

\$57.01K

Avg Salary

83.27

Avg Duration (sec)

48

Total Campaigns

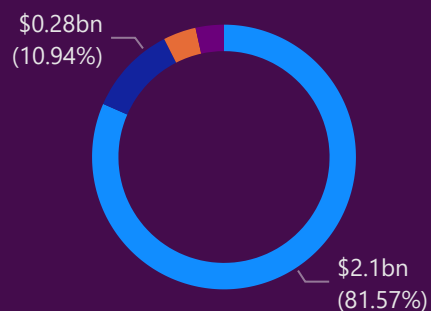
49.19

Avg Pdays

0.58

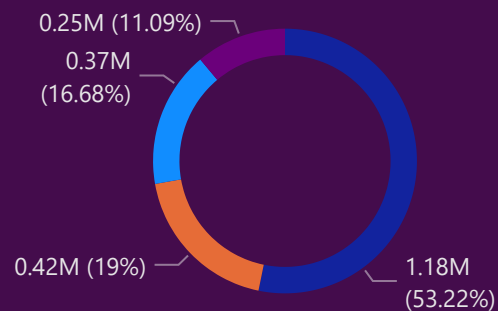
Avg Previous

Sum of salary by poutcome



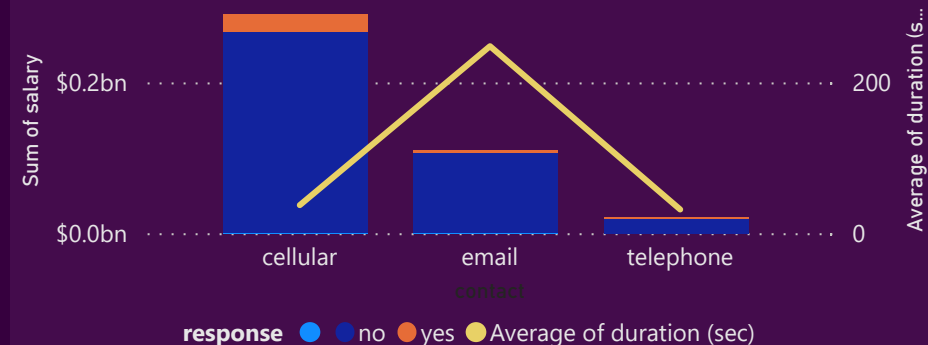
poutcome ● unknown ● failure ● other

Sum of pdays by poutcome

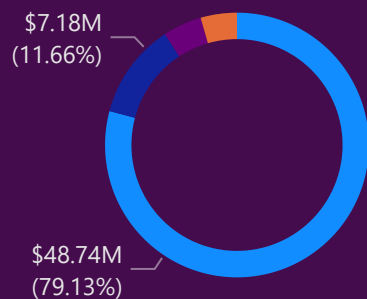


poutcome ● failure ● other ● unknown

Sum of salary and Average of duration (sec) by contact and response

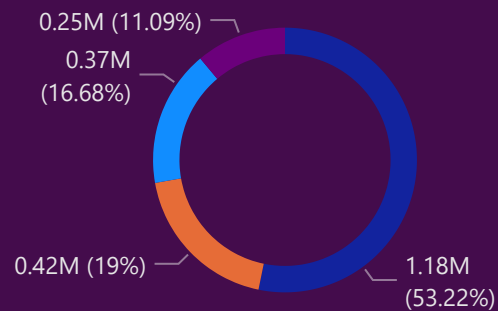


Sum of balance by poutcome



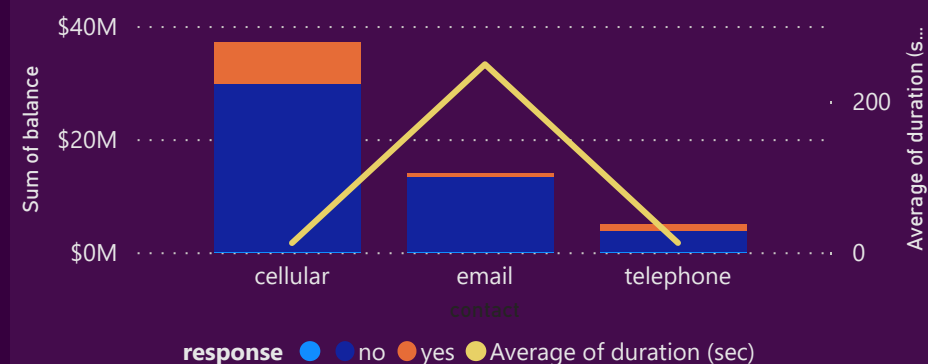
poutcome ● unknown ● failure ● success

Sum of pdays by poutcome



poutcome ● failure ● other ● unknown

Sum of balance and Average of duration (sec) by contact and response





Bank Marketing Campaign Analysis



Select Job Info

All



Select Campaign

All



40.94

Avg Age

\$1.36K

Avg Balance

\$57.01K

Avg Salary

83.27

Avg Duration (sec)

48

Total Campaigns

49.19

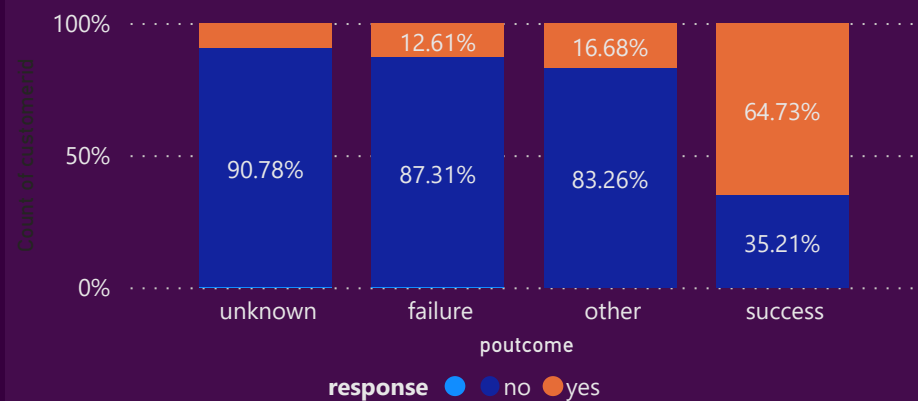
Avg Pdays

0.58

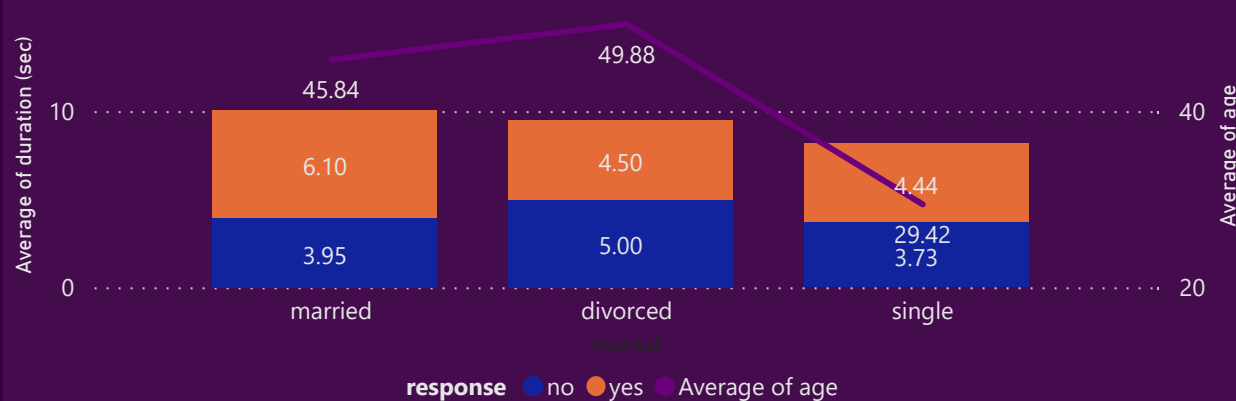
Avg Previous



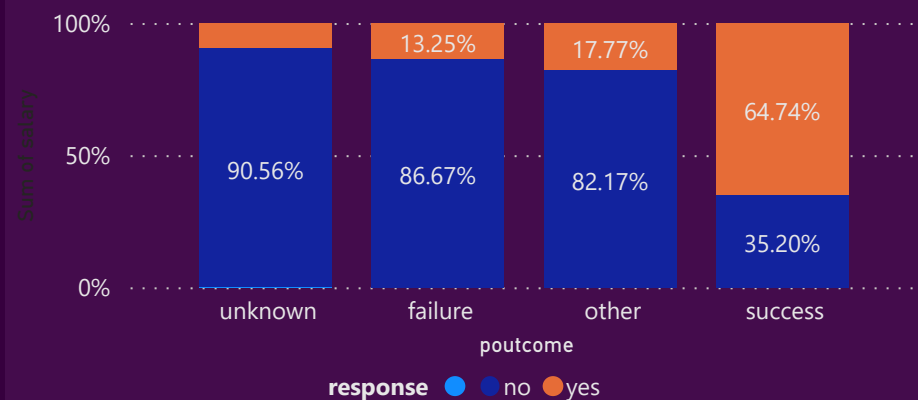
Count of customerid by poutcome and response



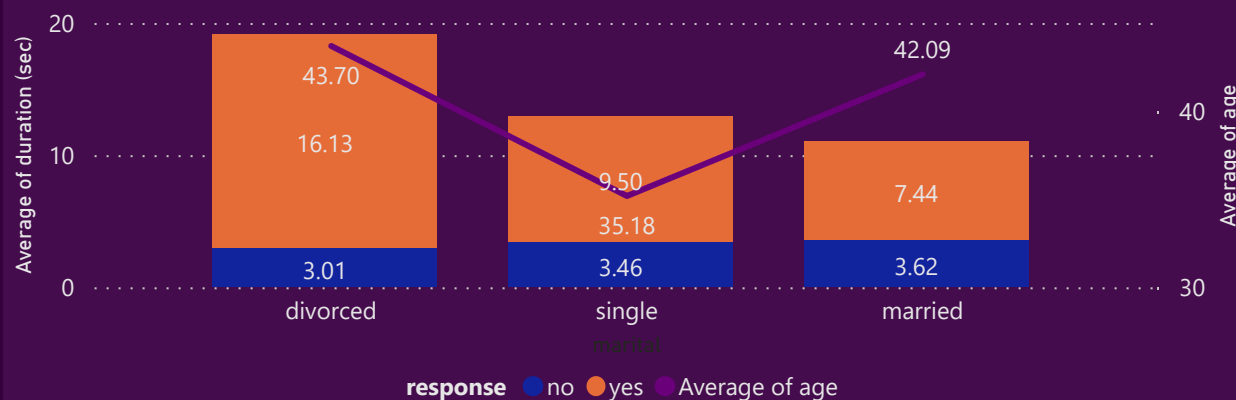
Average of duration (sec) and Average of age by marital and response



Sum of salary by poutcome and response



Average of duration (sec) and Average of age by marital and response





Bank Marketing Campaign Analysis



Select
Job Info

All



Select
Campaign

All



40.94

Avg Age

\$1.36K

Avg Balance

\$57.01K

Avg Salary

83.27

Avg Duration (sec)

48

Total Campaigns

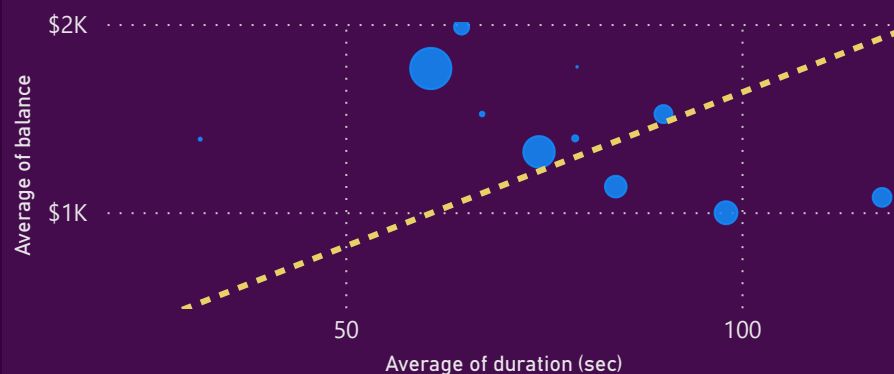
49.19

Avg Pdays

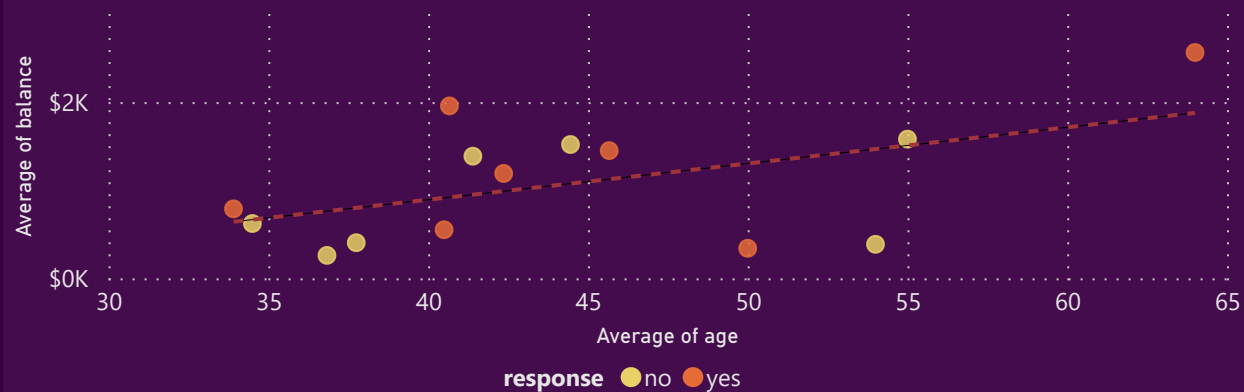
0.58

Avg Previous

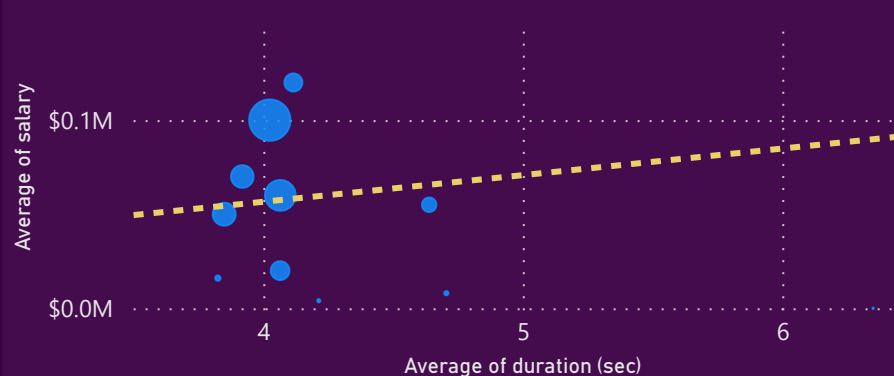
Average of duration (sec), Average of balance and Sum of salary by salary



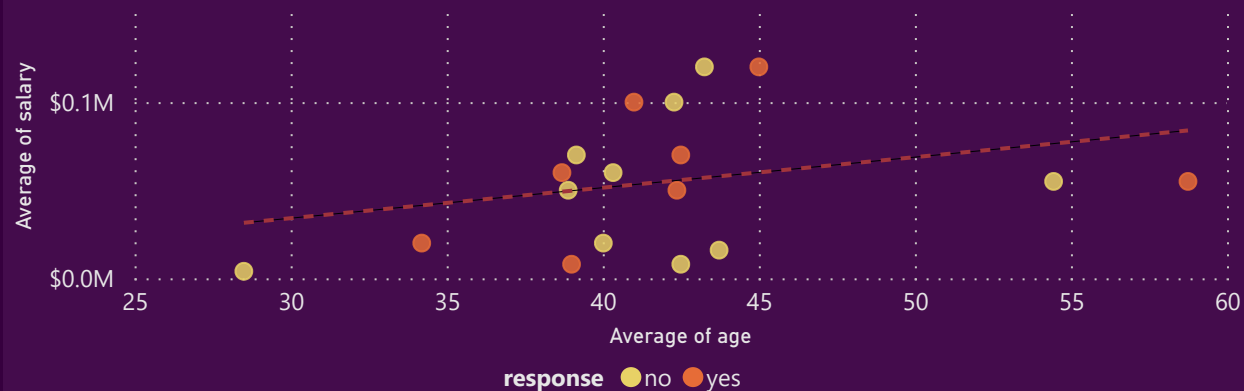
Average of age and Average of balance by salary and response



Average of duration (sec), Average of salary and Sum of salary by salary



Average of age and Average of salary by salary and response





Bank Marketing Campaign Analysis



Select
Job Info

All



Select
Campaign

All



40.94

Avg Age

\$1.36K

Avg Balance

\$57.01K

Avg Salary

83.27

Avg Duration (sec)

48

Total Campaigns

49.19

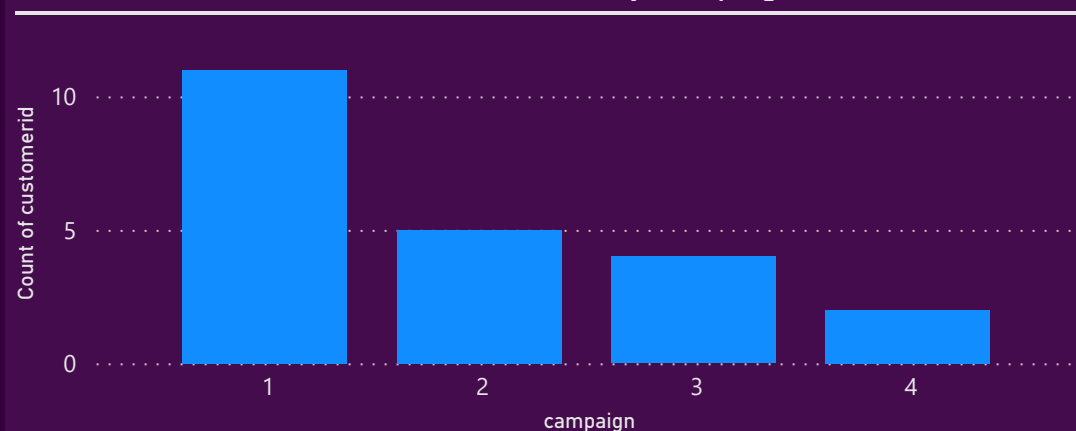
Avg Pdays

0.58

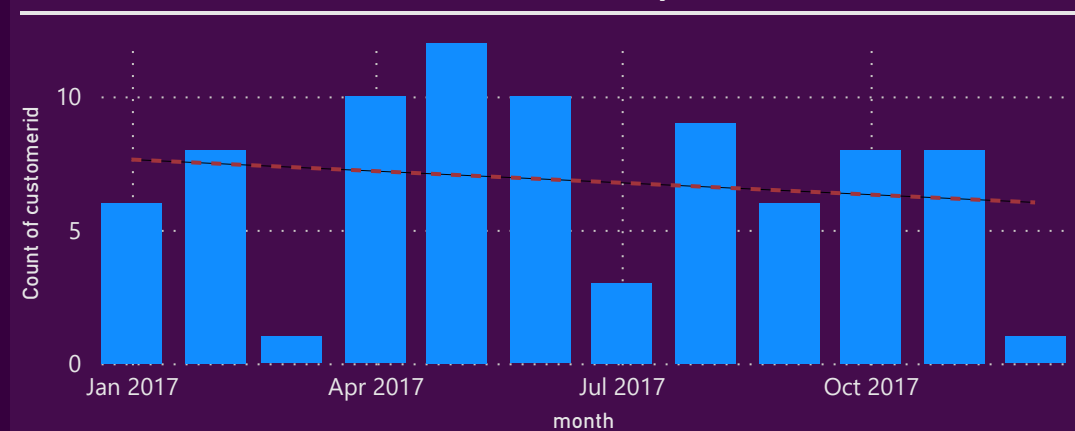
Avg Previous



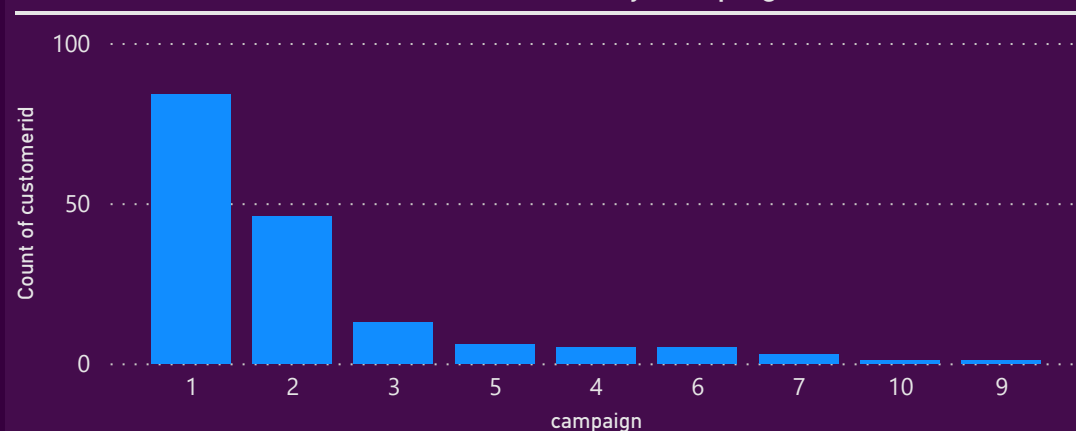
Count of customerid by campaign



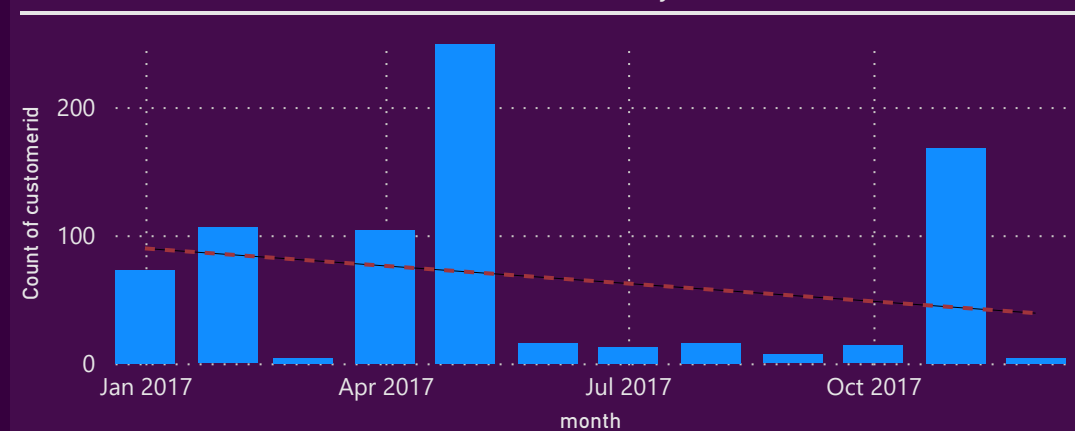
Count of customerid by month



Count of customerid by campaign



Count of customerid by month





Bank Marketing Campaign Analysis



Select Job Info

All

Select Campaign

All

40.94

Avg Age

\$1.36K

Avg Balance

\$57.01K

Avg Salary

83.27

Avg Duration (sec)

48

Total Campaigns

49.19

Avg Pdays

0.58

Avg Previous

targeted

no

marital

single

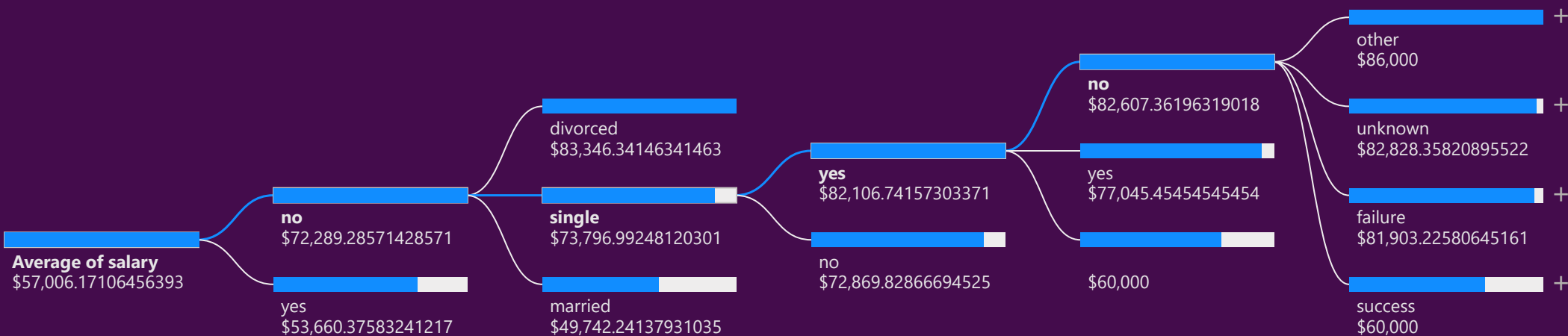
loan

yes

response

no

poutcome





Bank Marketing Campaign Analysis



Select Job Info

All



Select Campaign

All



40.94

Avg Age

\$1.36K

Avg Balance

\$57.01K

Avg Salary

83.27

Avg Duration (sec)

48

Total Campaigns

49.19

Avg Pdays

0.58

Avg Previous



Key influencers Top segments



What influences Average of salary to Increase ?

When...

...the average of Average of salary increases by

targeted is no

\$18.54K

month is Saturday, July 01, 2017 - Tuesday, August 01, 2017

\$8.64K

month is Sunday, October 01, 2017 - Wednesday, November 01, 2017

\$8.51K

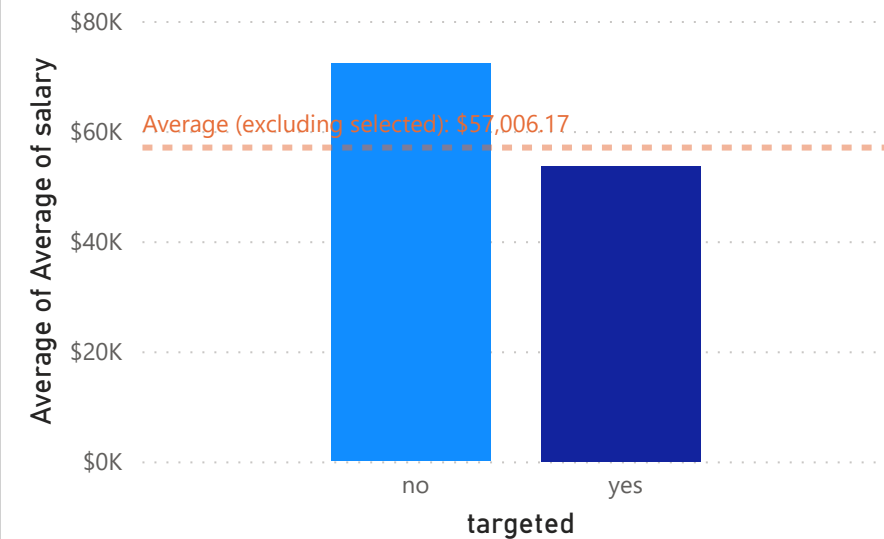
contact is cellular

\$7.4K

duration (sec) is 14 or less

\$6.94K

← Average of salary is more likely to increase when targeted is no than otherwise (on average).



☐ Only show values that are influencers



Bank Marketing Campaign Analysis



Select
Job Info

All



Select
Campaign

All



40.94

Avg Age

\$1.36K

Avg Balance

\$57.01K

Avg Salary

83.27

Avg Duration (sec)

48

Total Campaigns

49.19

Avg Pdays

0.58

Avg Previous



Ask a question about your data



Try one of these to get started

total age

total balance

what is the total age

compare salary and pday

compare age and duration

[Show all suggestions](#)

