

Term Deposits telephonic marketing campaigns performance



Customer Demographics Likely to Open Term Deposits

12%

Campaign Success Rate

Age Group

25-34

Annual Account Balance

€0-50,000

Job

management

Marital Status

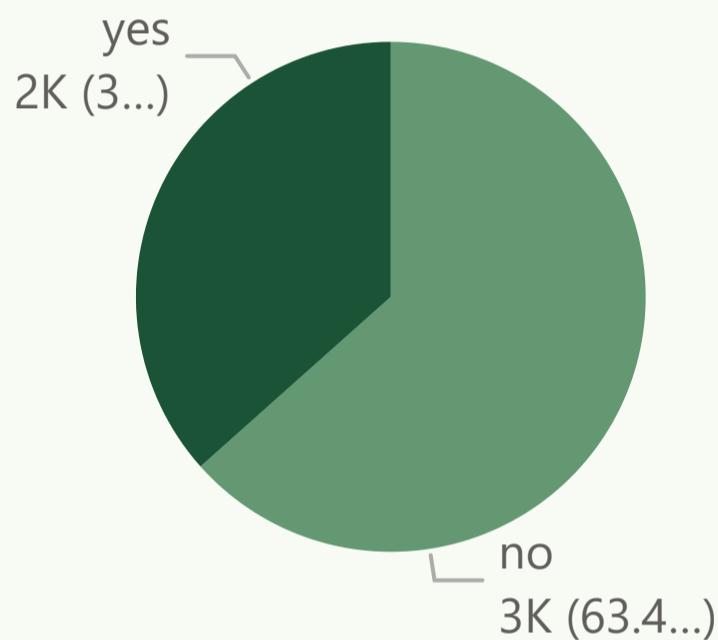
married

Education

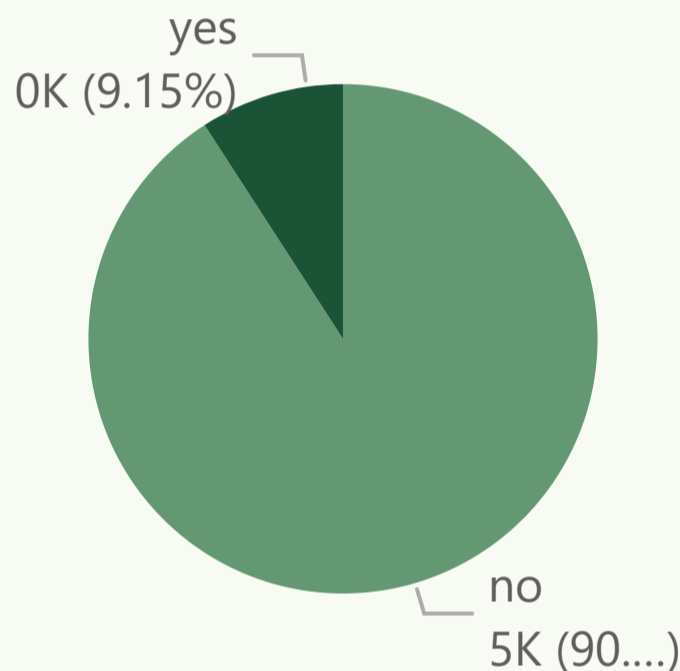
secondary

The majority of term deposit openings come from clients with no car or housing loans

Have housing loan

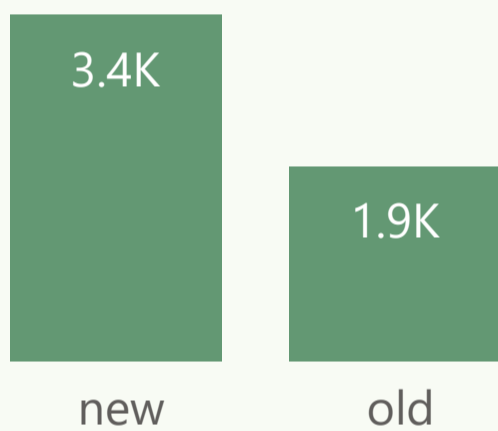


Have car loan

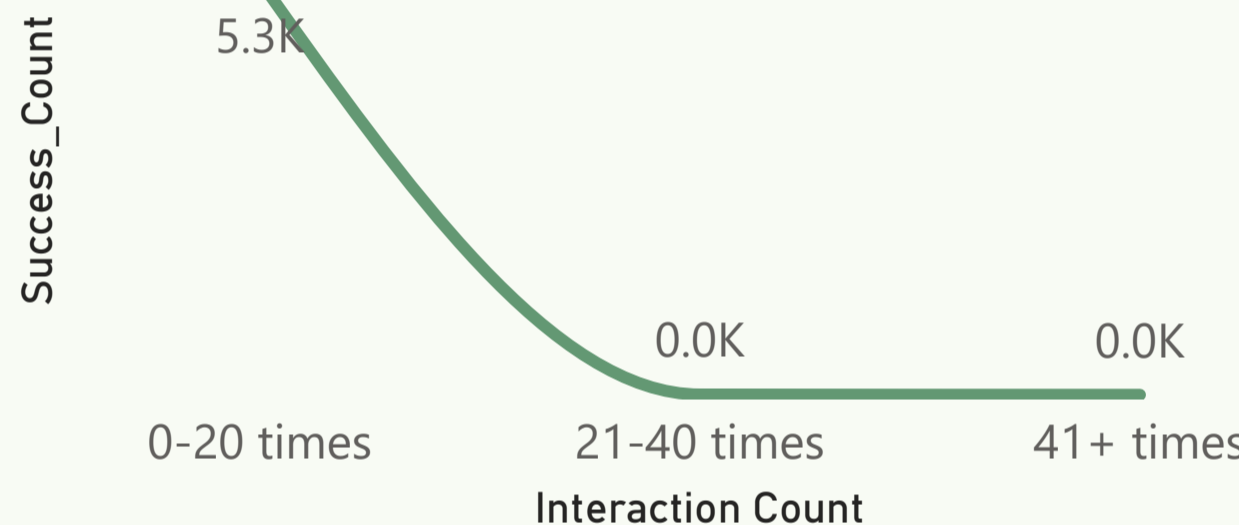


Most term deposit openings came from clients with no prior contact or fewer than 21 contacts.

Newly contacted leads demonstrate the strongest term deposit conversion

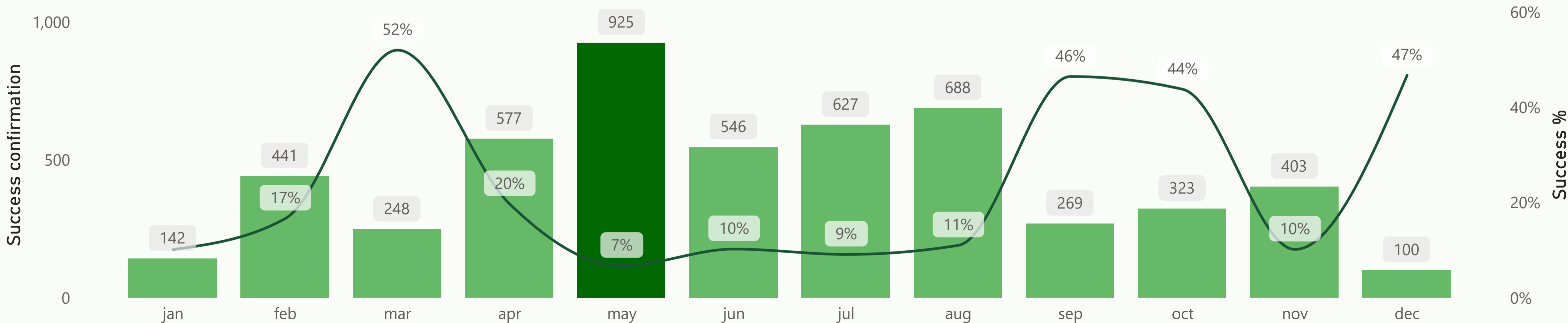


High interaction volume leads to lower conversion results



The month of May delivers the most successful deposits, while March has the highest success rate.

● Success confirmation ● Success %



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Overview

Details

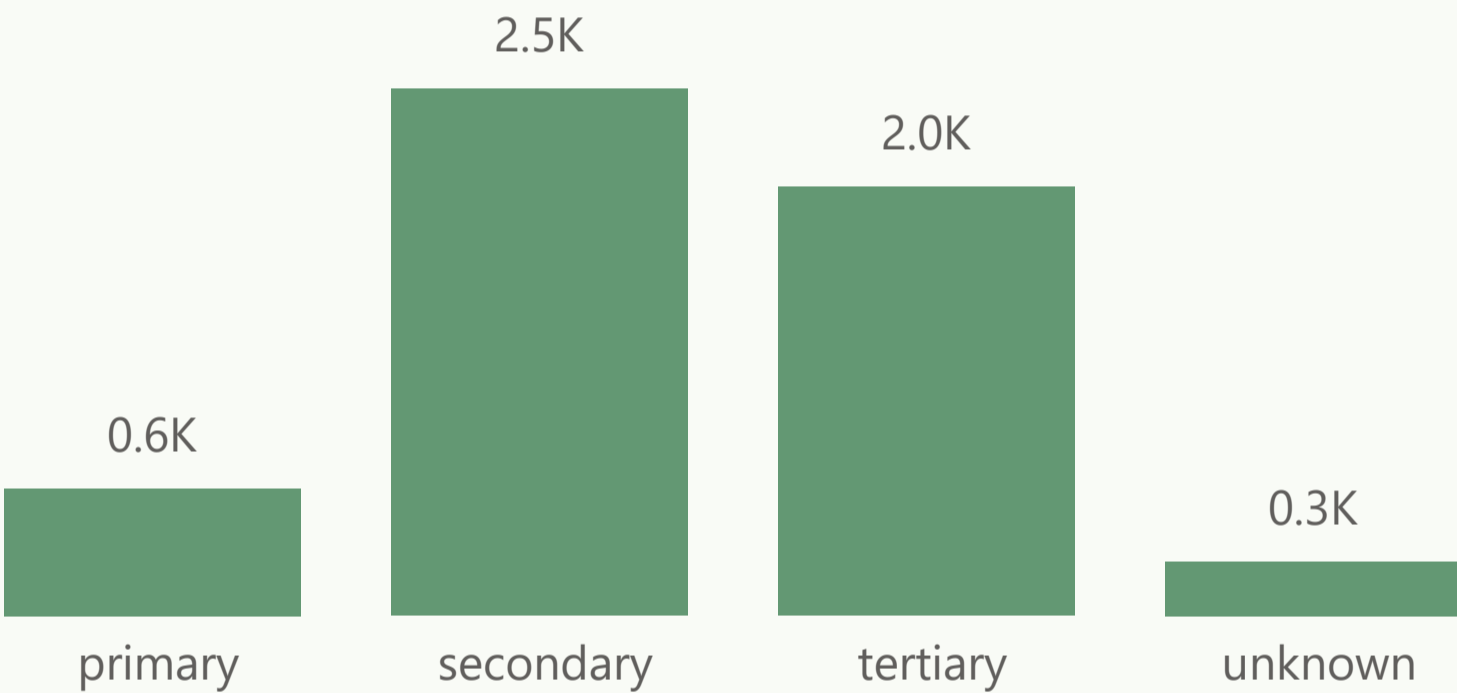
Client behaviour shows a consistent pattern: customers who previously declined a term deposit are unlikely to convert when recontacted.

previous outcome	Success	Failure	Success %	Failure %
failure	618	4,283	32.44%	67.43%
other	307	1,533	16.12%	24.13%
success	978	533	51.34%	8.39%
unknown	2	3	0.10%	0.05%
Total	1,905	6,352	100.00%	100.00%

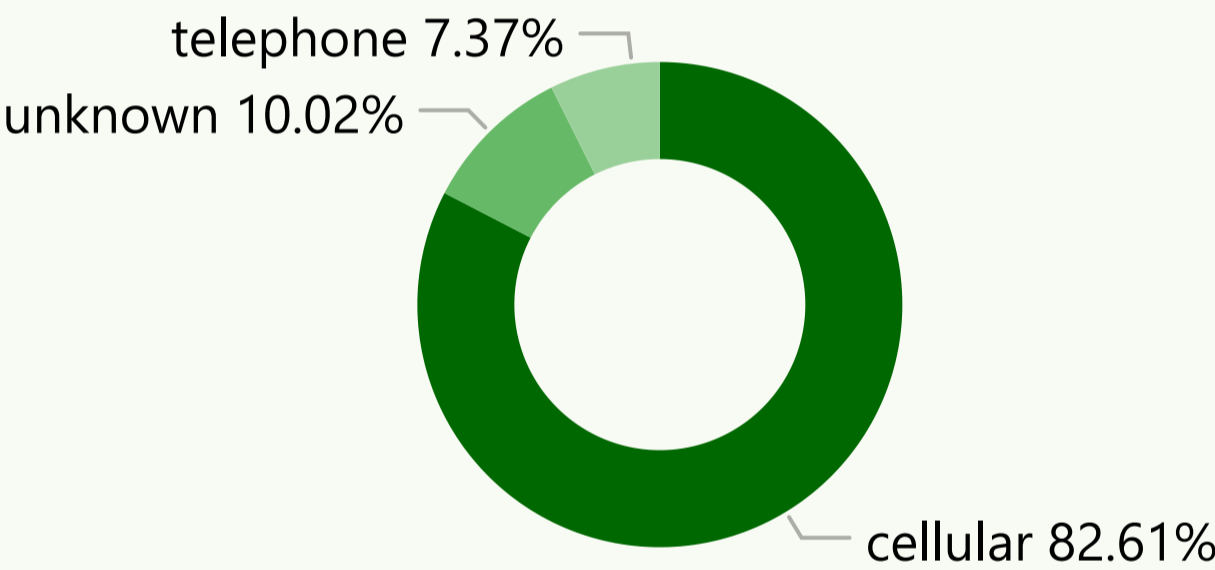
Clients who maintain €0 - 50,000 yearly account balance are much more willing to open term deposits

Average yearly balance	Success	Success %
€0-50,000	4,783	90.43%
€50,001-100,000	4	0.08%
Negative	502	9.49%
Total	5,289	100.00%

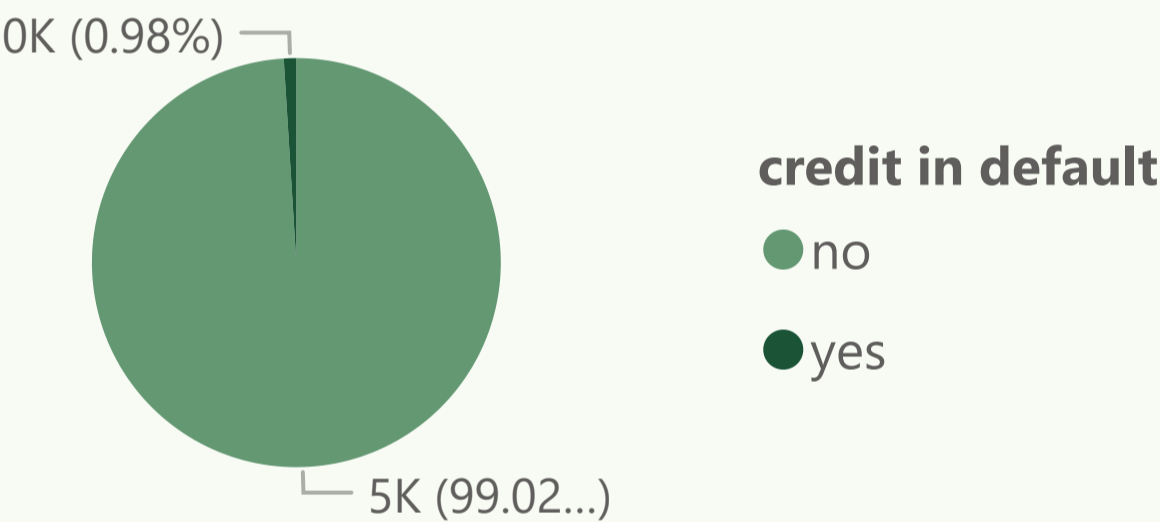
Clients with secondary education level tend to open term deposit more than other groups



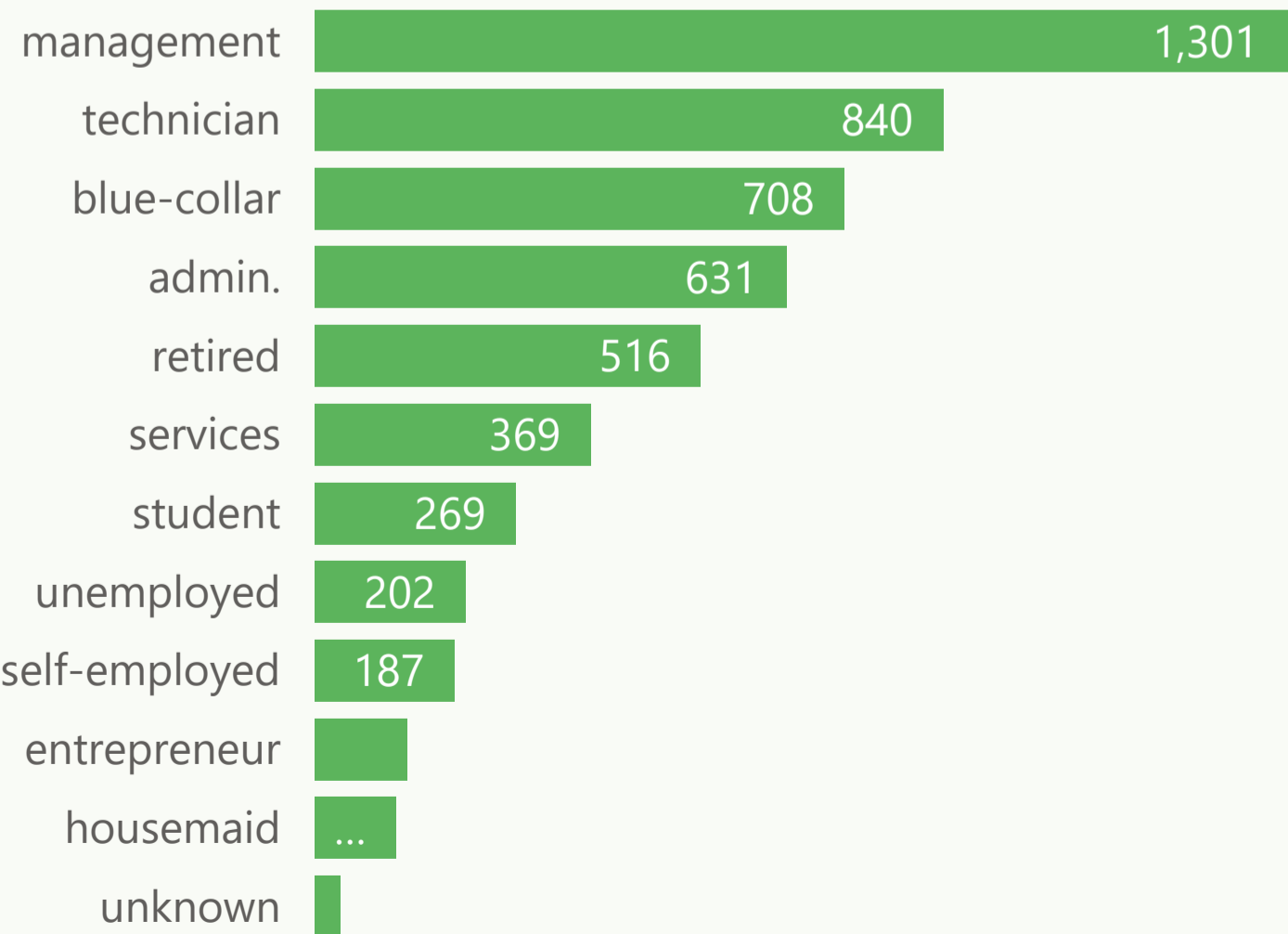
Cellular is the most effective contact method



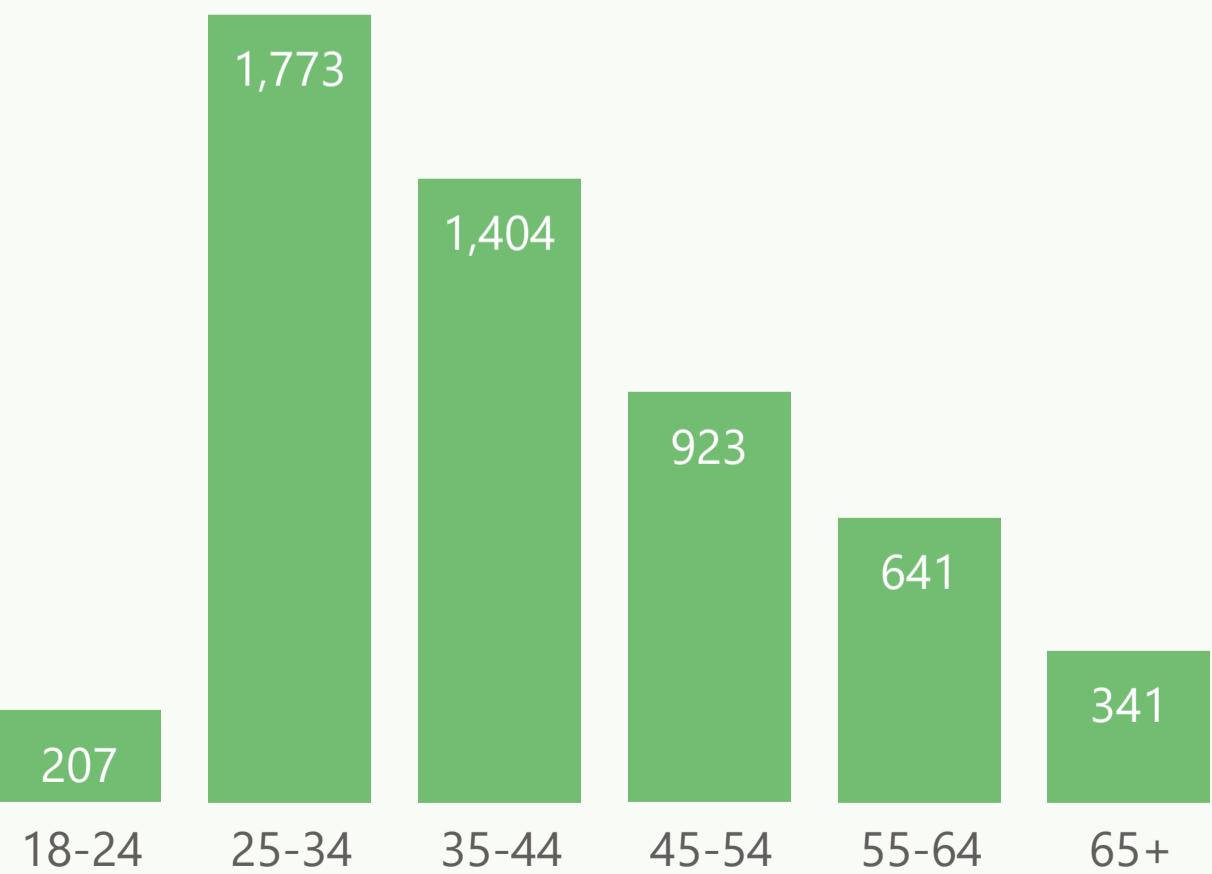
Clients who has credit in default are most likely not interested in term deposit



Occupations who opted for term deposits



The age group of 25-34 is most willing to participate in term deposit



Clients with Married status account for 52% of success term deposits

