

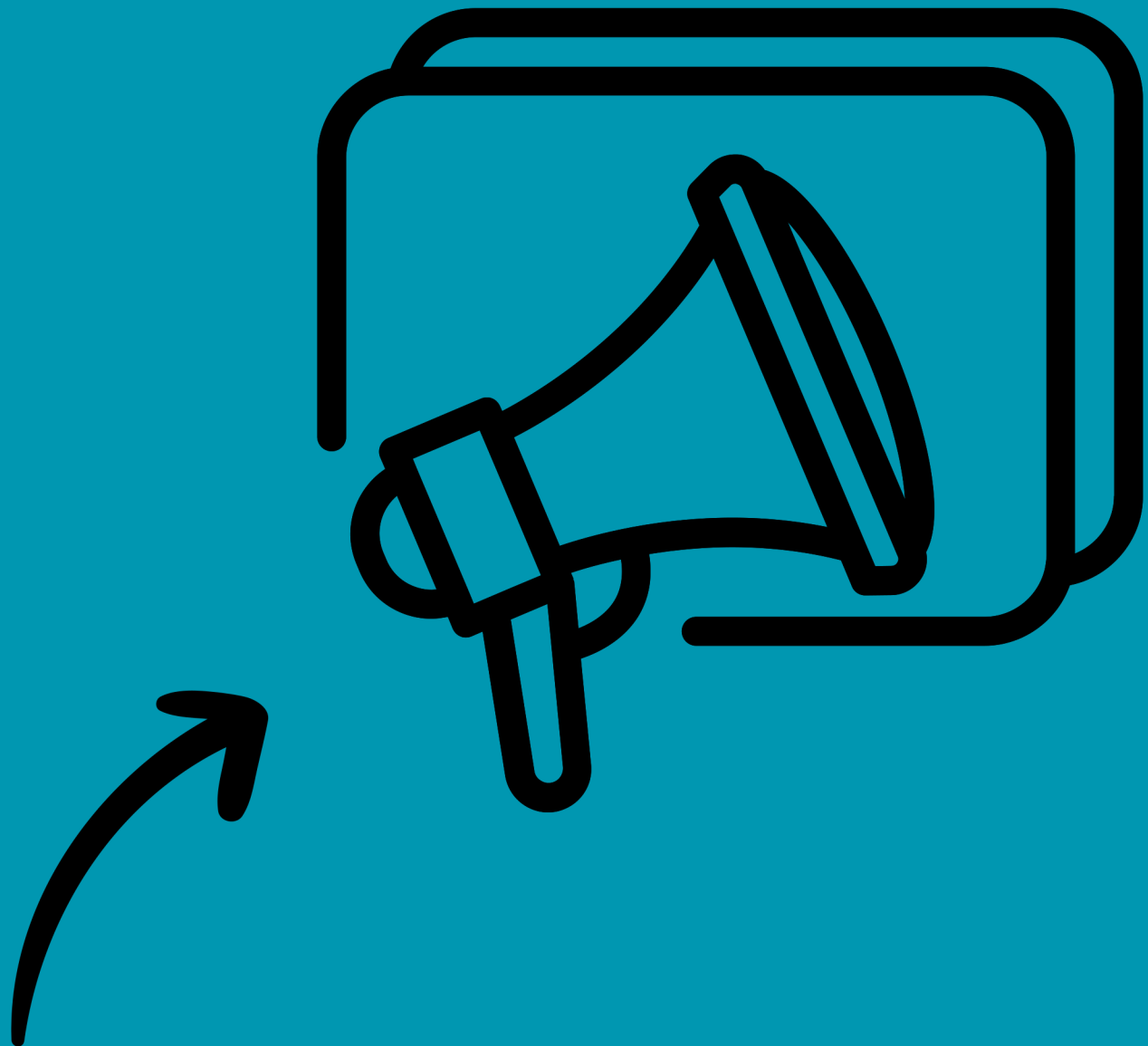


Bank Marketing Analysis

Questions asked:

1. How many campaigns were sent out in May
2. Job titles that have loans
3. What is the target age group for the campaign
4. How many people have loans
5. How many people bought the product (term deposit)

How many campaigns were sent out in May?



**13766 campaigns were sent
out in the month of May**

Job titles that have loans



Blue - Collar	1684
Technician	1309
Management	1253
Admin	991
Services	836
Entrepreneur	356
Retired	309
Self-Employed	229
Housemaid	152
Unemployed	109
Student	12
Unknown	4

Average age of the target audience



40.93 years

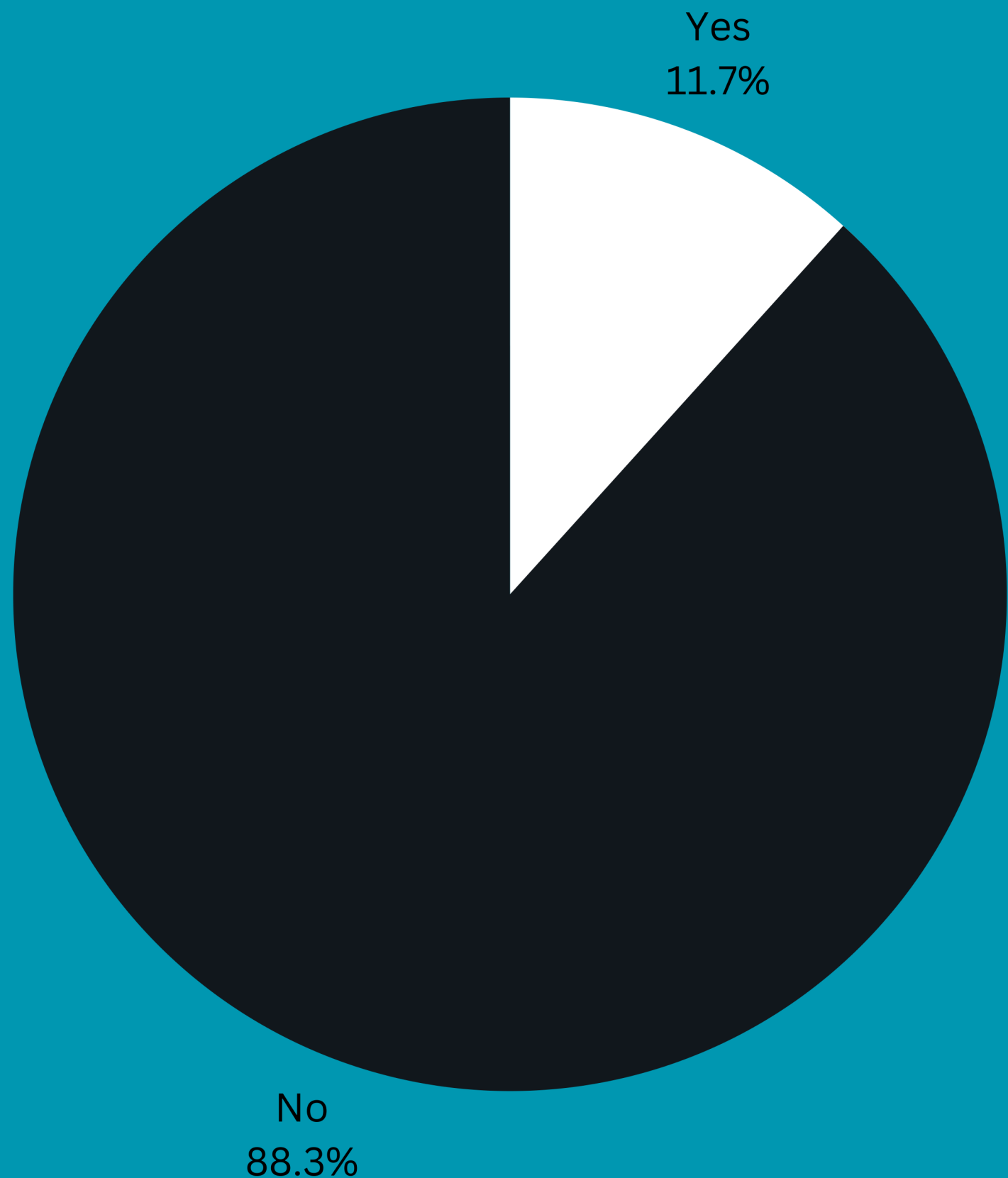
How many people have loans

37967 do not have loans



7244 have loans

How many people bought the product (term deposit)





Naivedya Paramatha



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Naivedya Paramartha
(Naikes-bot)