

WireFrame

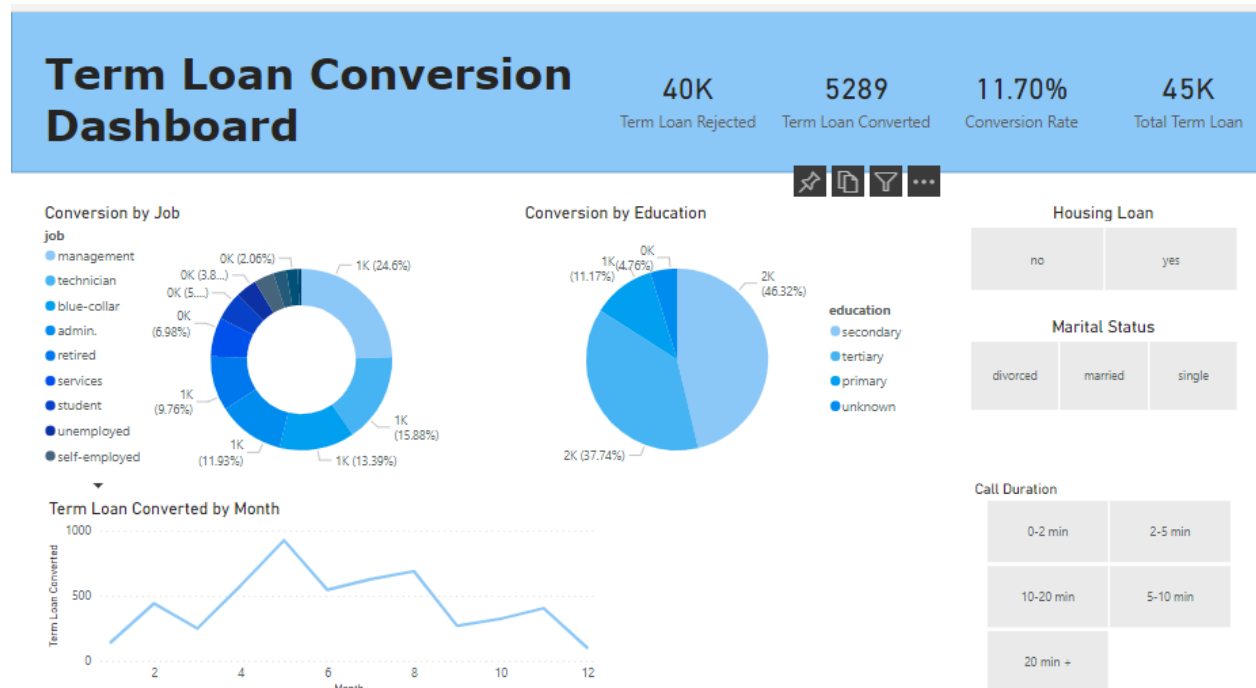
Bank Marketing Analytics

Written By	Rohan Arora
Version	0.1
Last Revised	

Content

The .pbix file created to serve the purpose of the projects contains 3 Pages

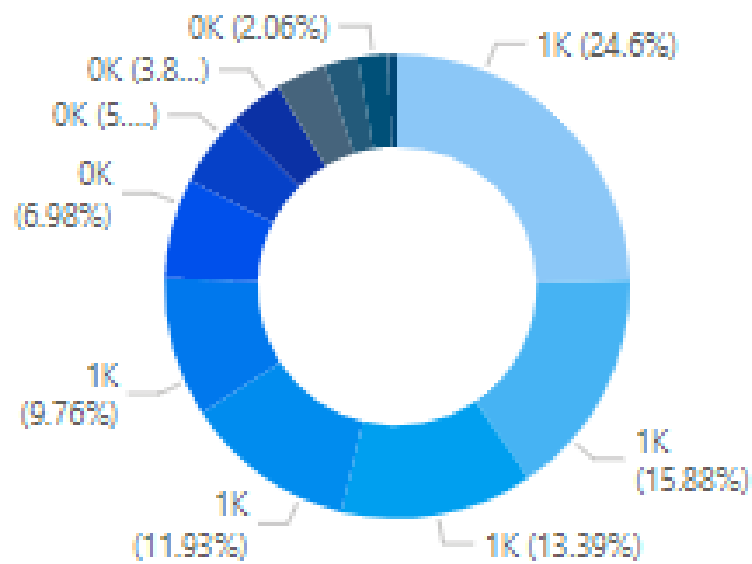
- Dashboard
- Table Overview
- Treemap



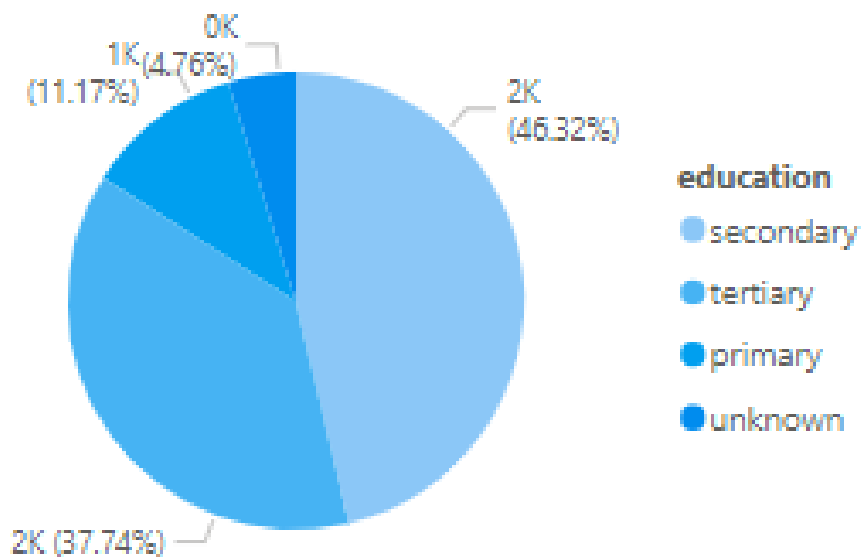
Conversion by Job

job

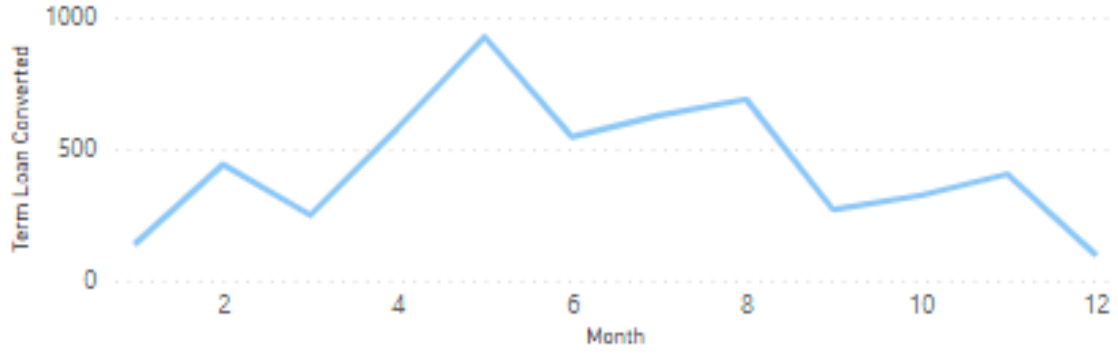
- management
- technician
- blue-collar
- admin.
- retired
- services
- student
- unemployed
- self-employed



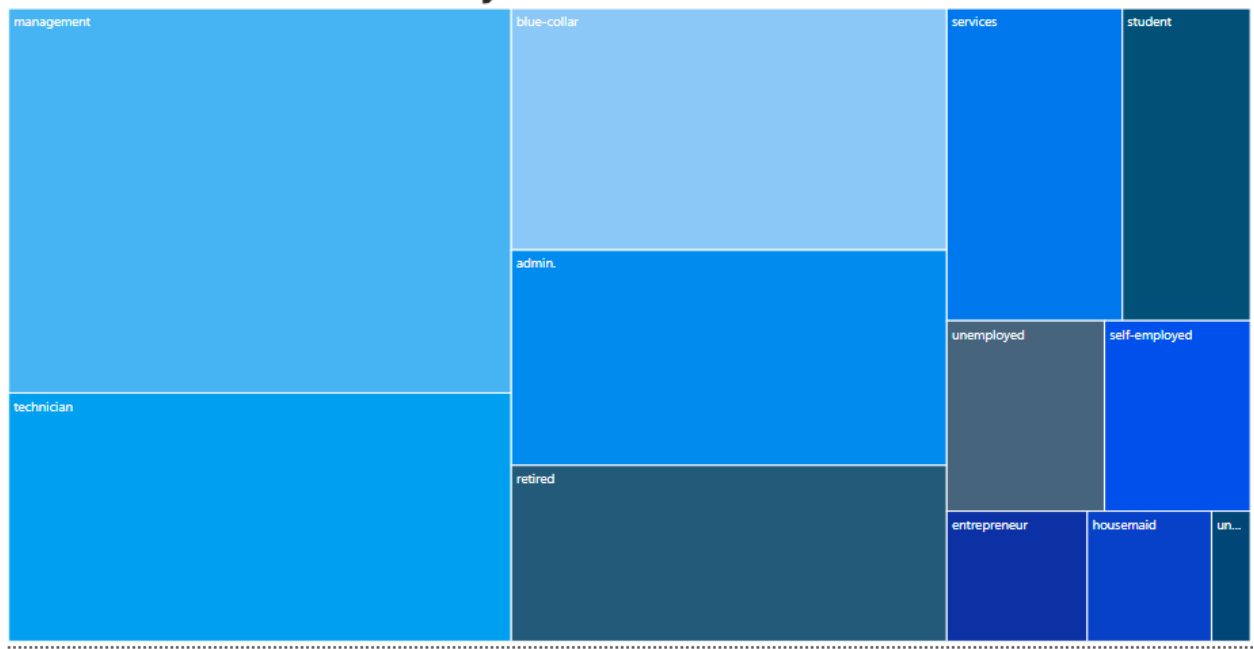
Conversion by Education



Term Loan Converted by Month



Loan Converted By Job



marital		divorced				married				single	
education	Term Loan Converted	Term Loan Rejected	Total Term Loan	Conversion Rate	Term Loan Converted	Term Loan Rejected	Total Term Loan	Conversion Rate	Term Loan Converted	Term	
▣ tertiary	203	1268	1471	13.80%	913	6125	7038	12.97%	880		
▣ retired	27	58	85	31.76%	68	186	254	26.77%	6		
▣ student	1	2	3	33.33%	2	20	22	9.09%	56		
▣ unemployed	4	21	25	16.00%	17	113	130	13.08%	35		
▣ admin.	6	48	54	11.11%	43	199	242	17.77%	50		
▣ blue-collar		4	4		4	56	60	6.67%	20		
▣ self-employed	17	59	76	22.37%	42	408	450	9.33%	75		
▣ management	120	797	917	13.09%	563	3737	4300	13.09%	451		
▣ technician	18	157	175	10.29%	121	776	897	13.49%	147		
▣ housemaid	1	17	18	5.56%	11	103	114	9.65%	10		
▣ services	2	12	14	14.29%	7	84	91	7.69%	16		
▣ unknown		3	3		1	24	25	4.00%	3		
▣ entrepreneur	7	90	97	7.22%	34	419	453	7.51%	11		
▣ unknown	24	145	169	14.20%	142	1018	1160	12.24%	86		
▣ student		1	1		2	8	10	20.00%	41		
▣ retired	2	11	13	15.38%	28	73	101	27.72%			
▣ management	7	24	31	22.58%	36	125	161	22.36%	5		
▣ unknown	1	6	7	14.29%	11	84	95	11.58%	6		
▣ unemployed	1		1	100.00%	2	14	16	12.50%	1		
▣ self-employed		1	1		4	19	23	17.39%	1		
▣ services	3	18	21	14.29%	8	86	94	8.51%	8		
▣ unknown	1	17	18	5.56%	11	103	114	9.65%	10		