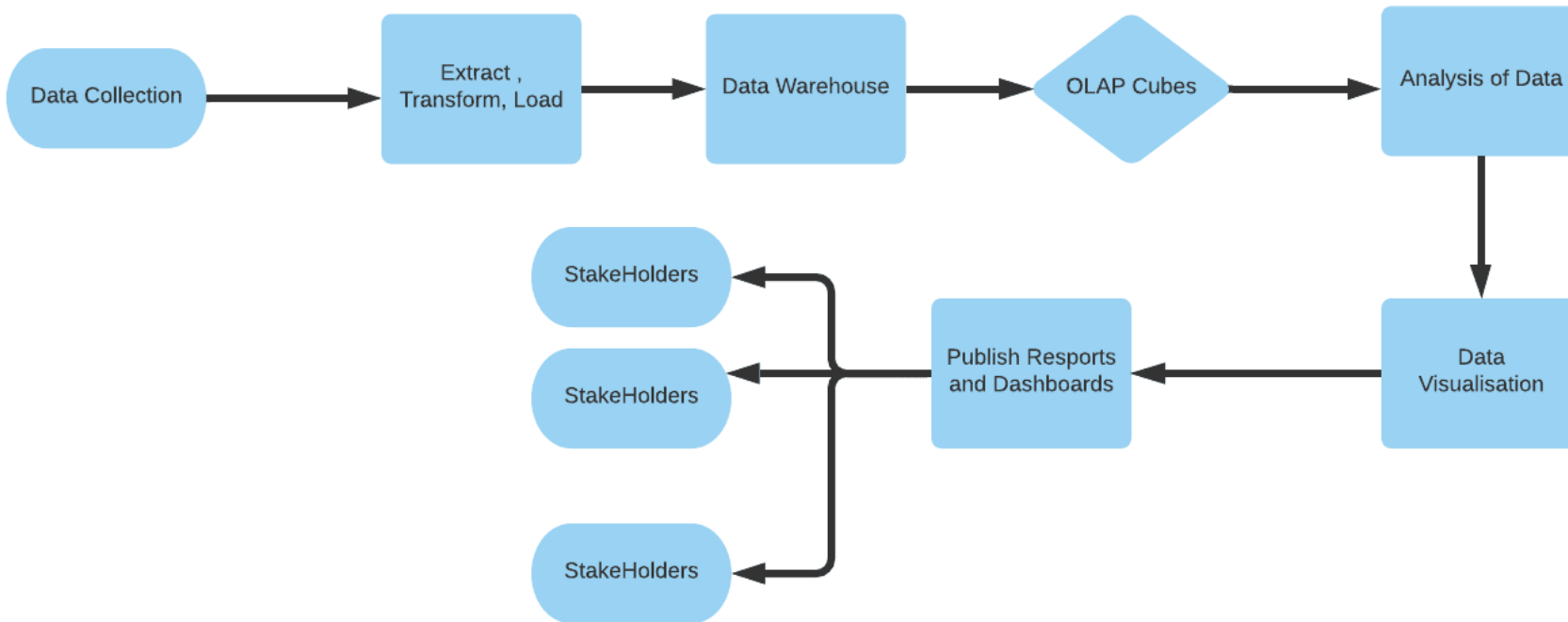


# BANK MARKETING DATA ANALYSIS

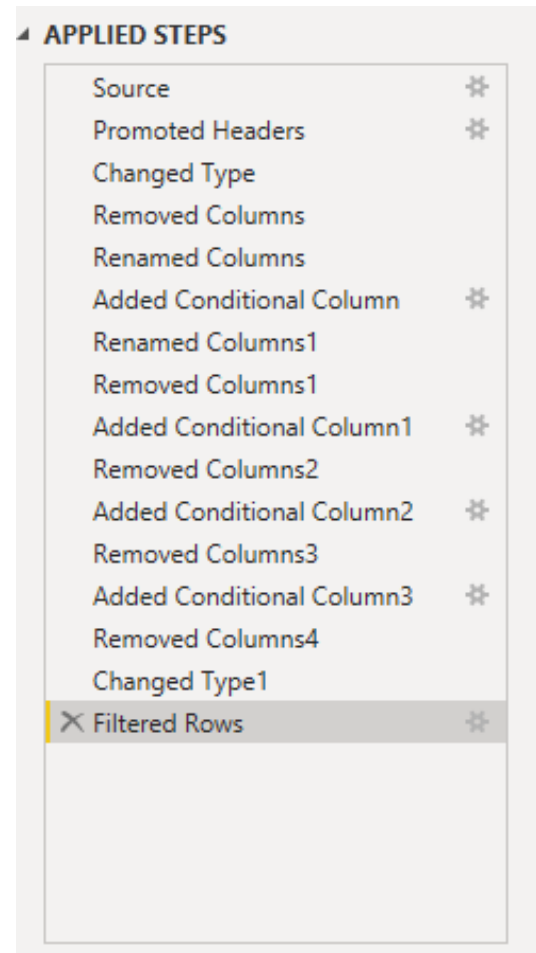
**SUBMITTED BY:**  
**ROHAN ARORA**

# ARCHITECTURE



# ETL OPERATIONS

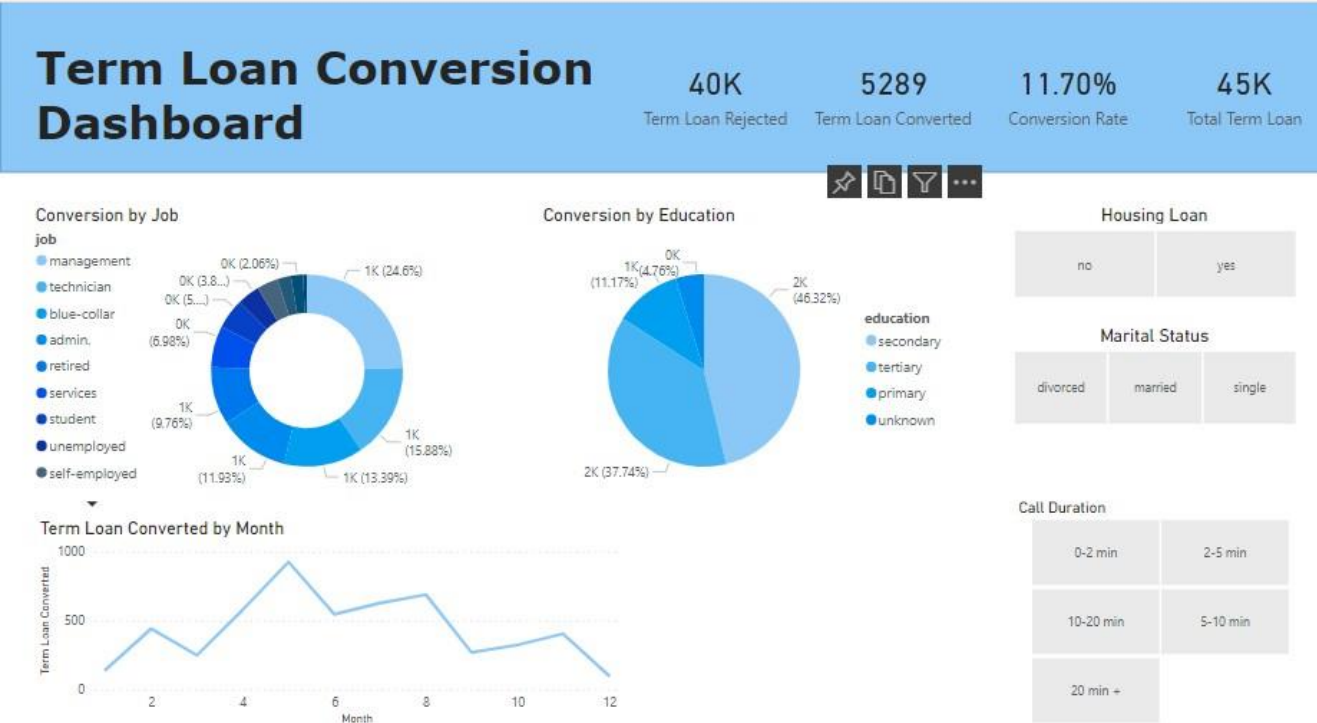
- Data is collected from the given dataset.
- Imported the data to Power BI Desktop
- Transformed the Data by renaming certain Columns and removing the Null Values and Errors in the Data Set
- Changed the Data type according to the Column
- Saving the changes done in Power BI Query Editor and closing the Transformation page
- Adding conditional columns to change numerical data type to categorical data type and removing unnecessary columns



# PAGES IN THE REPORT PUBLISHED

- ☐ Dashboard
- ☐ Table Overview
- ☐ Treemap

# DASHBOARD



# TABLE OVERVIEW

## Table Overview

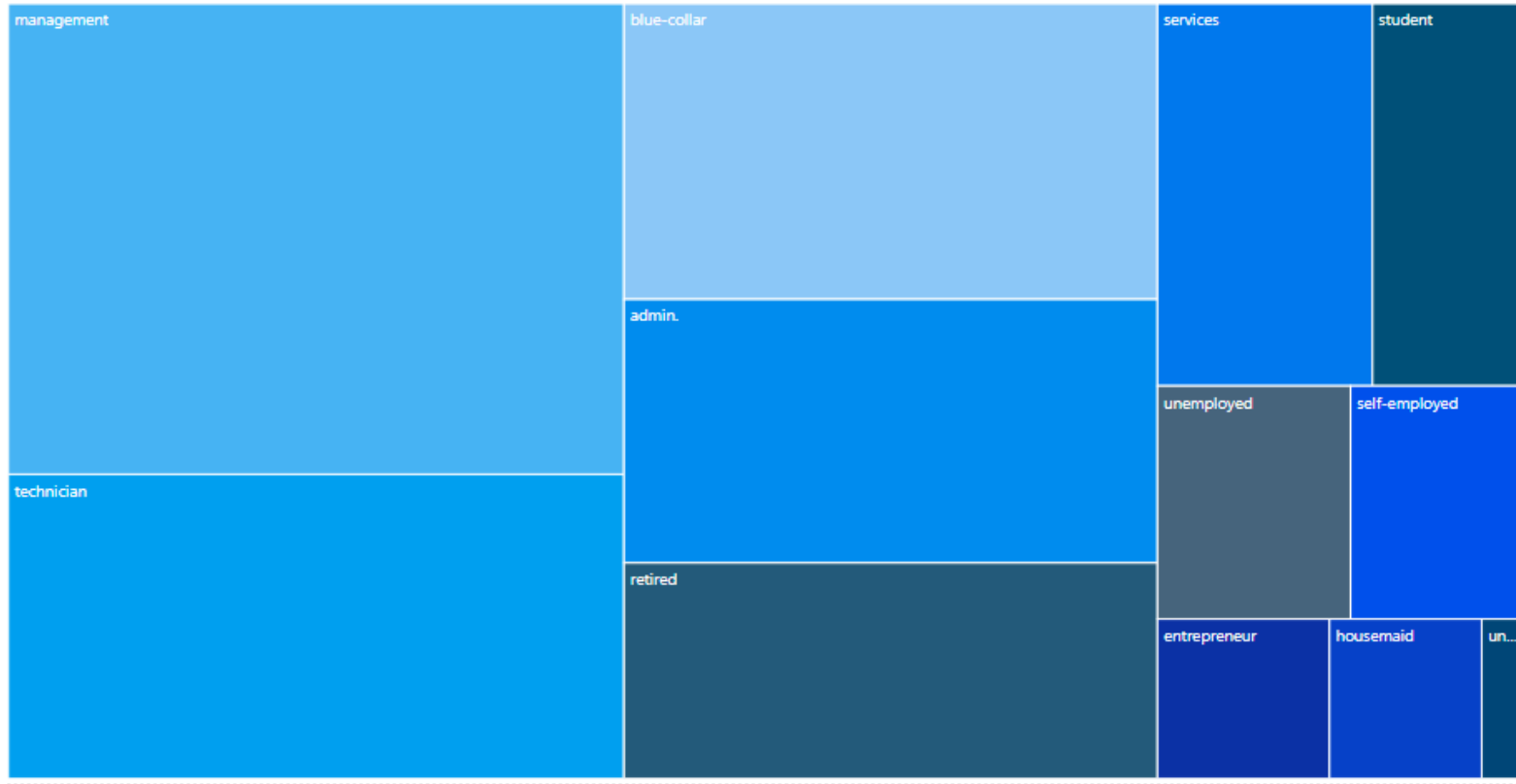
marital education	divorced				married				single	
	Term Loan Converted	Term Loan Rejected	Total Term Loan	Conversion Rate	Term Loan Converted	Term Loan Rejected	Total Term Loan	Conversion Rate	Term Loan Converted	Term
▣ tertiary	203	1268	1471	13.80%	913	6125	7038	12.97%	880	
▣ retired	27	58	85	31.76%	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	

Segment with Highest Conversion Rate by Education is:

- Tertiary
- Unknown
- Secondary
- Primary

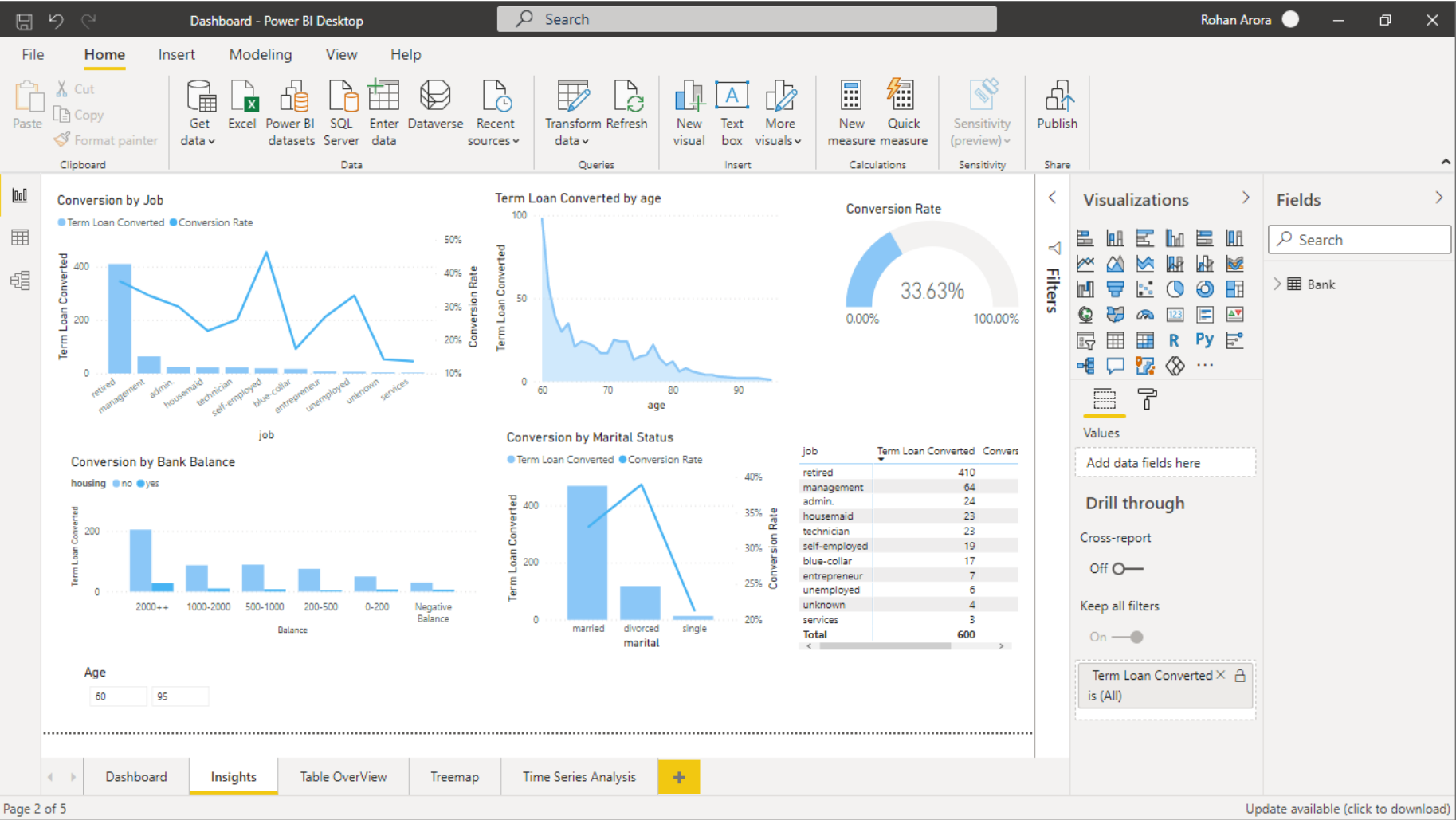
# TREEMAP

## Loan Converted By Job



- This Treemap depicts the **Jobs with respect to number of conversions happened.**

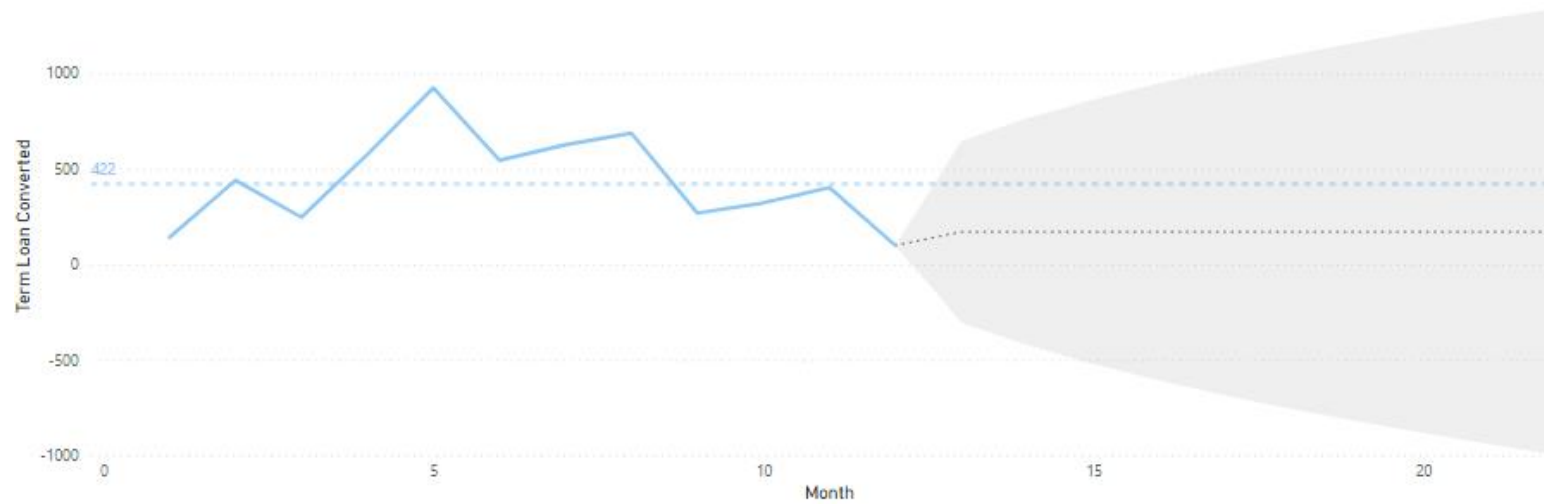
# INSIGHTS





# TIME-SERIES ANALYSIS

Term Loan Converted by Month



marital

divorced	single
married	

Previous Contact

0-2 Months	2-4 Months	4-6 Months	6+ Months	No Previous Contact
------------	------------	------------	-----------	---------------------

job

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

# Q & A

- ❑ What's the Source of the Data - Collected from Given Data Set
- ❑ What was the type of Data - Numerical and Categorical Values
- ❑ What is the flow of the project - According to the Architecture mentioned above
- ❑ How did you deploy the report - With the help of Power BI Service available to my Microsoft Account
- ❑ What results did you get - You can see the Top 10 Category slide above or download the file and slice the category you need & get the desired result