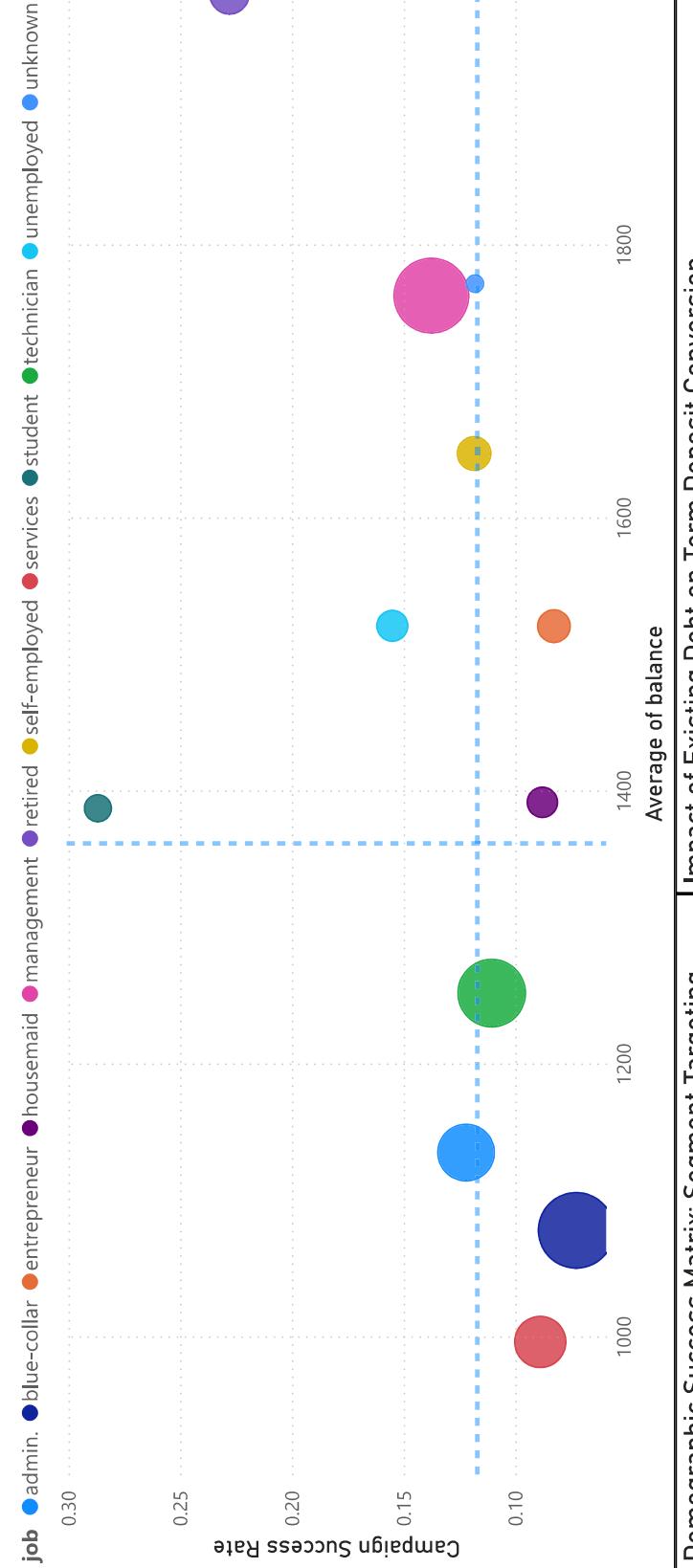


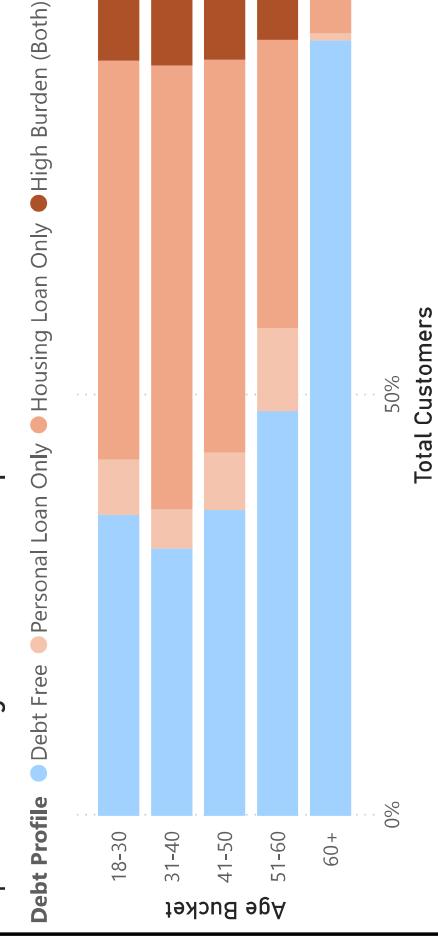
# Term Deposit Campaign Strategic Target Analysis: Demographics and Wealth

- Students and retired customers show the highest conversion rates, making them attractive segments for targeted campaigns.
- Housing debt is correlated with lower conversion success, suggesting mortgage obligations and high debt may limit willingness to invest in term deposits.
- High account balances do not correlate directly with higher conversion rates.
- Customers with tertiary education are more likely to convert.

## Wealth vs. Conversion: Finding the Profitable Population

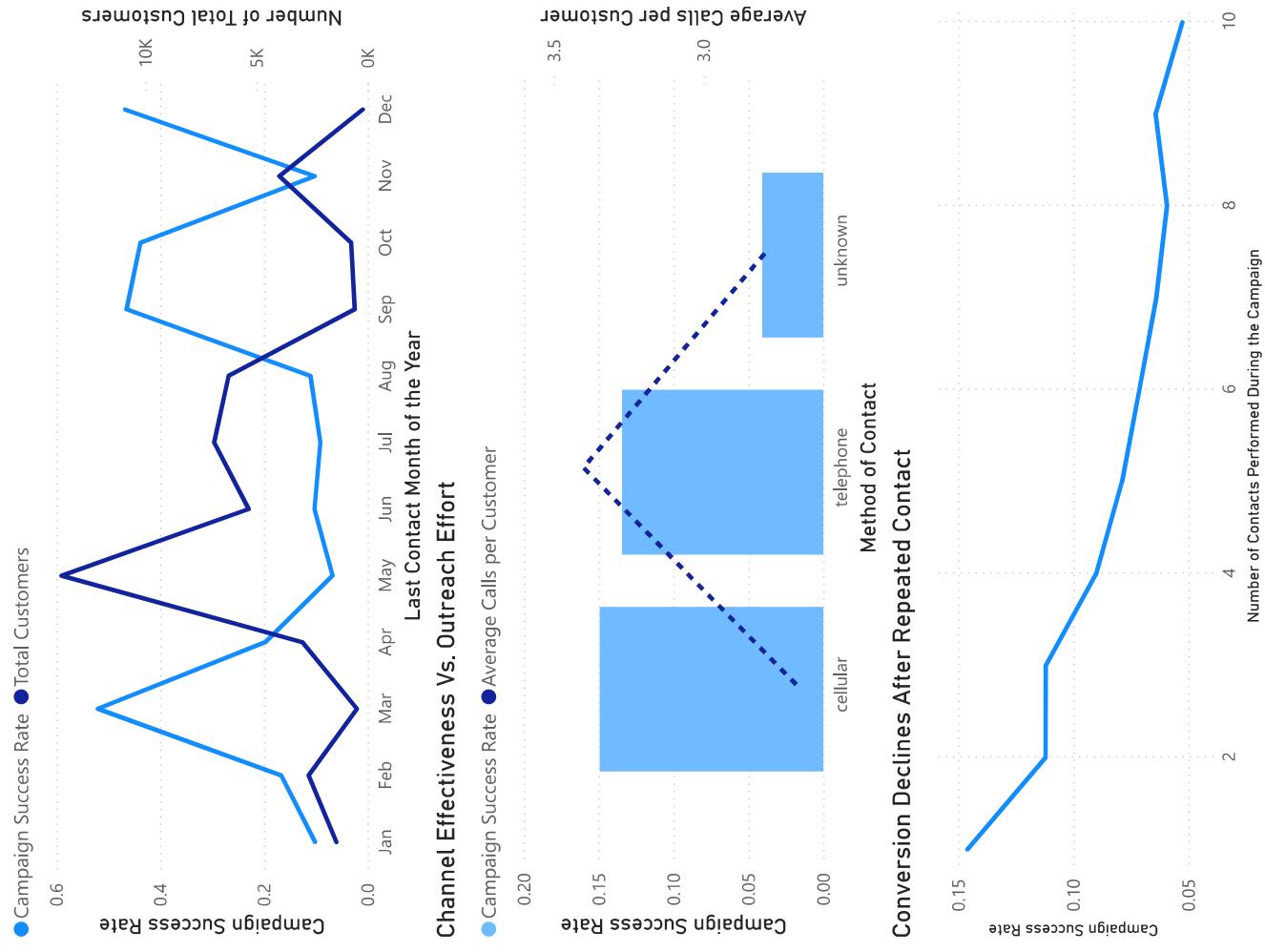


Campaign Success Rate	Total Customers	Demographic Success Matrix: Segment Targeting				Impact of Existing Debt on Term Deposit Conversion
		primary	secondary	tertiary	unknown	
11.70%	45K	0.06	0.12	0.17	0.11	0.12
	Total Customers	0.06	0.08	0.16	0.07	0.07
5289	Average Calls per Customer	0.07	0.10	0.08	0.09	0.08
	Total Conversions	0.08	0.09	0.12	0.13	0.09
<b>Total</b>		<b>0.09</b>	<b>0.11</b>	<b>0.15</b>	<b>0.14</b>	<b>0.12</b>



# Campaign Operations & Outreach Efficiency

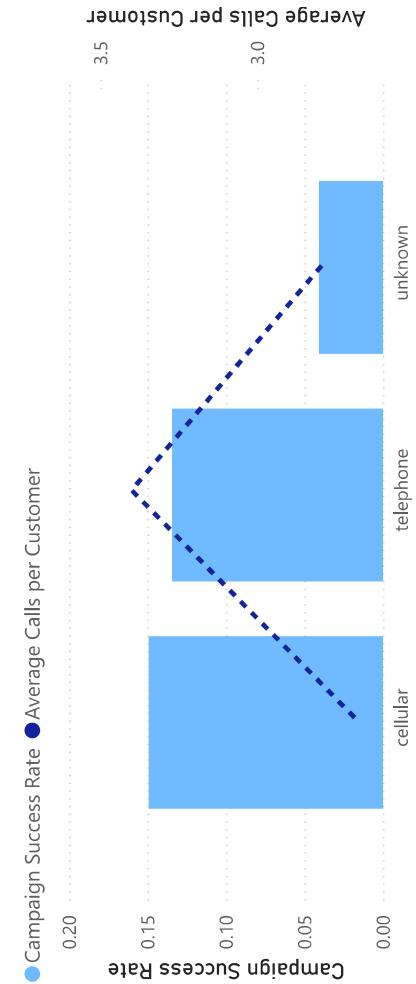
**Campaign Success Rate and Number of Total Customers by Month**



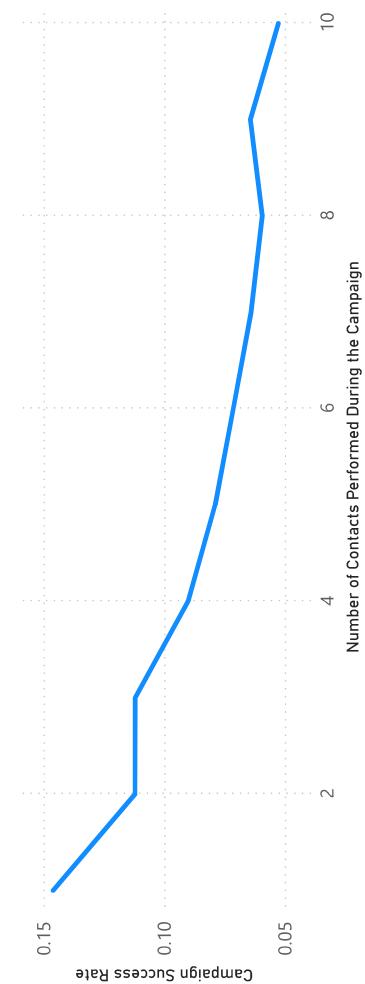
**Success Rate Decomposition by Demographics**



**Channel Effectiveness Vs. Outreach Effort**



**Conversion Declines After Repeated Contact**



- **Conversion success rates peak in March, September, October, and December**, indicating strong seasonality. Increasing campaign intensity during these months could improve overall performance.
- **Conversion likelihood declines sharply after the third call**, suggesting diminishing returns from repeated contact and the need to cap contact attempts.