

Kingsman Bank Telemarketing Dashboard

Total Customers

41K

Total Campaign

106K

Deposit Conversion Rate



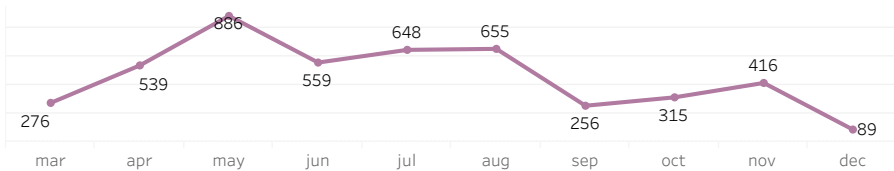
Cumulative Contact Duration (Hours)

2,955

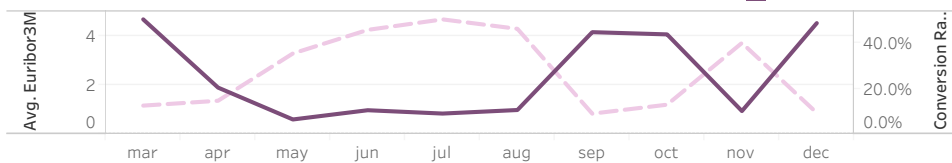
Average Customer Age

40

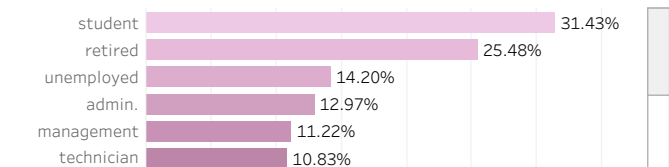
Customer Deposit Trend By Month



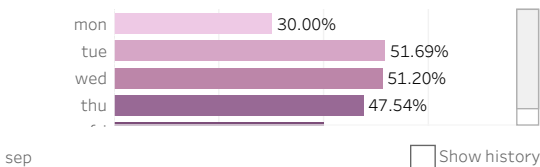
Euribor 3 month and Conversion Rate Relationship



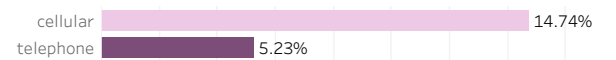
Deposit Conversion Rate per Segment of Job



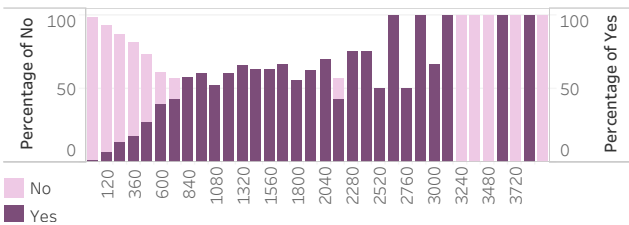
Optimal Timing Based on Deposit Conversion Rate - sep



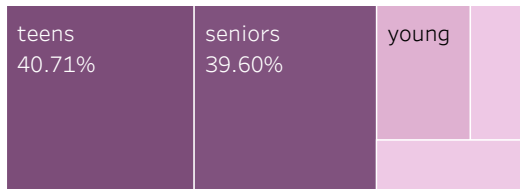
Deposit Conversion Rate by Contact



Deposit Conversion Rate by Duration (Second)



Deposit Conversion Rate by Group Age



Uncontacted Customers By Age Group

