Questions:

Quest1: How does the average yearly balance vary based on the client's job type?

The retired clients have the highest average of average yearly balance is approximately 2018.06 followed by clients that work in management fields with approximately 1755.66 and then self\_employed clients with approximately 1700.78 and the lowest average of average yearly balance is for clients who work in services with approximately 1022.29.

Quest2: Is there a relationship between the client's education level and their decision to subscribe?

There are 51.26 % of clients whose education is secondary and only 5.36 % of them subscribed to the term deposit, 29.39 % of clients whose education is tertiary, and only 4.47 % of them subscribed to the term deposit, 15.19 % of clients whose education is primary, and only 1.35 % of them subscribed to the term deposit, and 4.15 % of clients whose education is unknown, and only 1.35 % of them subscribed to the term deposit

Although most clients have secondary education the subscription percentage is still low for them and not so far from the others, and also no education level stands out with a high percentage of subscribers so the education level doesn’t affect the subscription rate.

Quest3: Do clients with a personal loan tend to subscribe more or less frequently compared to those without a loan?

For clients with a personal loan they subscribed to the term deposit less than Clients without a personal loan, the number of subscribed clients with a personal loan is just 331, and the number of subscribed clients without a personal loan is 3383.

Quest4: Are there any notable differences in the contact duration for subscribed and non-subscribed clients?

I noticed that as the contact duration increased, the probability that the customer will subscribe increased too.

The average duration of the subscribed clients is 532.57 and the average duration of the non-subscribed clients is 221.56.