TD
Marketing Dashboard

Month	Age Group	Contact Status	Contact Source	Job
All	All	All	All	All

45.2K
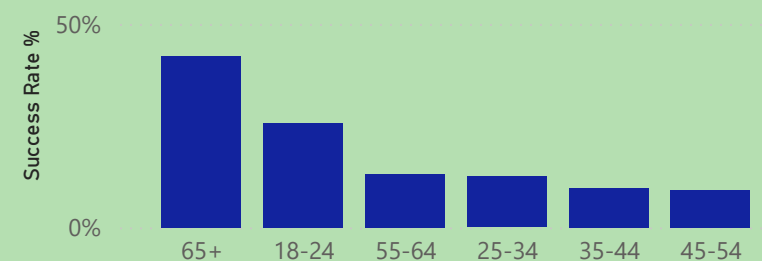Contacted

5.3K
Converted (Count)

11.70%
Success Rate %

116.98
Conversions 1k Calls

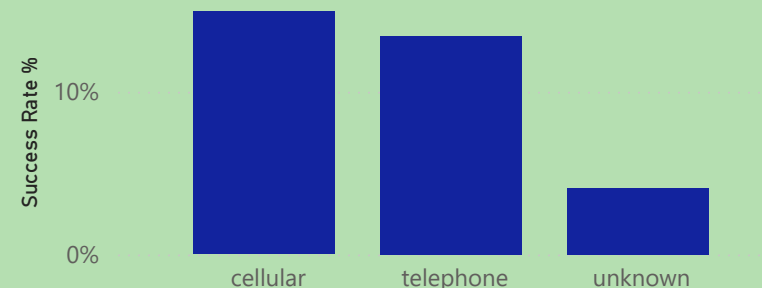## Success Rate %, Converted (Count) and Contacted by Housing Loan
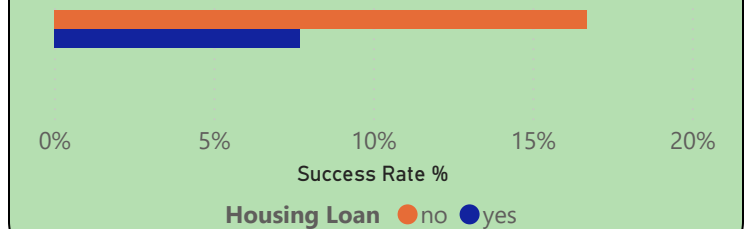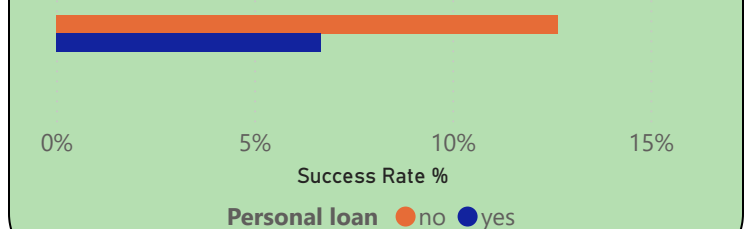

Housing Loan ● no ● yes

Success Rate %, Converted (Count) and Contacted by Age Group

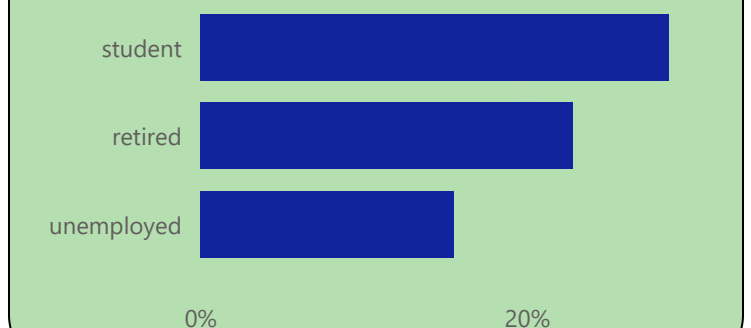## Success Rate %, Converted (Count) and Contacted by contact

Success Rate %, Converted (Count) and Contacted by Personal loan

Personal loan ● no ● yes

Term Deposit Telemarketing – Executive Overview

Under the current selection, the campaign is achieving a conversion rate of 11.7% (5,289 conversions from 45,211 contacts), with performance varying materially across customer segments. Customers with prior campaign success and no active housing or personal loans demonstrate significantly higher likelihood to subscribe. Conversion effectiveness declines with repeated contact attempts, indicating diminishing returns beyond early outreach.

Focusing call-center capacity on high-propensity segments while reducing low-yield or unknown-contact records is expected to improve overall campaign efficiency.

Top 3 Success Rate % by job

TD
Marketing Dashboard

| Age Group	job	Balance Group	month	contact	Contacted	Converted (Count)	Success Rate %	Priority Score	Confidence Flag
18-24	admin.	<0	jul	unknown	1.0	0.0	0.00%	0.00	Low sample
18-24	admin.	<0	jun	cellular	1.0	0.0	0.00%	0.00	Low sample
18-24	admin.	<0	mar	cellular	1.0	1.0	100.00%	0.30	Low sample
18-24	admin.	<0	may	cellular	2.0	0.0	0.00%	0.00	Low sample
18-24	admin.	<0	may	unknown	3.0	0.0	0.00%	0.00	Low sample
18-24	admin.	0	apr	cellular	2.0	0.0	0.00%	0.00	Low sample
18-24	admin.	0	mar	cellular	1.0	0.0	0.00%	0.00	Low sample
18-24	admin.	0	may	cellular	1.0	1.0	100.00%	0.30	Low sample
18-24	admin.	0	sep	cellular	1.0	0.0	0.00%	0.00	Low sample
18-24	admin.	1-999	apr	cellular	4.0	1.0	25.00%	0.17	Low sample
18-24	admin.	1-999	aug	unknown	1.0	0.0	0.00%	0.00	Low sample
18-24	admin.	1-999	feb	cellular	5.0	3.0	60.00%	0.47	Low sample

Success Rate %, Converted (Count) and Contacted by poutcome
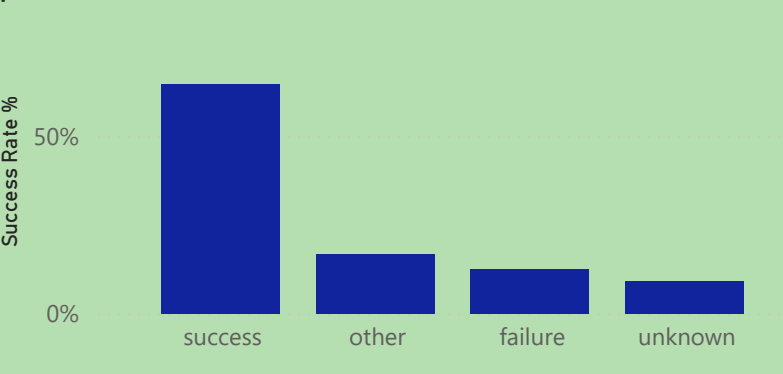
Success Rate % by campaign
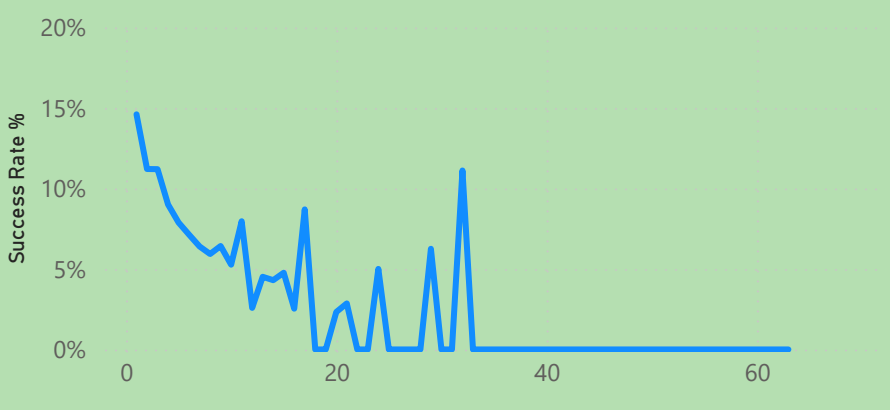
Contacted and Converted (Count) by contact
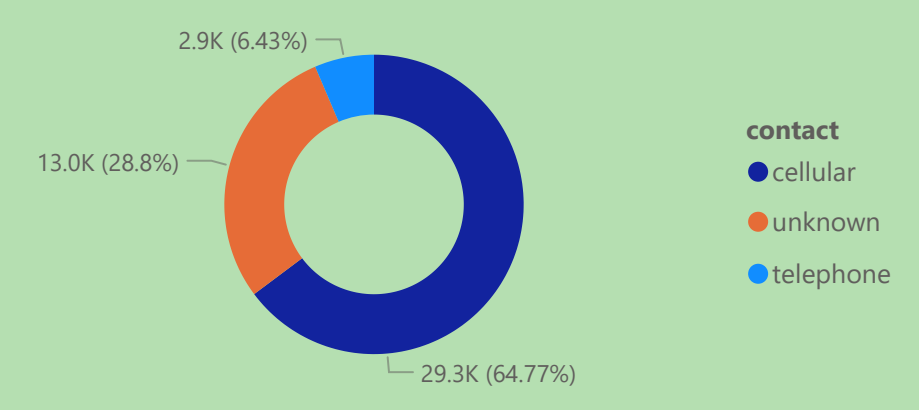
Data Quality – High Unknown Values (Action Required)

Total Records	Unknown Contact Count	Unknown Contact %	Unknown Job Count	Unknown Job %	Unknown Poutcome Count	Unknown Poutcome %
45211	13020	28.80%	288	0.64%	36959	81.75%