

Customers Profile:

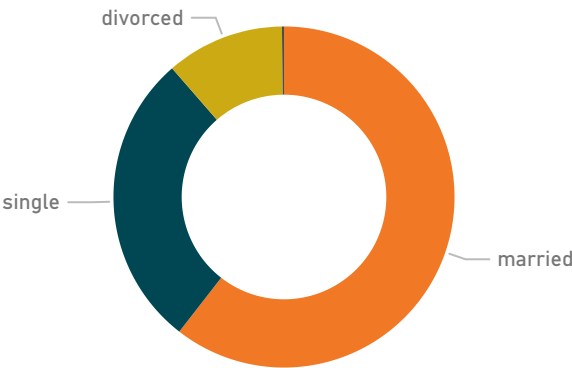
40.02

Average Age

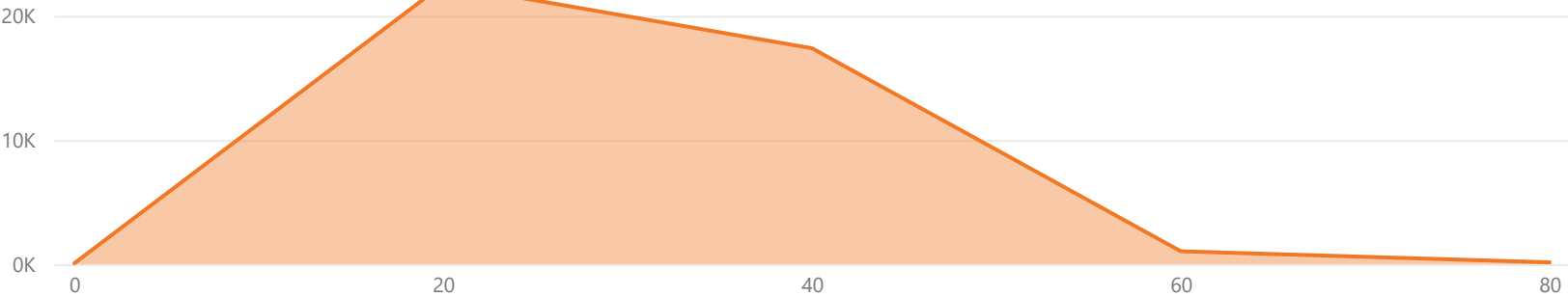
41K

Total Customers

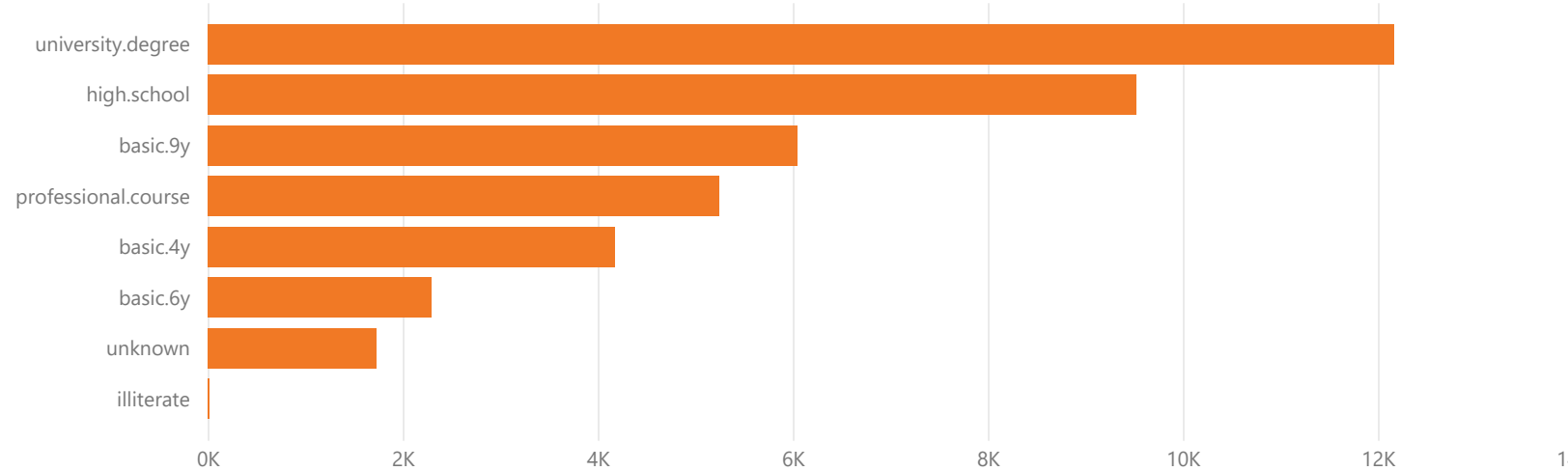
Total Customers by marital



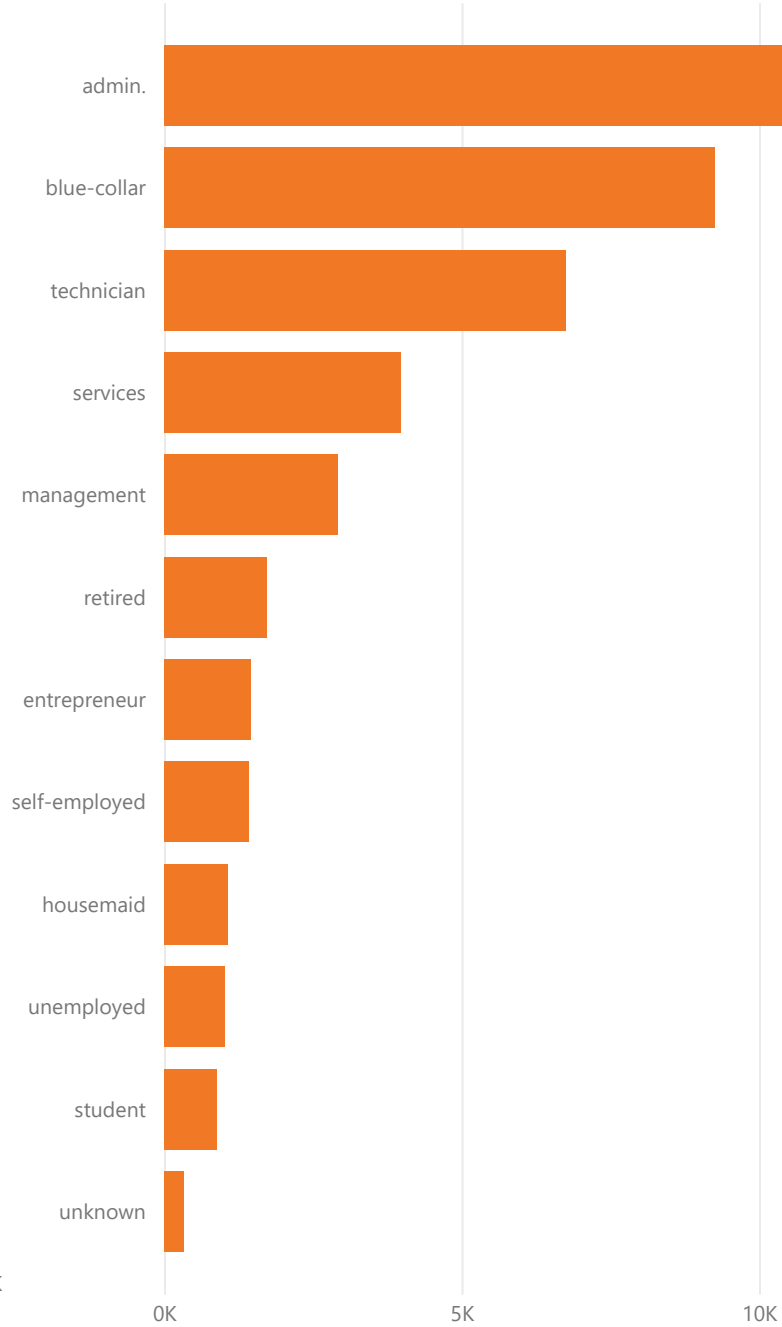
Total Customers by age (bins)



Total Customers by education



Total Customers by job



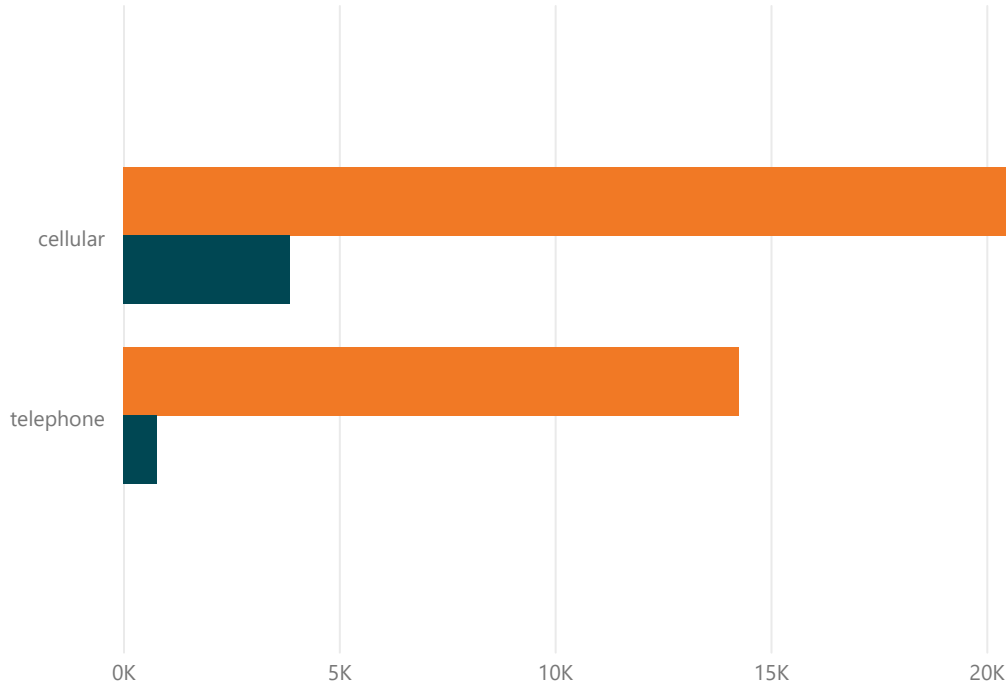
Campaign Performance:

11.27%

Conversion Rate

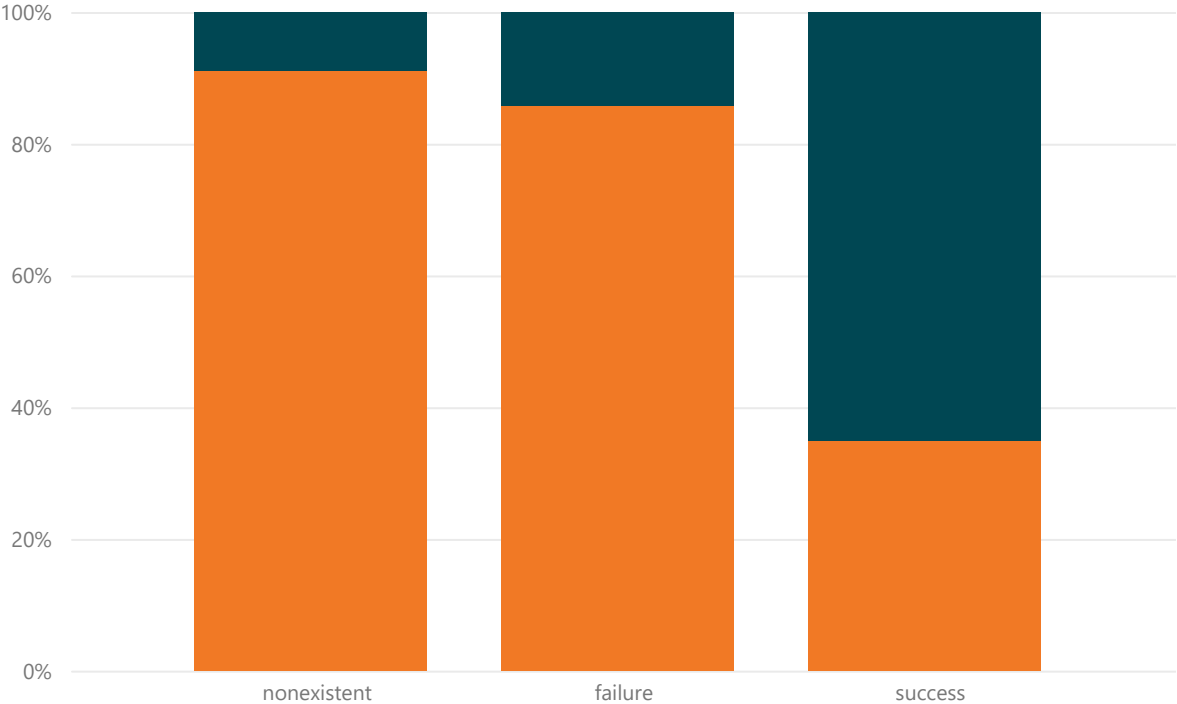
Total Customers by contact and y

y no yes

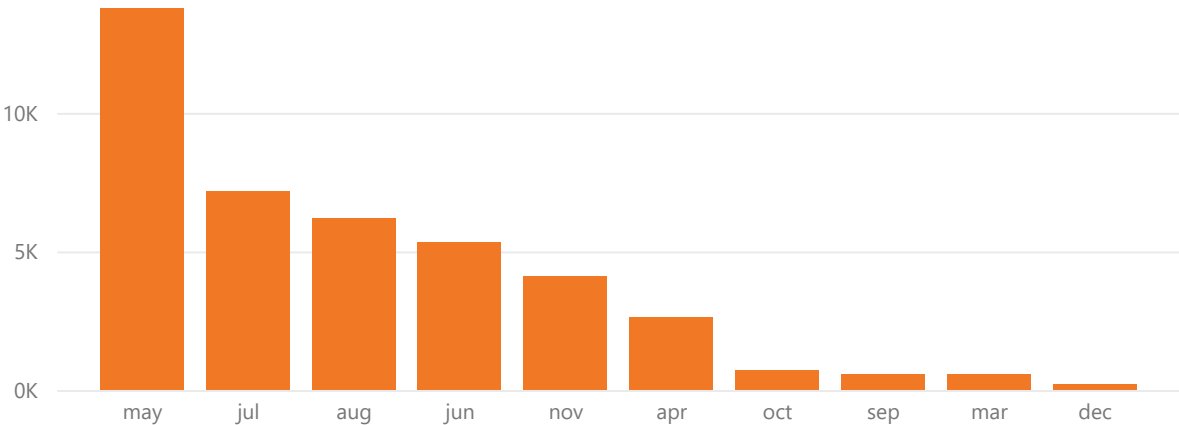


Total Customers by poutcome and y

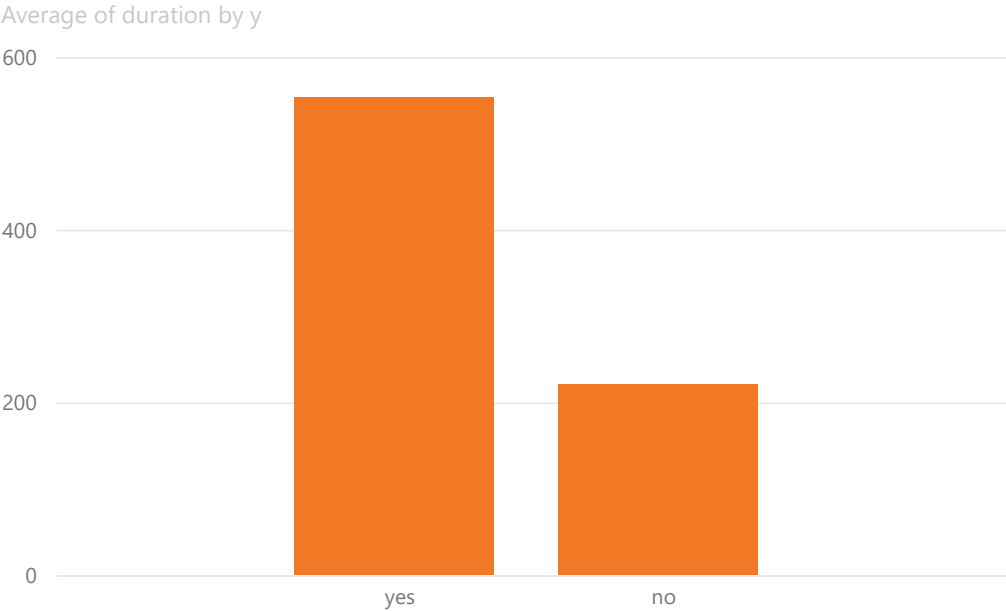
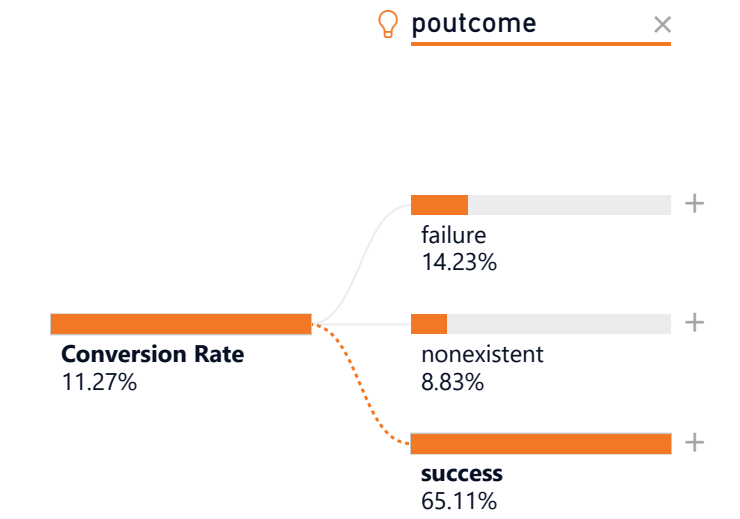
y no yes



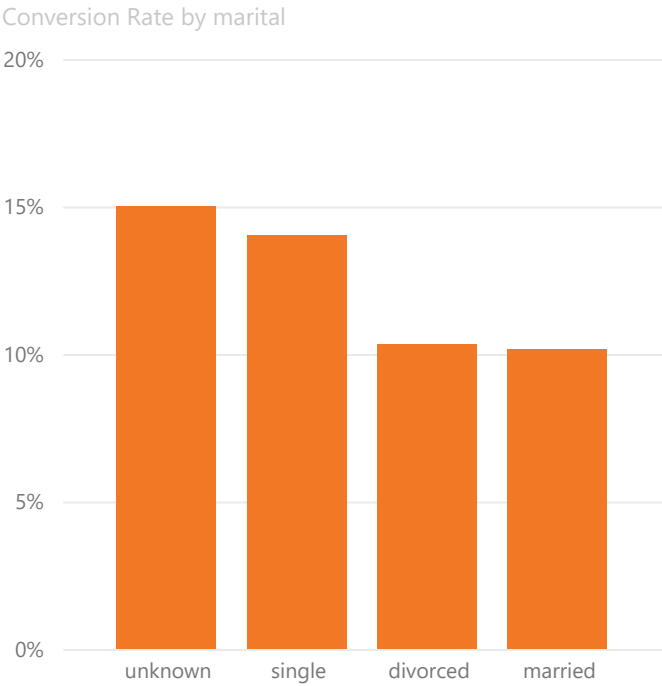
Total Customers by month



Drivers of Success:



job	divorced	married	single	unknown	Total
admin.	10.31%	12.41%	14.61%	14.29%	12.97%
blue-collar	7.28%	6.30%	8.82%	21.43%	6.89%
entrepreneur	7.82%	8.22%	10.34%	33.33%	8.52%
housemaid	9.94%	9.52%	13.45%		10.00%
management	11.78%	10.82%	12.57%		11.22%
retired	26.44%	25.82%	12.90%	20.00%	25.23%
self-employed	12.03%	9.07%	13.46%		10.49%
services	6.20%	7.24%	10.91%		8.14%
student	33.33%	19.51%	32.04%		31.43%
technician	8.40%	10.46%	12.20%	16.67%	10.83%
unemployed	8.06%	13.56%	19.12%		14.20%
unknown	23.08%	6.84%	20.27%	33.33%	11.21%
Total	10.32%	10.16%	14.00%	15.00%	11.27%



Conversion Rate by education

