

Q Does the marital status / education / job / age make a difference in the subscription rate.

Q Does the financial condition make a difference on the subscription rate

├─ loan, housing / personal < housing personal  
├─ emp. var. rate etc.  
└─ default.

Q Does the channel of communication matter?

Q Does the past campaign affect the current one

Q Does the number of days matter between the previous contact

Q Does the frequency of contact change the outcome

Q What age group is currently subscribed

Q What is their job status? marital status

Q Are married / unmarried people more sensitive to the campaign?

Q Does the contact duration matters? if it does then how does it affect different groups.

Q Does education play any role?

Q For people who are on a loan, does equity affect the outcome?

Q Does consumer price index has anything to do with this.

Q Does consumer confidence index affect the outcome

Q Potential for future customers, Find of Number of employees.

Q Does the month of contact change the outcome & how so?

Q Does the number of previous contact matter?