

# BANK MARKETING

Total clients  
**45K**

Clients with deposit  
**5289**

Conversion rate (%)  
**11.70**

Age Group

Balance Group

Contact

education

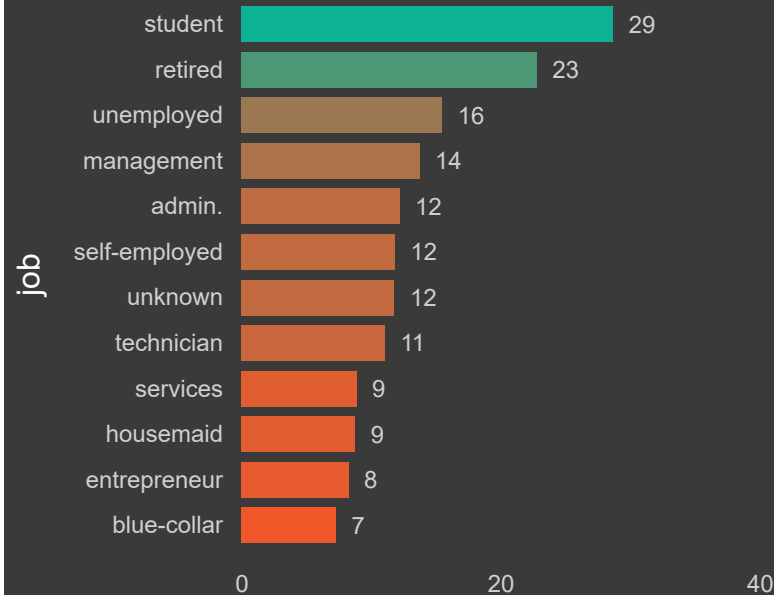
All

All

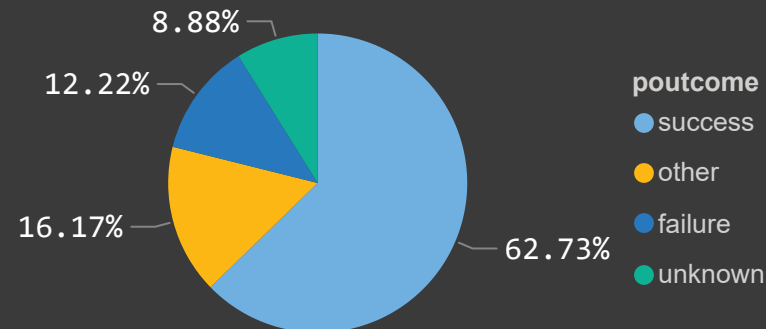
All

All

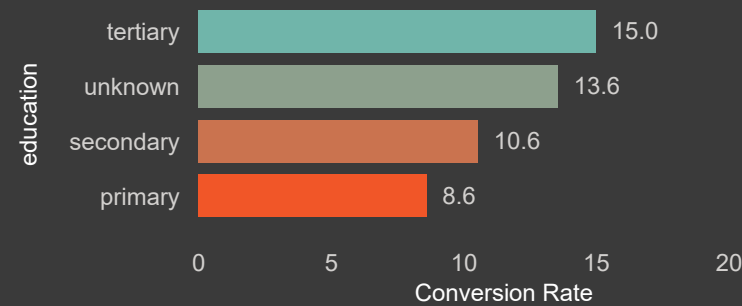
Conversion Rate by job



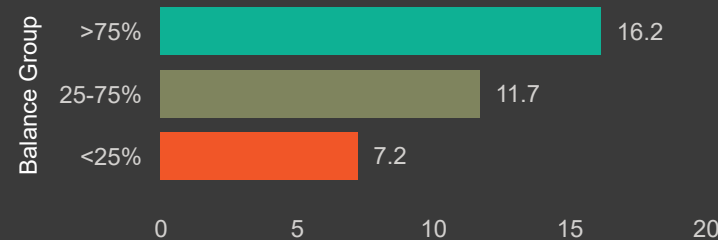
Conversion Rate by previous outcome



Conversion Rate by education

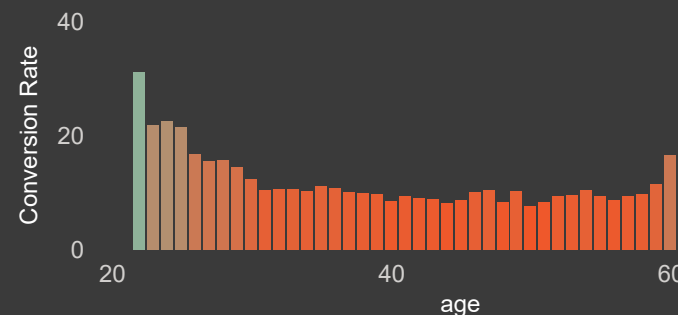


Conversion Rate by Balance Group



Conversion Rate by age

(at least 100 clients per age group)



Top 10 client profile (by total clients)

Job - Marital - Education

Client Profile	Total Clients
management - married - tertiary	4,300
blue-collar - married - secondary	3,672
blue-collar - married - primary	2,920
technician - married - secondary	2,884
management - single - tertiary	2,584
admin. - married - secondary	2,195
services - married - secondary	1,989
technician - single - secondary	1,637
admin. - single - secondary	1,376
blue-collar - single - secondary	1,312
<b>Total</b>	<b>24,869</b>

Top 10 client profile (by conversion rate (%))

Job - Marital - Education (if total clients > 300)

Client Profile	Conversion Rate	Total Clients
student - single - secondary	29.98	487
self-employed - single - tertiary	24.43	307
retired - married - primary	21.26	602
retired - married - secondary	20.41	774
management - single - tertiary	17.45	2584
technician - single - tertiary	16.41	896
unemployed - married - secondary	14.49	421
technician - married - tertiary	13.49	897
management - married - tertiary	13.09	4300
management - divorced - tertiary	13.09	917
<b>Total</b>	<b>16.17</b>	<b>12185</b>