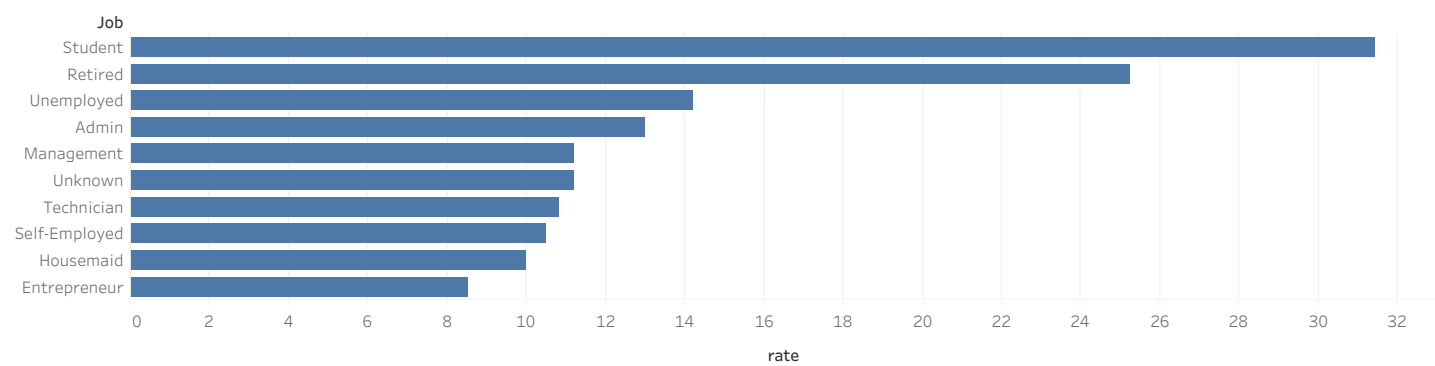
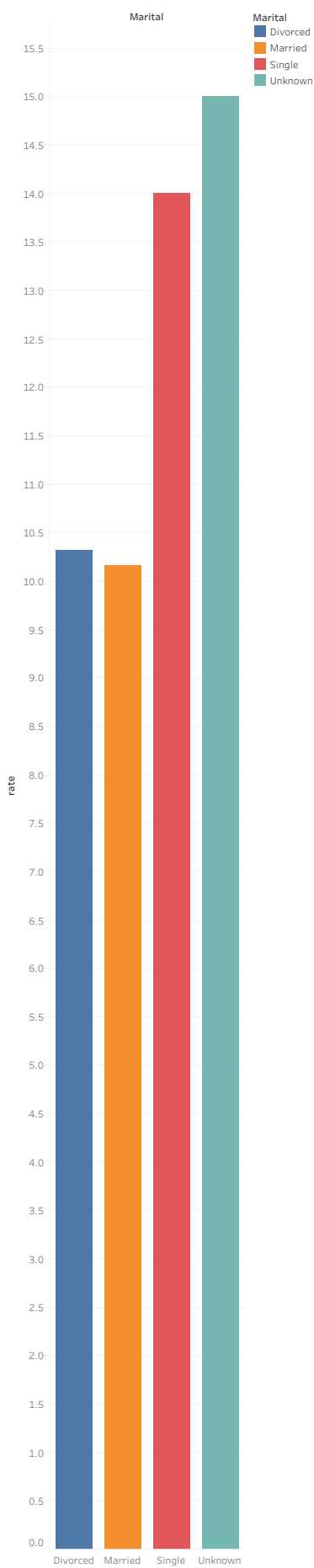
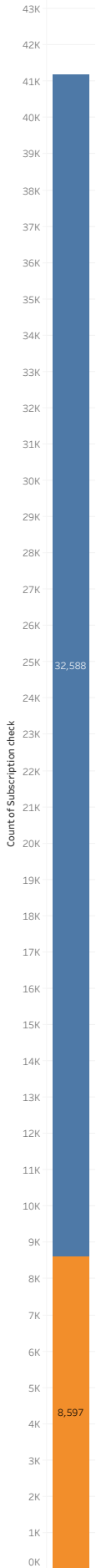


Subscription by Job Type

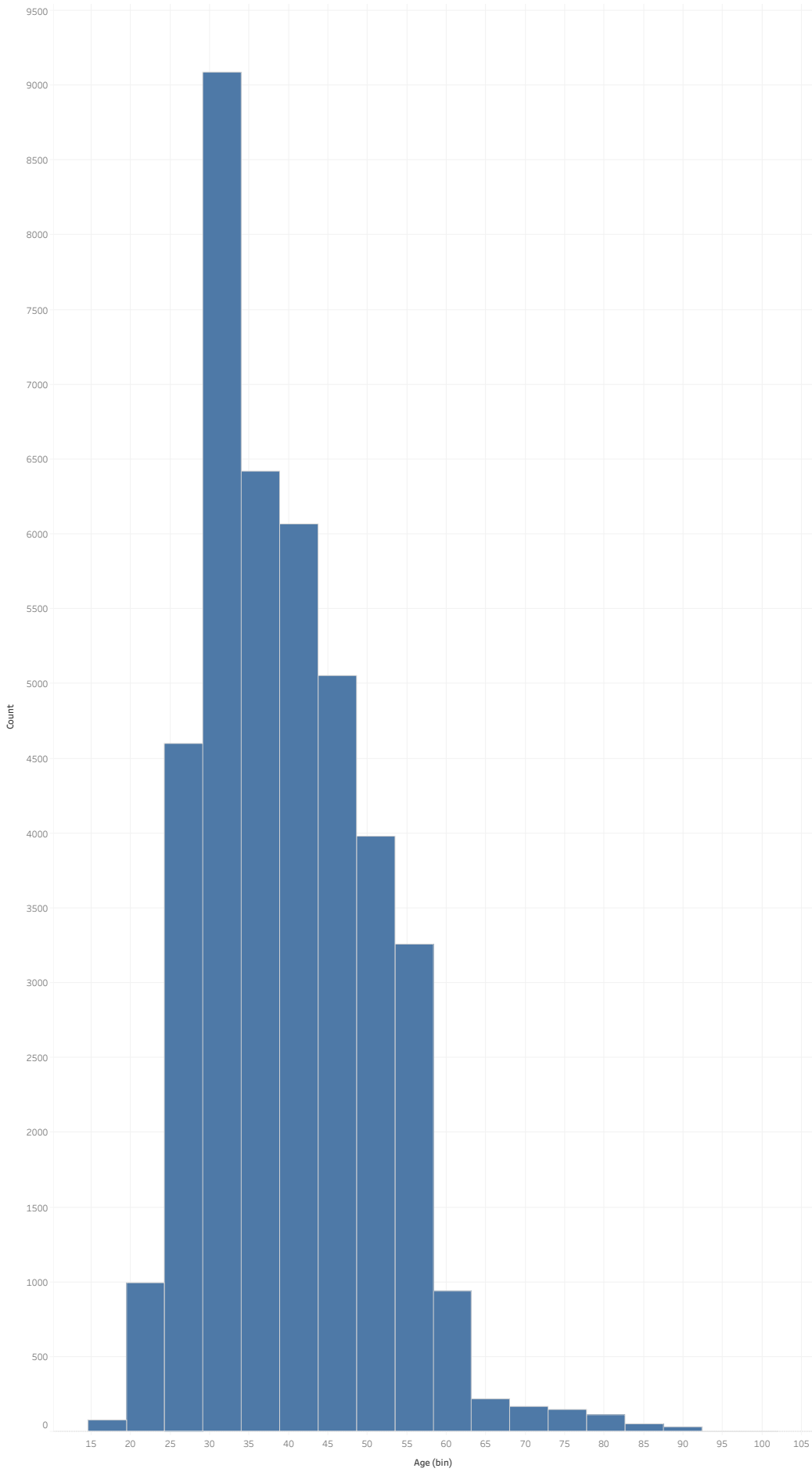


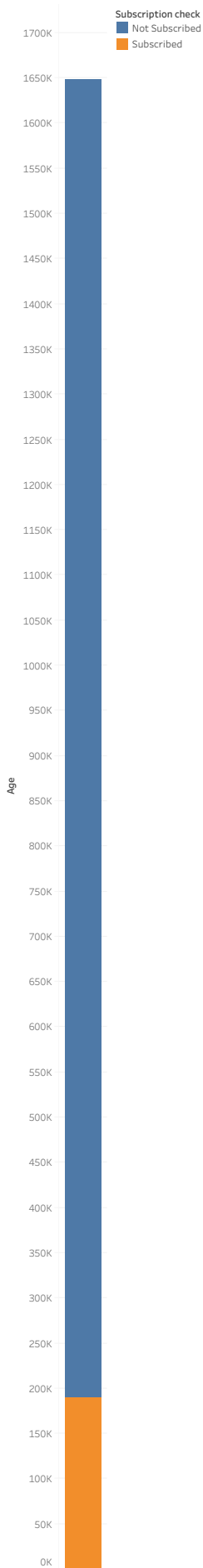
Subscription based on Marital Status



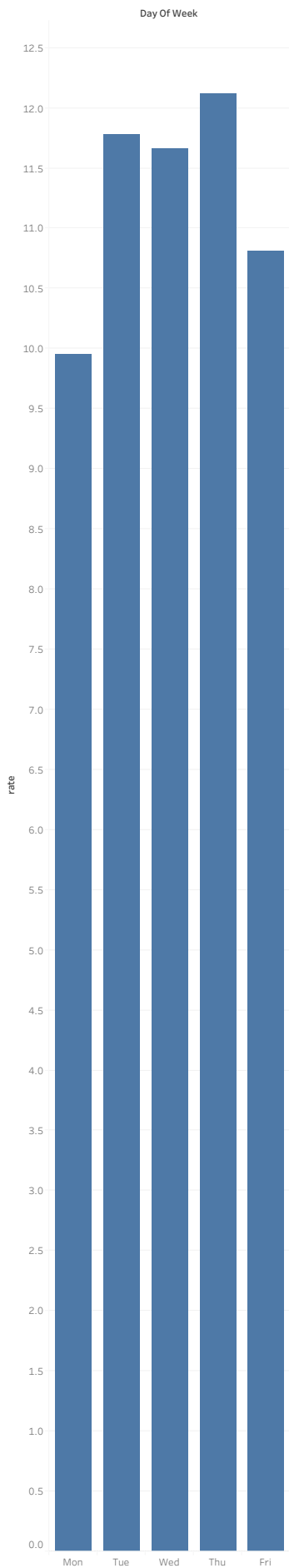


Age Distribution





Subscription Rate over weekdays

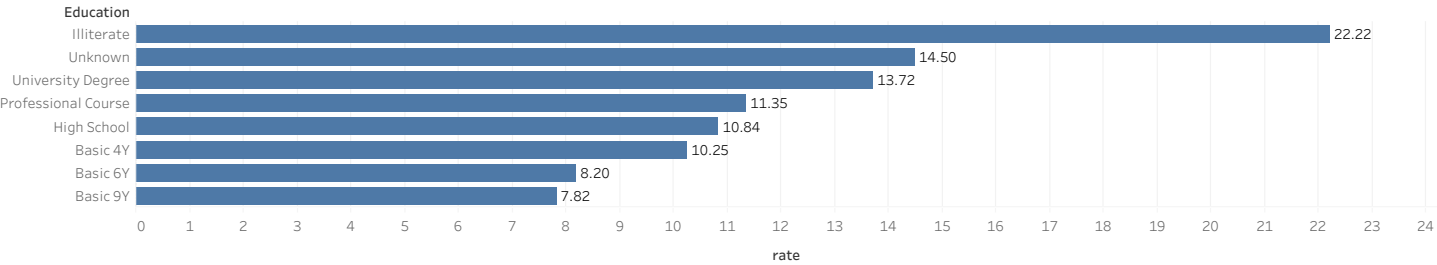


11.265..

40.02

41,188

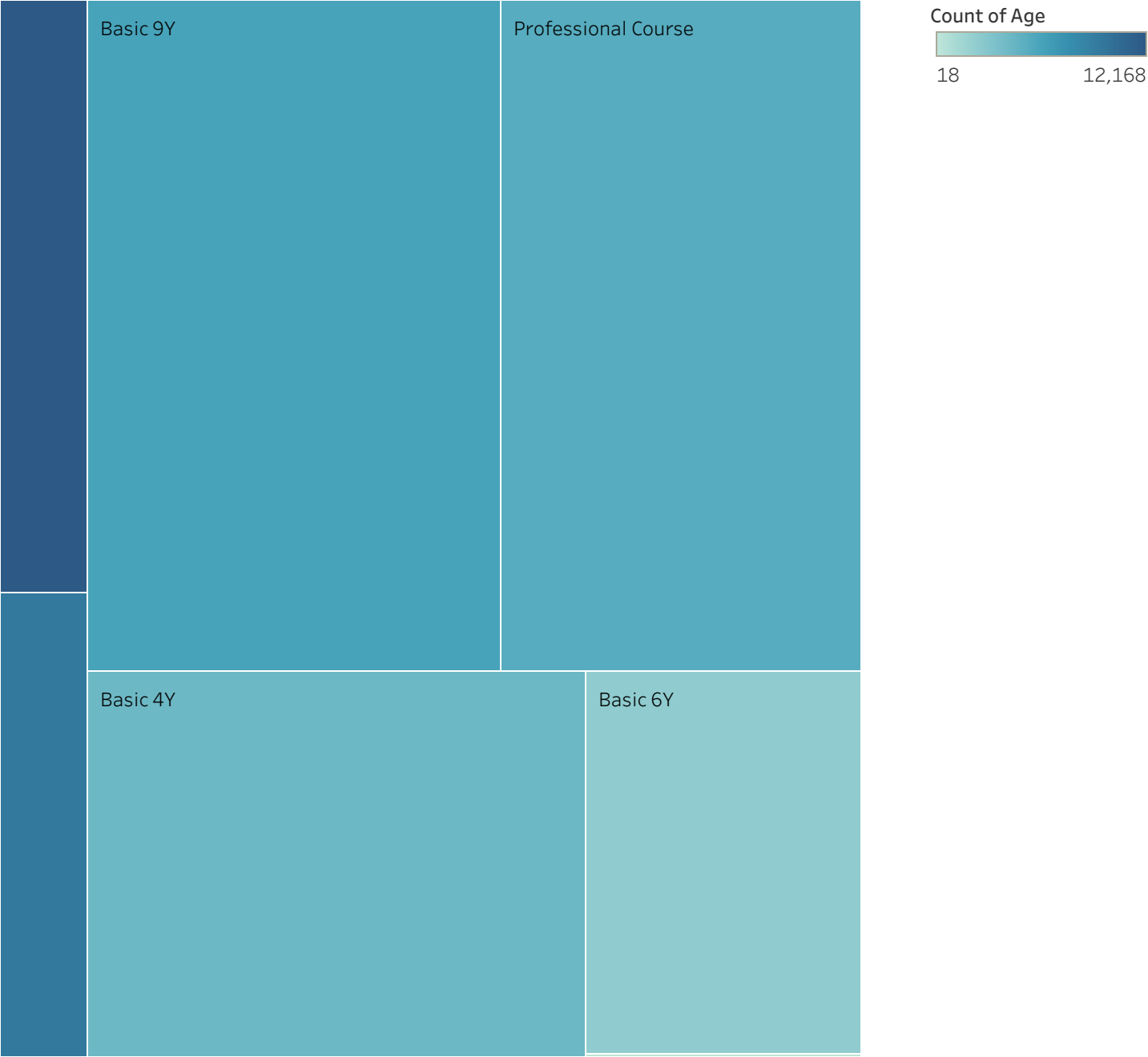
Subscription by Education



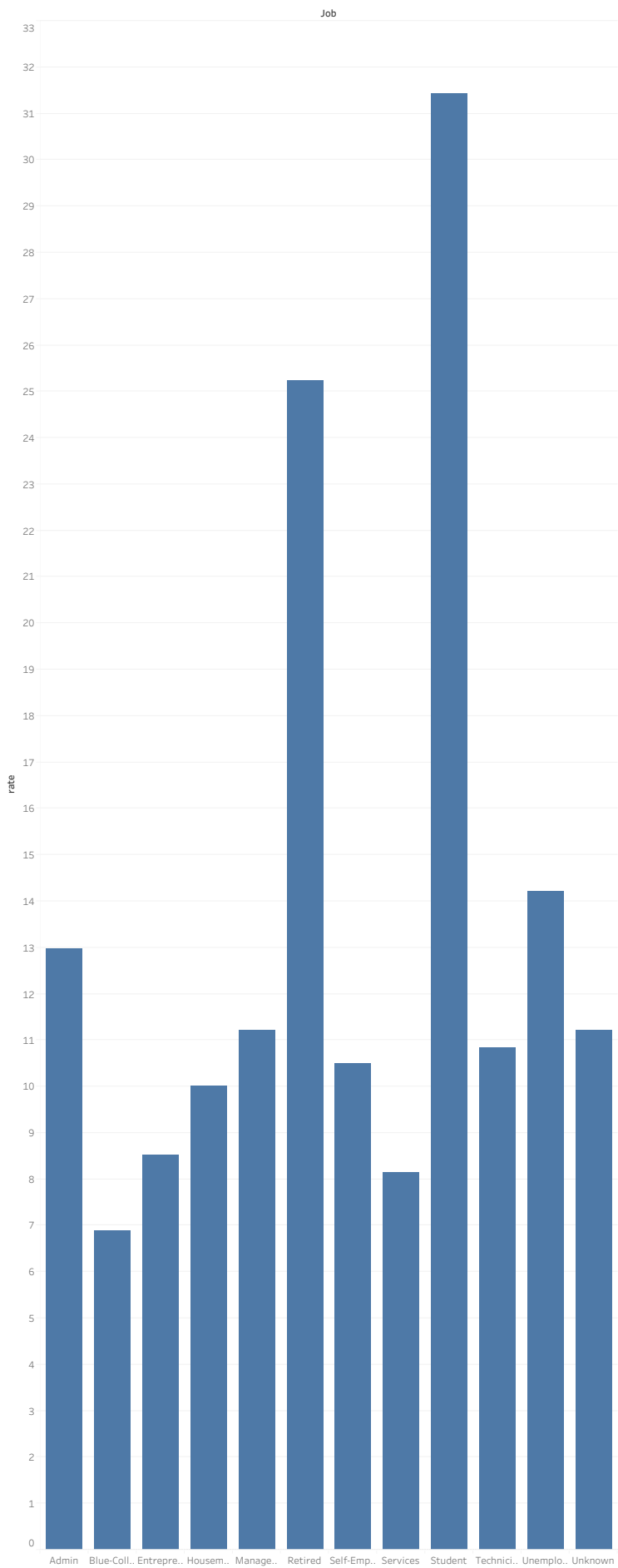
Customer Education



Customer Education



Mari-
tal Ty
pes





SUBSCRIPTION ANALYSIS DASHBOARD



Next

Average Age

40.02

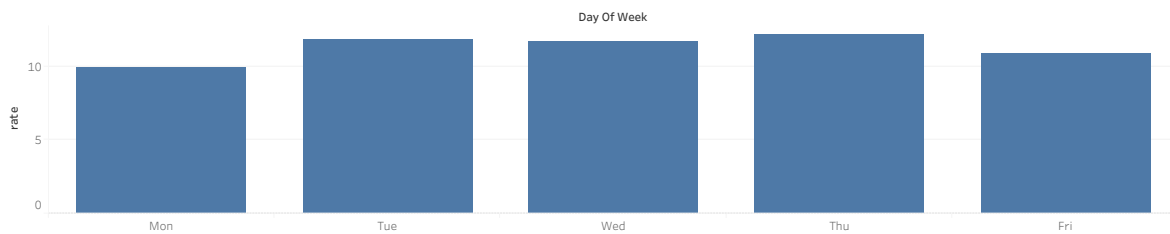
Conversion Rate

11.265417111780131

Day Of Week

All

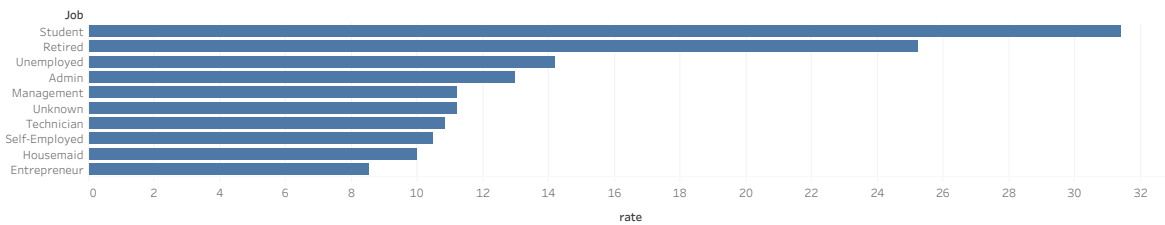
Subscription Rate over weekdays



Reach Count

41,188

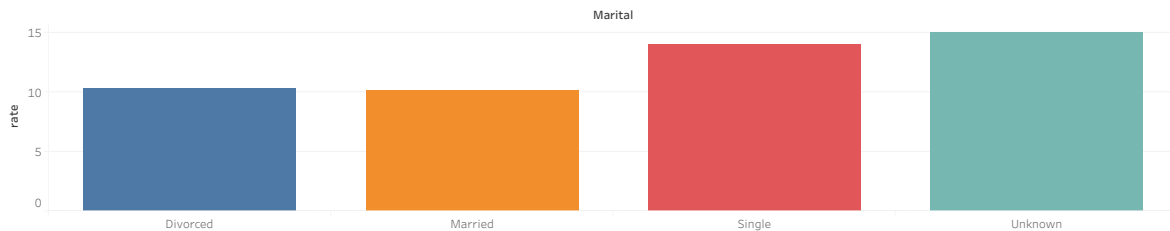
Subscription by Job Type



TOP N

10

Subscription based on Marital Status



Marital

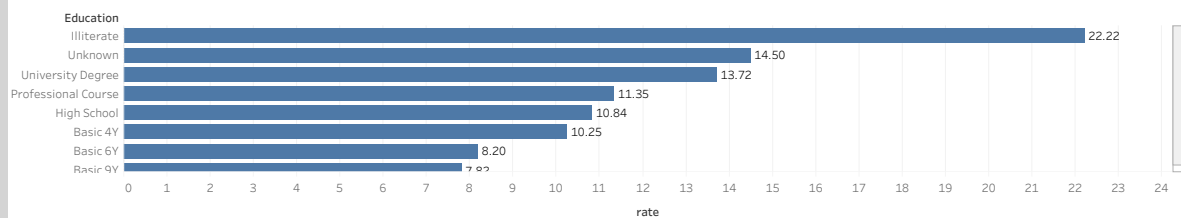
Divorced

Single

Married

Unknown

Subscription by Education





CUSTOMER ANALYSIS DASHBOARD



Previous

Next

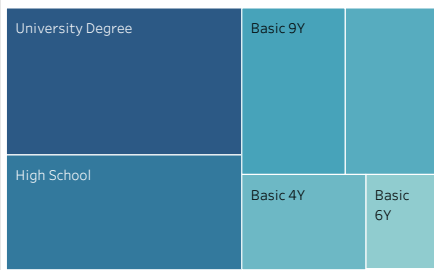
Education Types

8

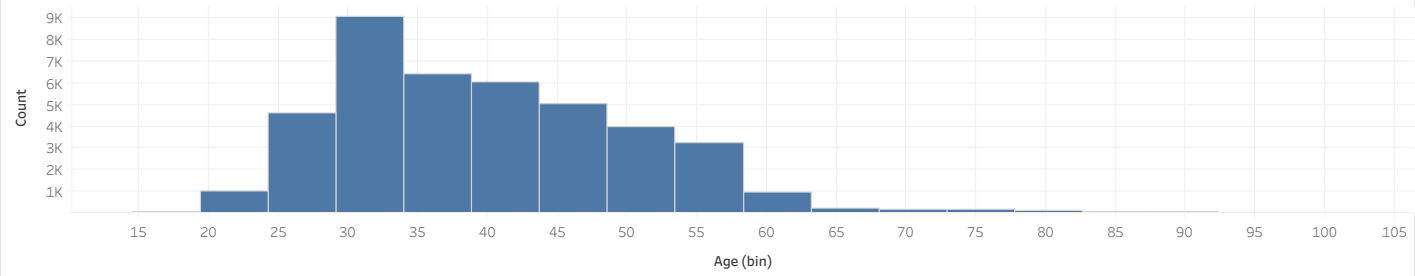
Average Age

40.02

Customer Education



Age Distribution



INSIGHTS



Previous

Uniform Contact Strategy: All customers were contacted via telephone on a Monday in May, suggesting uniformity in campaign strategy.

Housing Loan Aversion: Many customers do not have housing loans, indicating a preference for financial stability. Promoting savings and investment products could resonate well with this group.

Education Level Targeting: With a significant number of customers having education levels up to high school, tailoring marketing messages to this demographic could enhance communication effectiveness.

Stable Married Segment: The majority of customers are married with no default history, indicating a stable and reliable segment for long-term financial products or services.

FINDINGS: STUDENTS HAVE THE MOST SUBSCRIPTION RATE AND THERE IS ONLY SLIGHT DIFFERENCE IN RATES AMONG DIFFERENCE MARITAL CLASSES