QLIK ASSIGNMENT

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Dataset: <u>Bank Marketing Campaign Dataset</u>

<u>Problems Statement:</u>

The focus of this campaign was to convince their customers to place a term deposit and if they agree to do that, then it is marked as successful. However, there are some problems involved in this campaign as the bank is treating all the clients as same and convincing them from the start with the same energy. All the clients have different age, different education, different marital status, and some other factors that should be kept in mind before calling them.

The bank already has the data about the clients who either accepted or rejected their offer. From that data, the bank can check that among which group of clients have they been the most successful, for example, the success ratio in the most educated clients may be greater than 70% or it could be higher in the clients who are working in the management related jobs.

To observe these factors, we used some charts in order to help the bank understand the pattern of their success ratio in their clients.
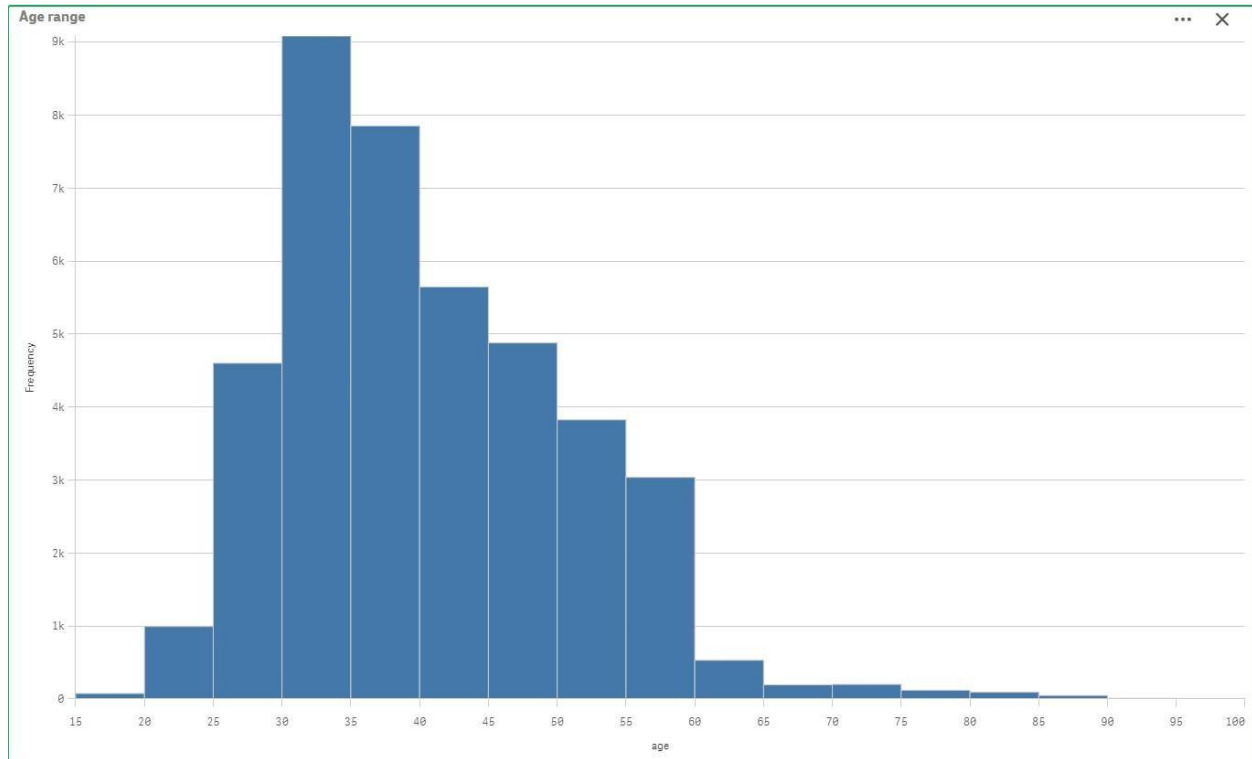
KPI: y (term deposit) whether a client submits the term deposit or noy

Dimensions:

- Job
- Education
- Loan
- Marital

Transformation: The unknown entry in the marital column was removed as it has no importance related to the dataset. Moreover, the education of basic 4y, 6y and 9y was replaced by basic education only.
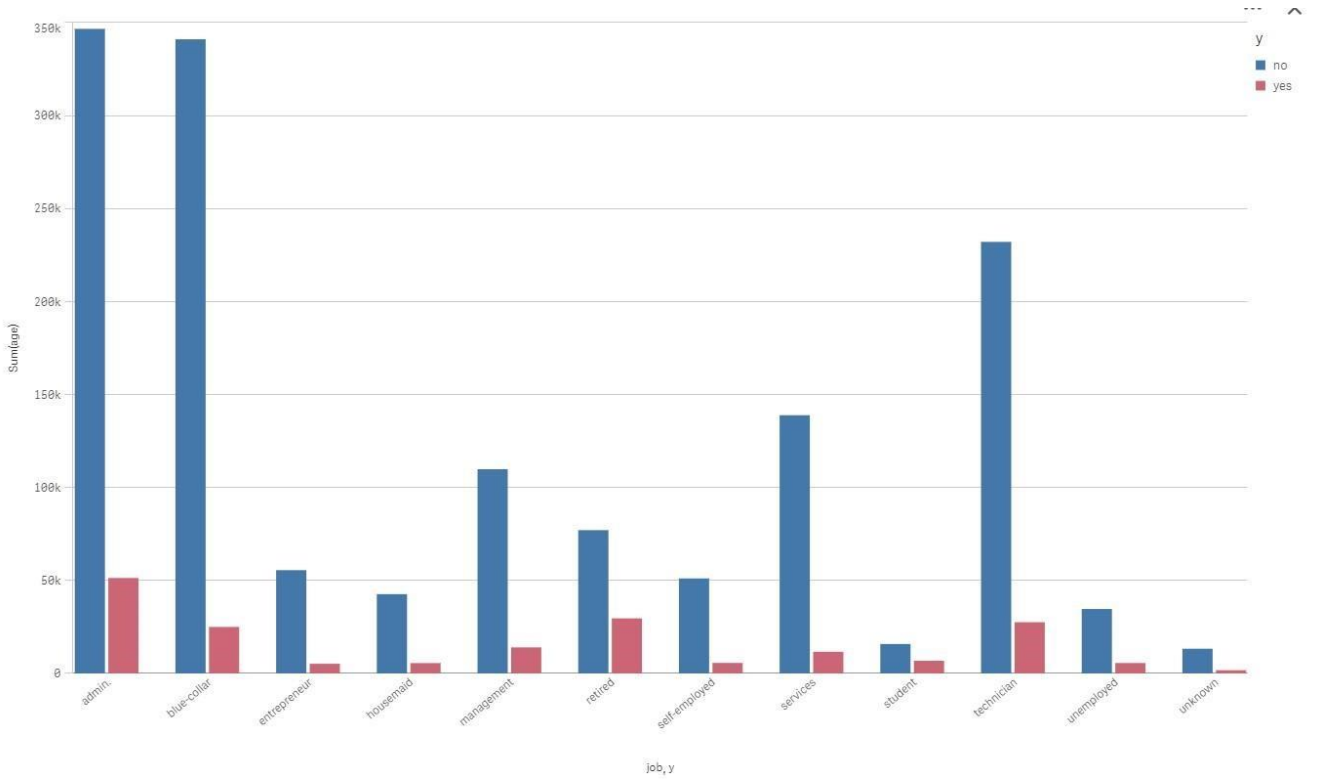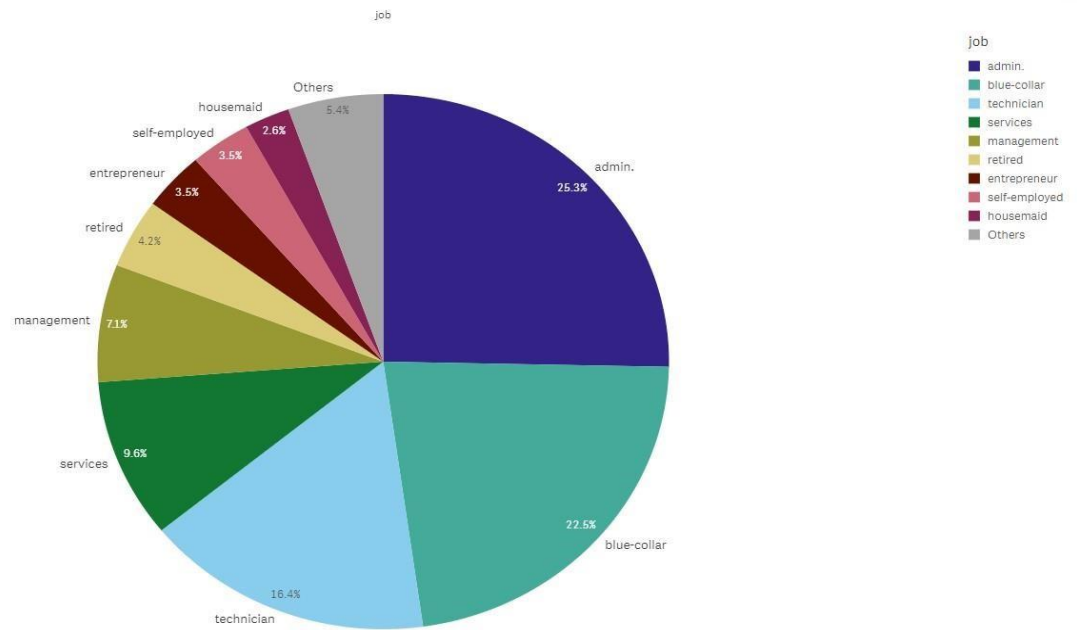
CHARTS

Age range

This chart is used to help the bank to check that among which age group have they contacted the greatest number of times. It can be clearly seen that 30-35 age group is contacted the most as compared to other groups. This will help the bank to either target other age groups or keep on targeting the same one if they are successful in it.

NUMBER OF CALLS MADE TO THE CLIENTS
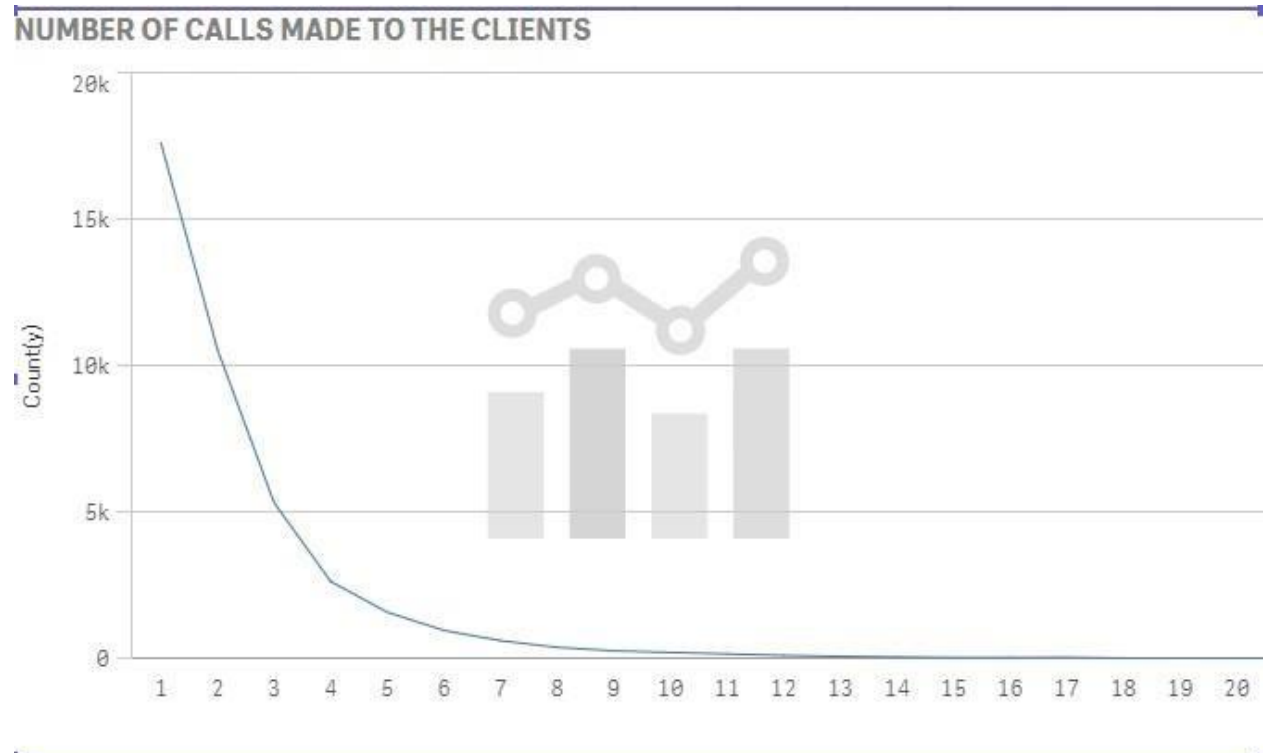
This chart is showing the number of calls made to the client that will help the bank analyze whether calling method is effective or not

This chart is showing the jobs of the clients and their decision about the decision. The blue is indicated as NO and red as YES. This chart will help the bank to check that in which jobs are their success ratio the highest as compared to other jobs.

job

This pie chart will help the bank to check the jobs of their clients that the clients of which job have been contacted the most number of times. As we can see in the pie chart, the jobs of admin, technician, blue-collar have emerged as top three in this category
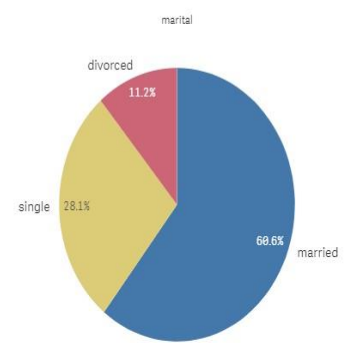
EDUCATION RELATION WITH DEPOSIT
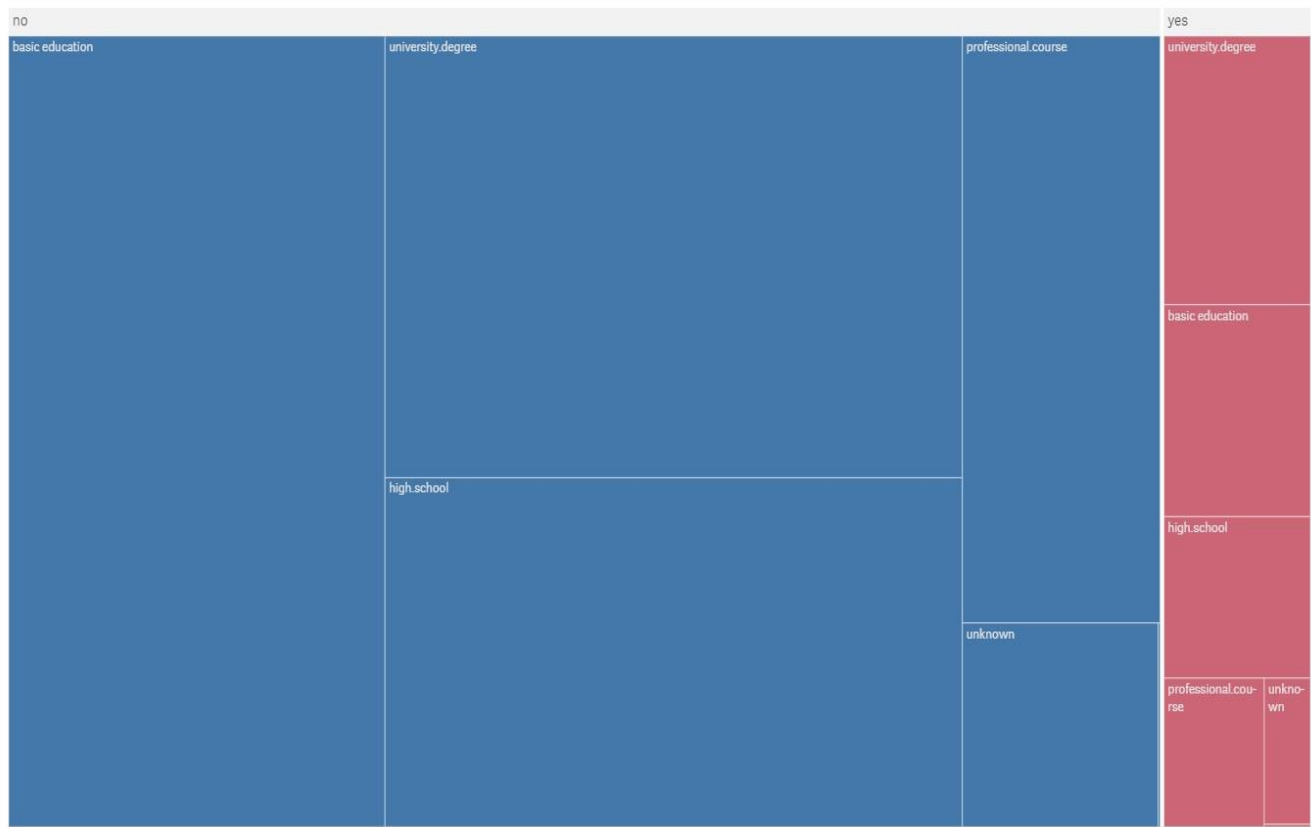
This chart will help the bank to check the education level of their clients and their decision. It will help the bank to target only those clients in which the success ratio has been observed to be the highest.
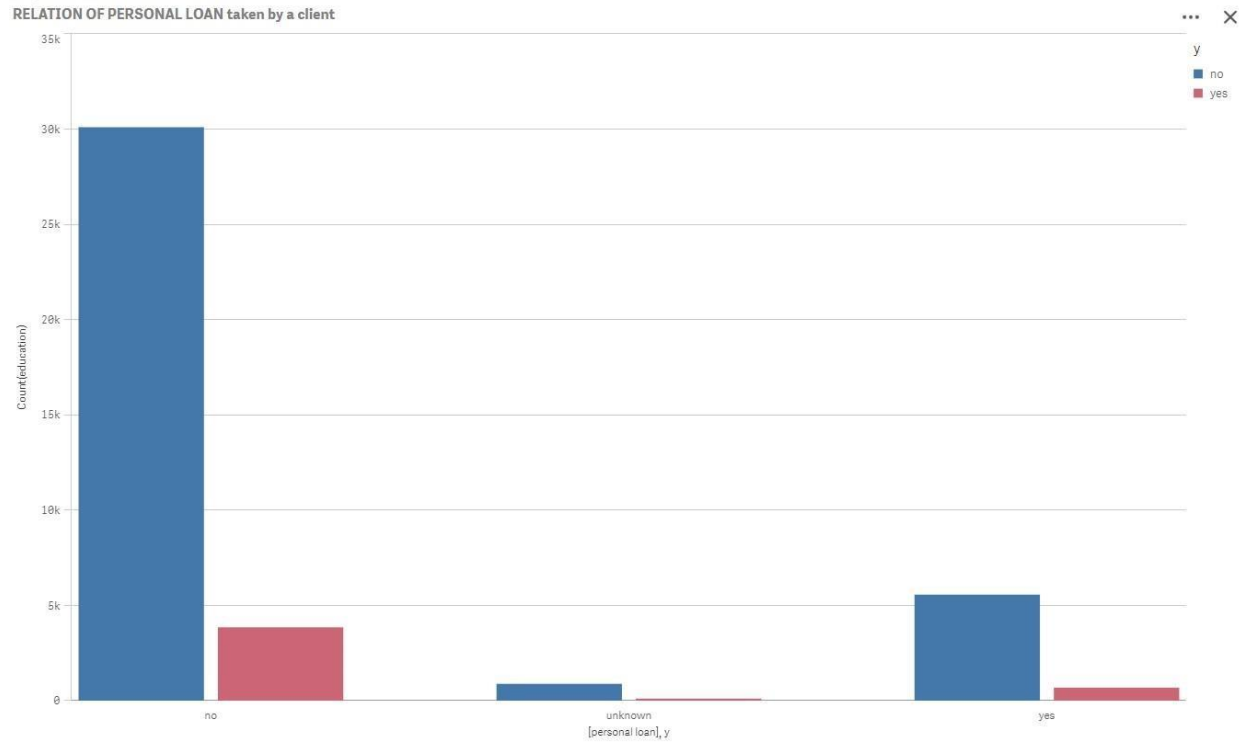
## Relation of Marital Status with Deposit
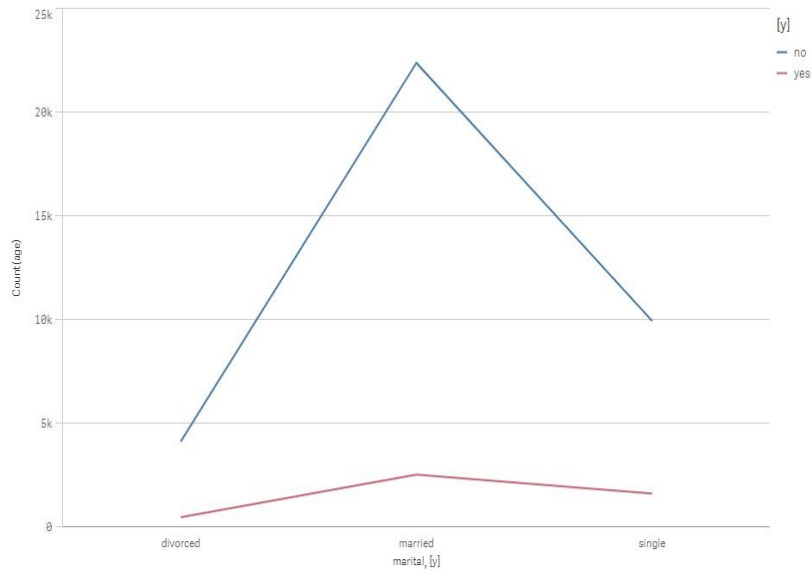
PIE CHART

This chart is showing the marital status of the clients and the relation with their decision. It is observed the clients who are married are contacted the most number of times as compared to other ones.

RELATION OF PERSONAL LOAN taken by a client

This chart is showing the relation of personal loan of a client with their decision as the people with no personal loan have submitted the deposit the most number of times as compared to other states.
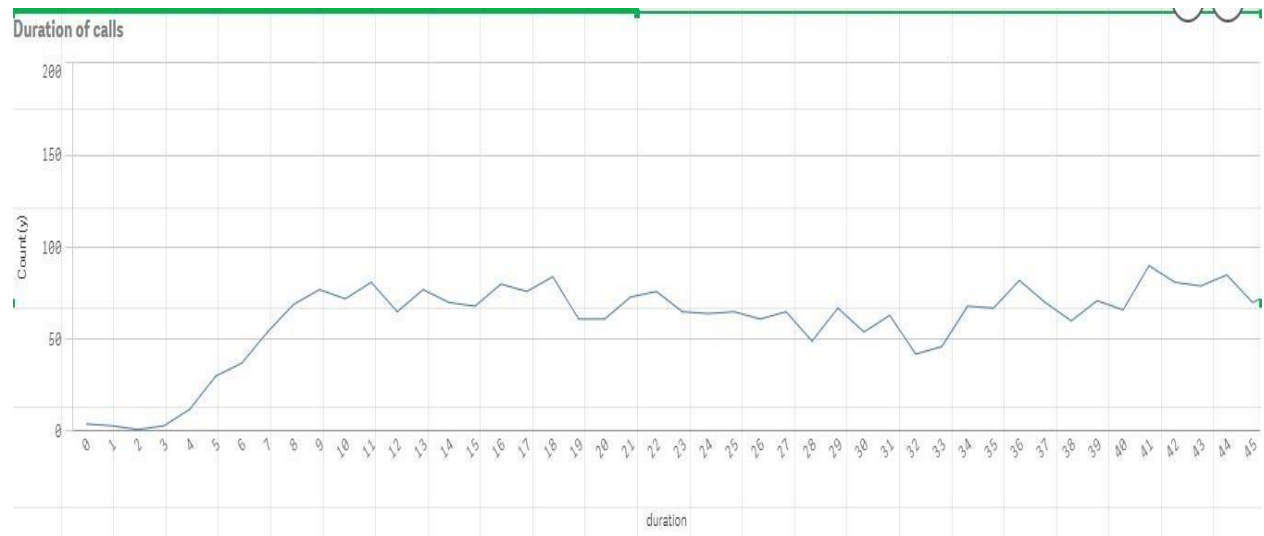
Duration of calls

This chart is showing the duration of calls that were made to the clients. The graph is indication that some calls were short, however, some part of them were long calls which can be due to any reason like it may take some time to convince a client in order to get him to take a decision.