**Objective:**

Build a Tableau story for business that covers the aspects of –

1. Measuring the effectiveness of the campaign
2. Deep dive into which sections of the audience the campaign performed well, and where it didn’t

The task is exploratory in nature. The student is expected to test a lot of hypotheses and ask questions that make business sense as well. Some examples (that were discussed in the class) –

1. Do customers with higher education have higher propensity to subscribe to a term deposit?
2. Does current balance have an effect on their subscription?

Students are expected to build a story with views (dashboards/ sheets) covering different aspects.

**File: “bank-marketing.zip”**

**Data dictionary:**

|  |  |
| --- | --- |
| **Variable Name** | **Variable Meaning** |
| age (numeric) |  |
| job | type of job (categorical: "admin.","unknown","unemployed","management","housemaid","entrepreneur","student",  "blue-collar","self-employed","retired","technician","services") |
| salary (numeric) |  |
| marital | marital status (categorical: "married","divorced","single"; note: "divorced" means divorced or  widowed) |
| education | (categorical: "unknown","secondary","primary","tertiary") |
| targeted | has the peson been targeted before? (binary: "yes","no") |
| default | has credit in default? (binary: "yes","no") |
| balance | average yearly balance, in euros (numeric) |
| housing | has housing loan? (binary: "yes","no") |
| loan | has personal loan? (binary: "yes","no") |
| contact | contact communication type (categorical: "unknown","telephone","cellular") |
| day | last contact day of the month (numeric) |
| month | last contact month of year (categorical: "jan", "feb", "mar", ..., "nov", "dec") |
| duration | last contact duration, in seconds (numeric) |
| campaign | number of contacts performed during this campaign and for this client (numeric, includes last  contact) |
| pdays | number of days that passed by after the client was last contacted from a previous campaign  (numeric, -1 means client was not previously contacted) |
| previous | number of contacts performed before this campaign and for this client (numeric) |
| poutcome | outcome of the previous marketing campaign (categorical: "unknown","other","failure","success") |
| Y | has the client subscribed a term deposit? (binary: "yes","no") |

**Output format:** Tableau workbook with a story.