

Bank Marketing Dashboard



Total Customers

41.33K



unknown Records

12.26K



Total Subscription

4.61K

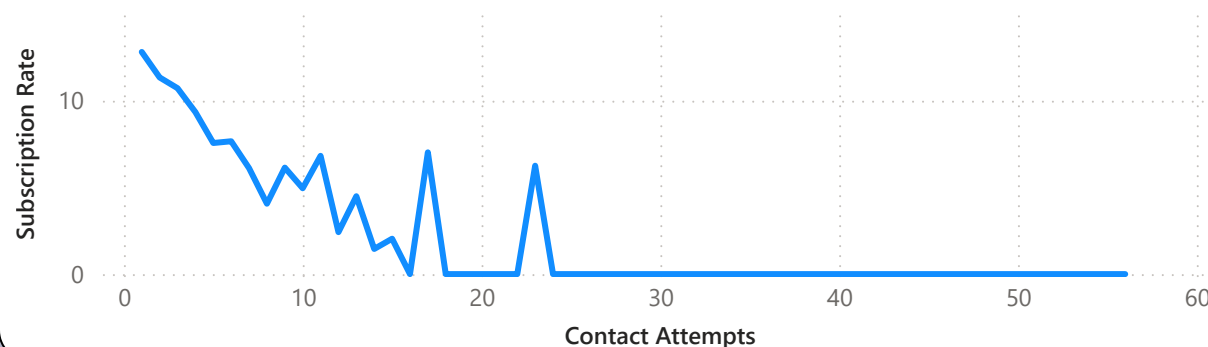
Filter By Education Level

☐ basic.4y

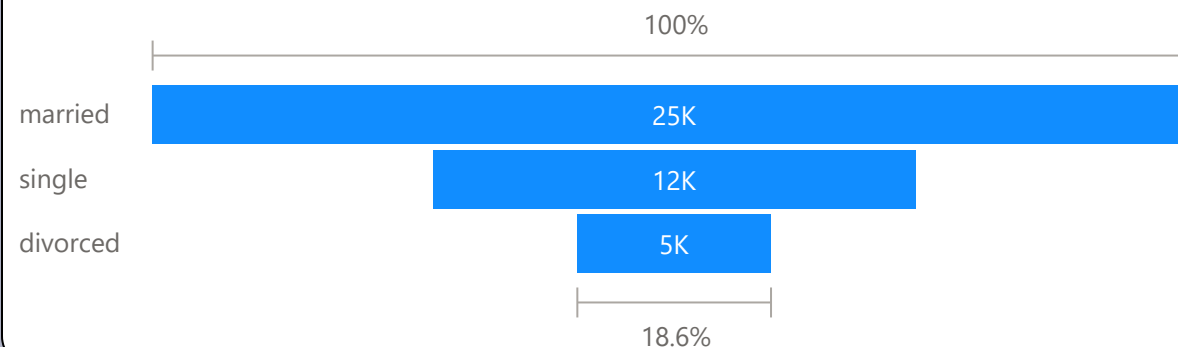
☐ basic.6y

☐ basic.9y

Subscription Rate by Contact Attempts

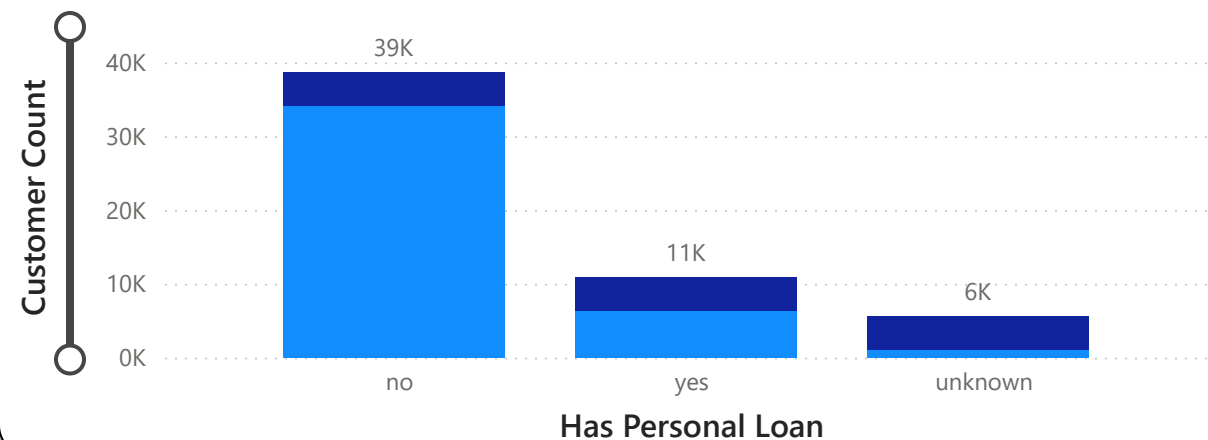


Percentage Of People By Marital Status

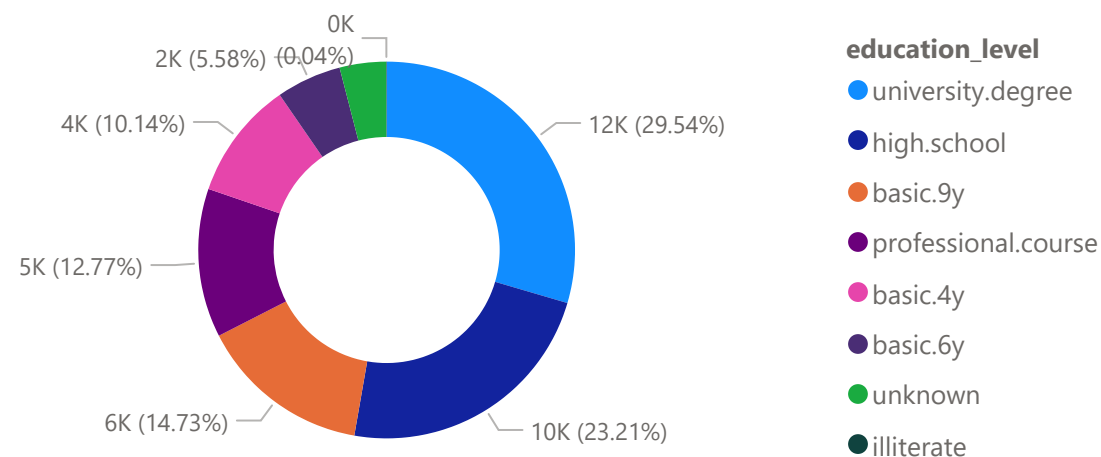


Subscriptions by Personal Loan

● Total Customers ● Subscribed Customers

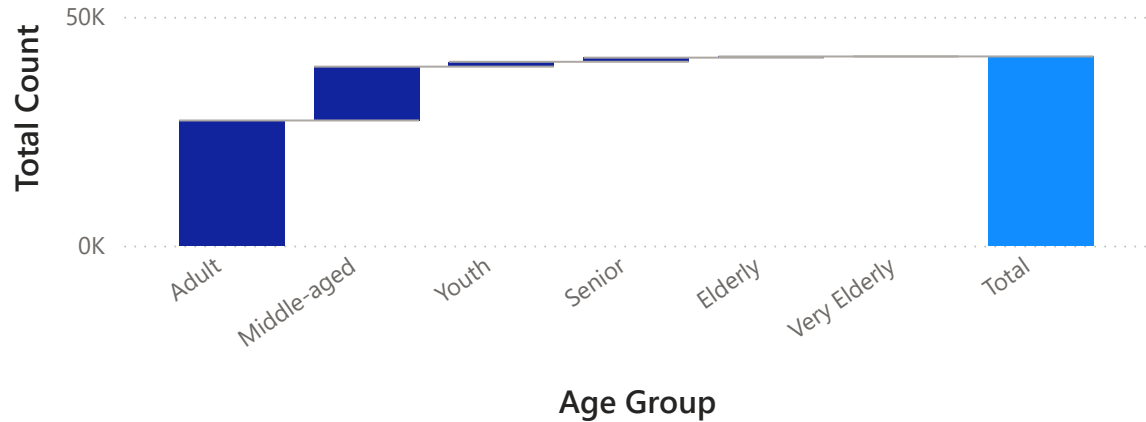


Customer Count by Education Level



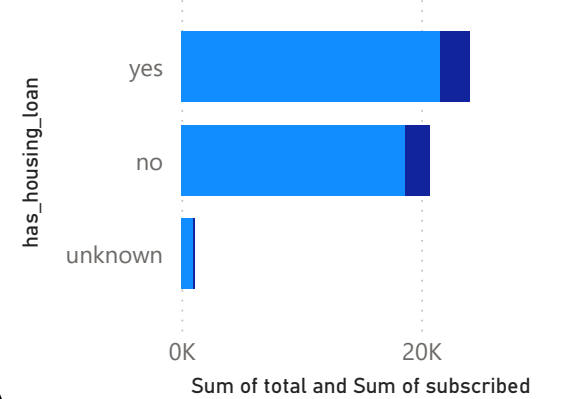
Age Group Distribution

● Increase ● Decrease ● Total



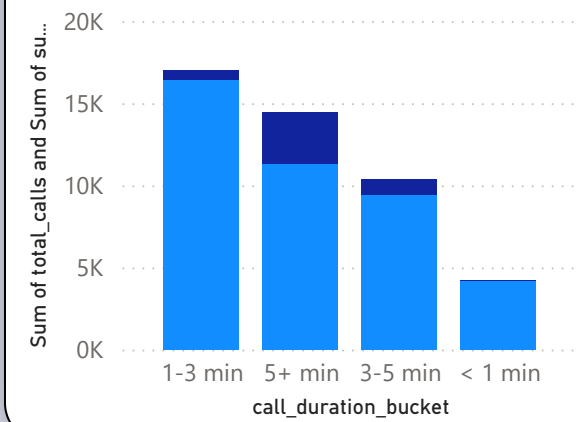
Subscriptions by Housing Loan Status

● Sum of total ● Sum of subscribed



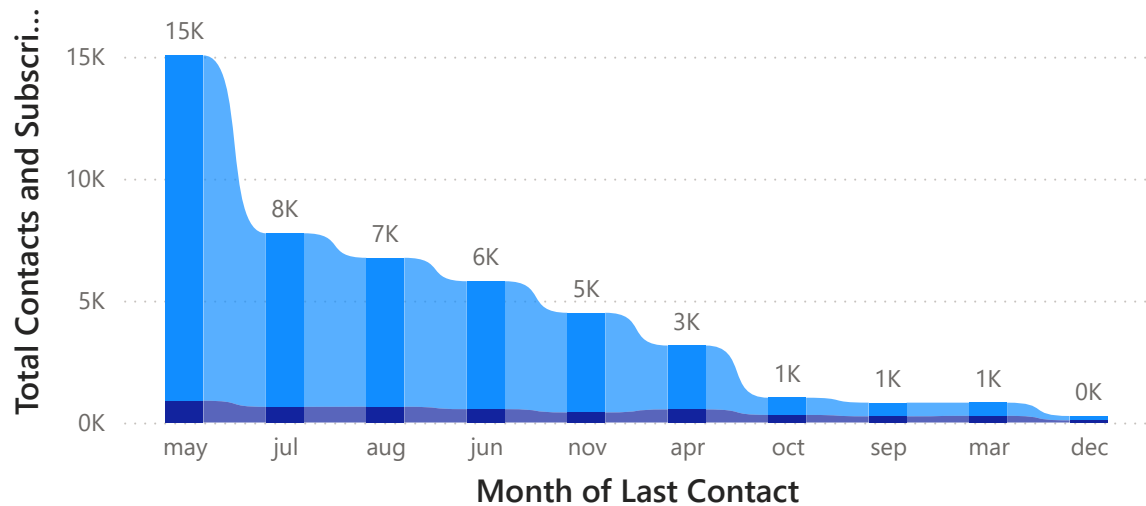
Impact of Call Length on Customer Conversion

● Sum of total_calls ● Sum of successful_calls

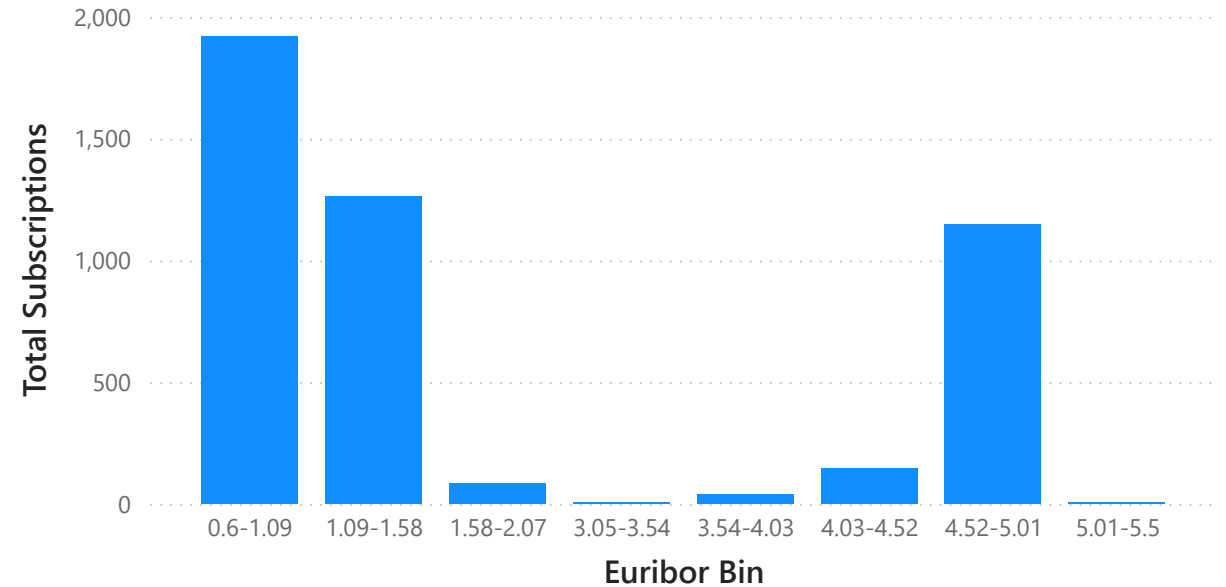


Total Contacts vs Subscriptions by Month

● Sum of total_contacts ● Sum of subscribed_count



Subscriptions by Euribor Bin





Insights

1–5 minute calls are more effective than short calls

Customers without housing loans subscribed at a higher rate

Peak contact and subscription months are May and July

Over 12K records are incomplete — especially in...

These age groups hold the highest subscriber count.

Subscription volume drops as Euribor increases.






Customers without personal loans converted significantly better.

Subscription rate improves steadily up to 10 contact attempts.

~60% of customers are married — they form the majority...

University and high school grads account for 50%+ of total subscriptions



 Focus future campaigns on married adults without loans, as they show the highest subscription potential.  Limit contact attempts to 10 or fewer to avoid diminishing returns.  Target outreach around May and July, which consistently perform best.  Maintain call durations between 1–5 minutes for higher conversions.  Improve data quality, especially in loan and education fields, for better targeting.