

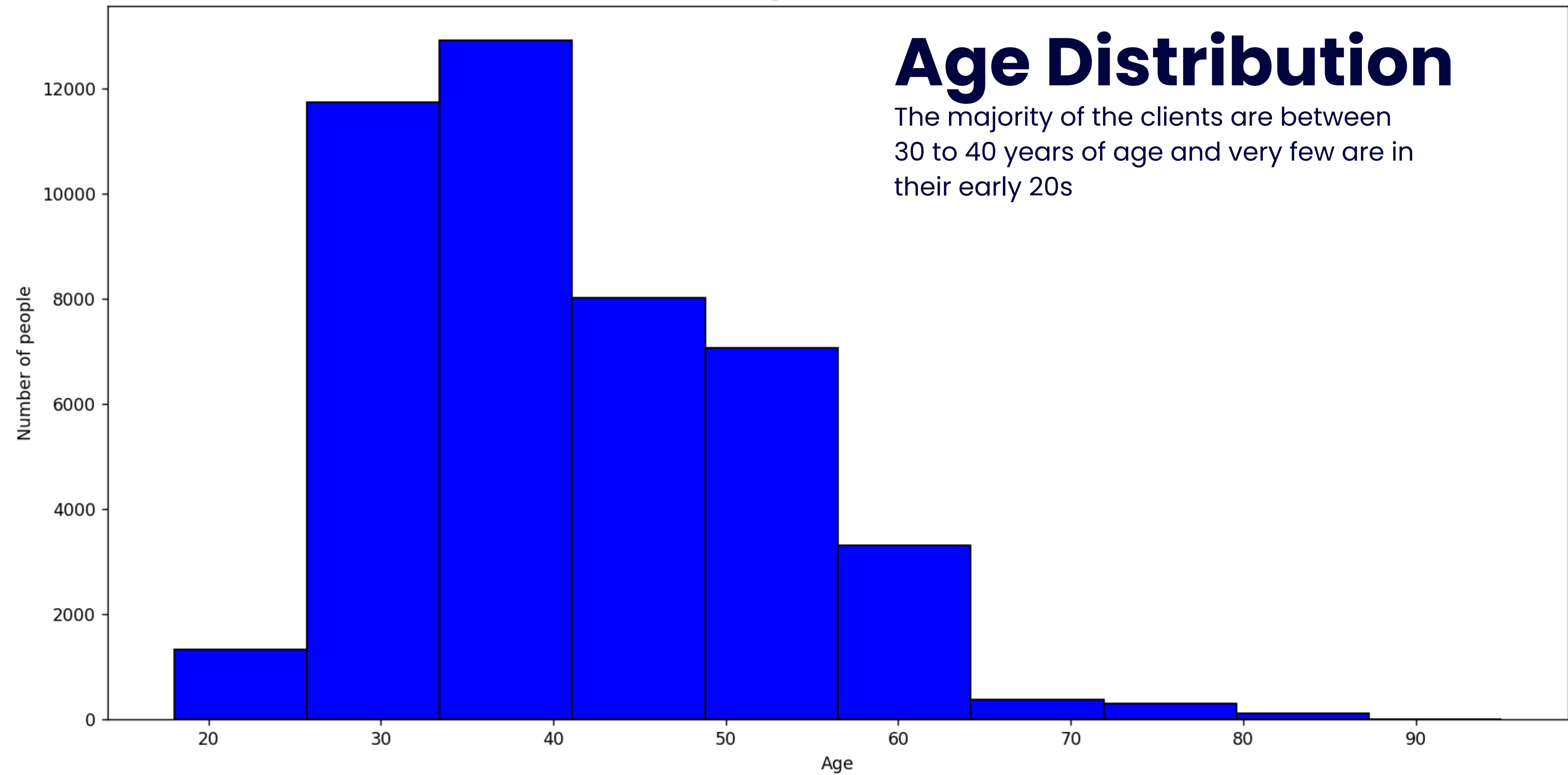


# Finalytics Case Project – Banking



**Presented by: Shubh Sareen**

Age Distribution



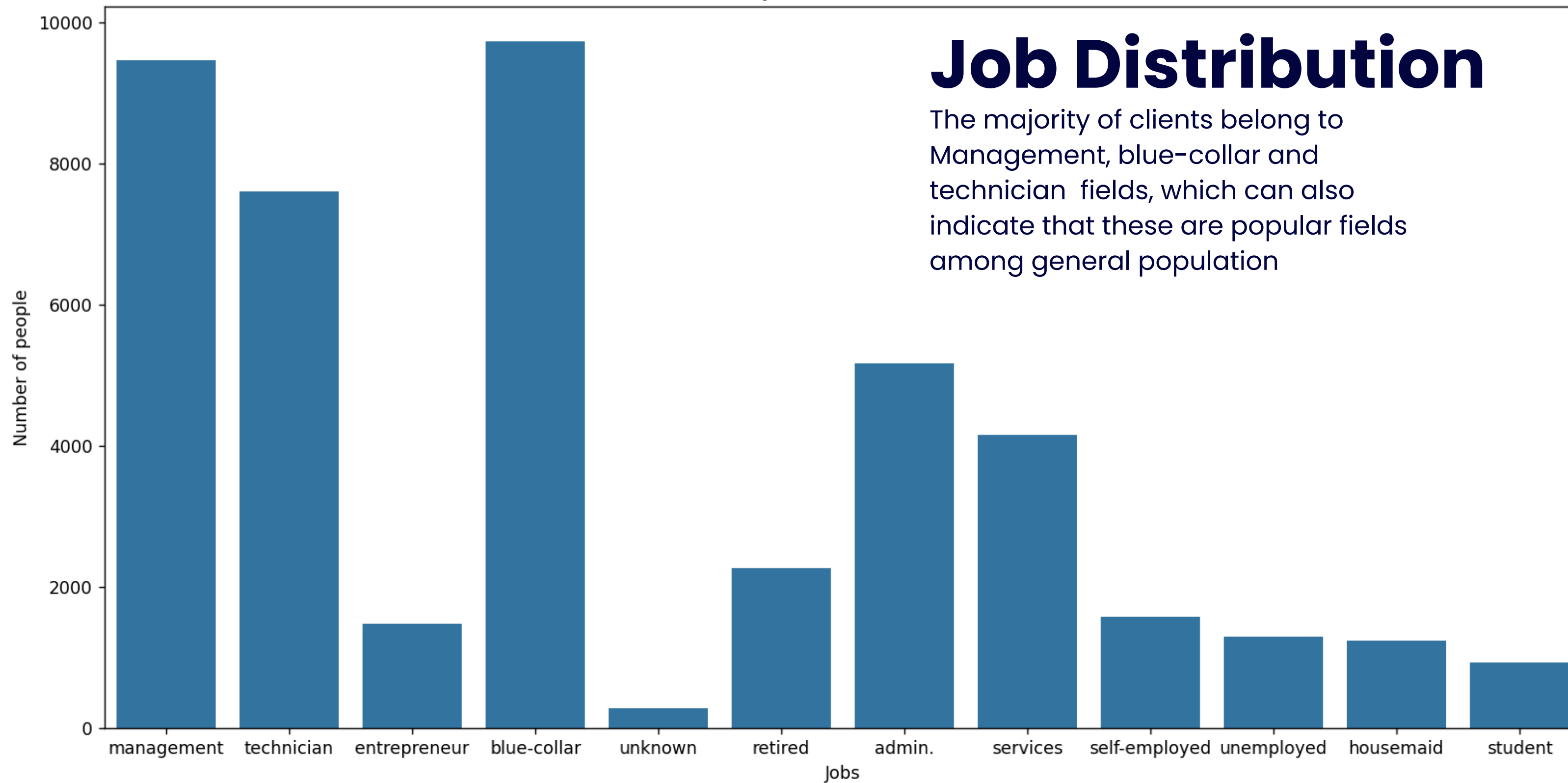
# Age Distribution

The majority of the clients are between 30 to 40 years of age and very few are in their early 20s



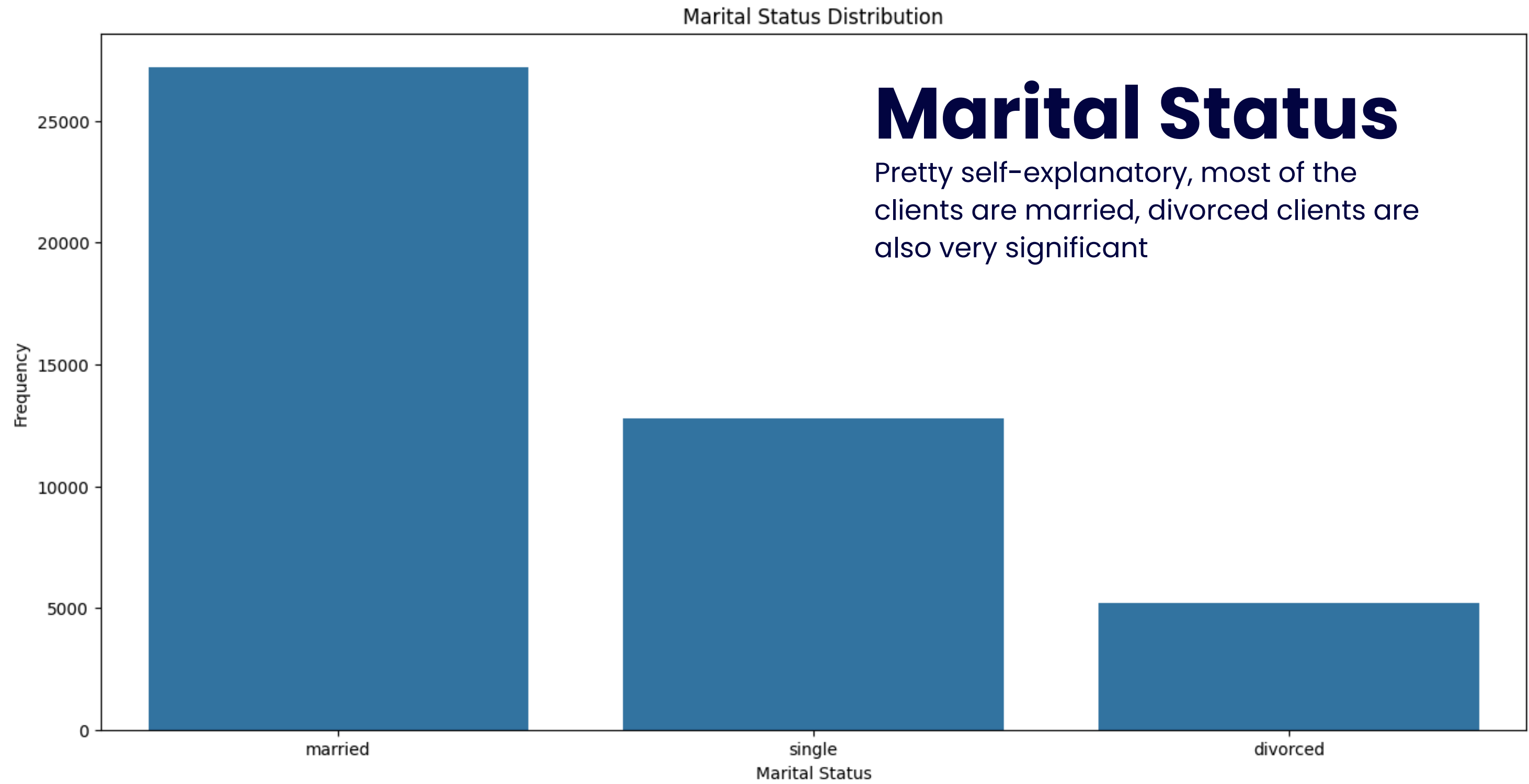


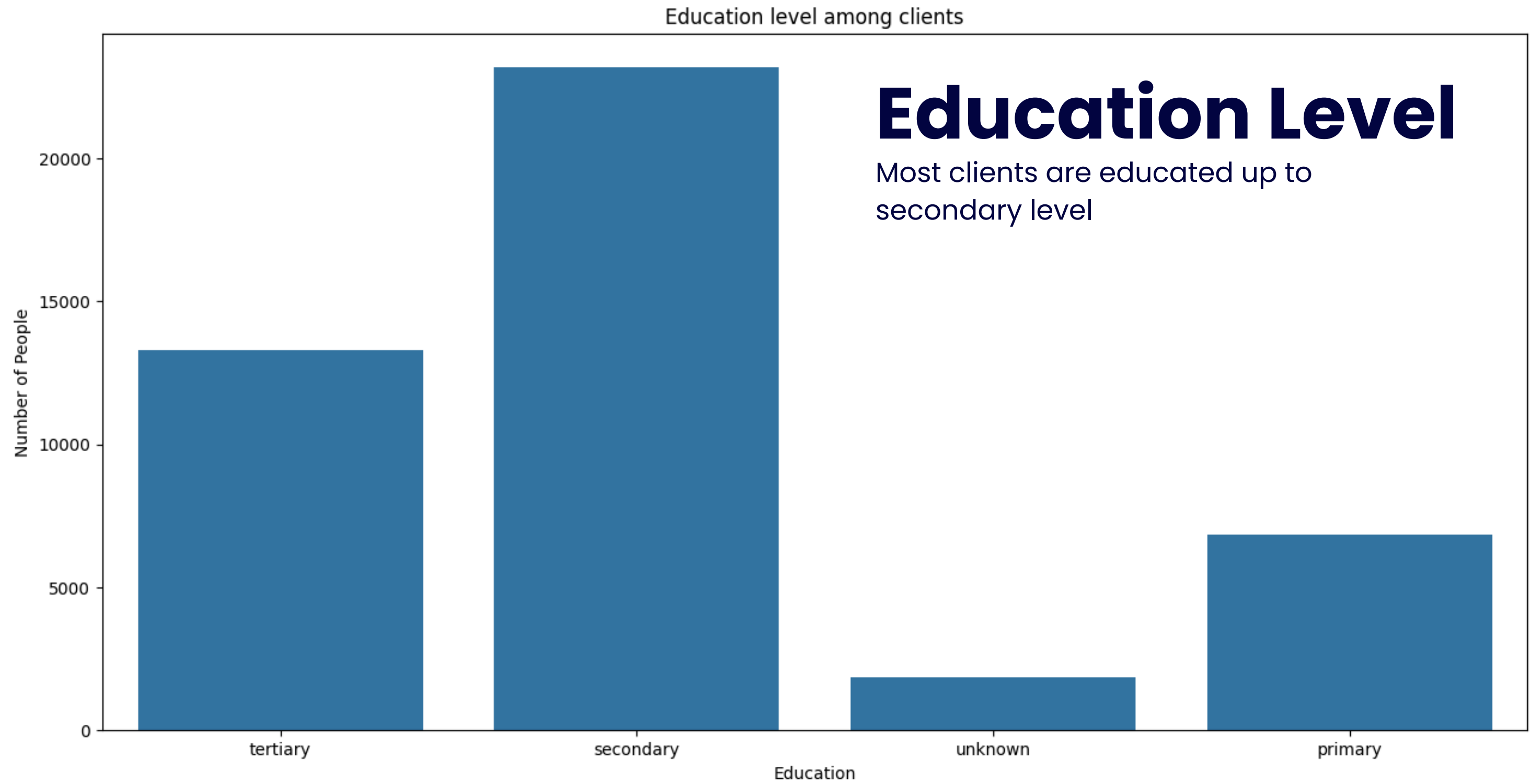
Job Distribution

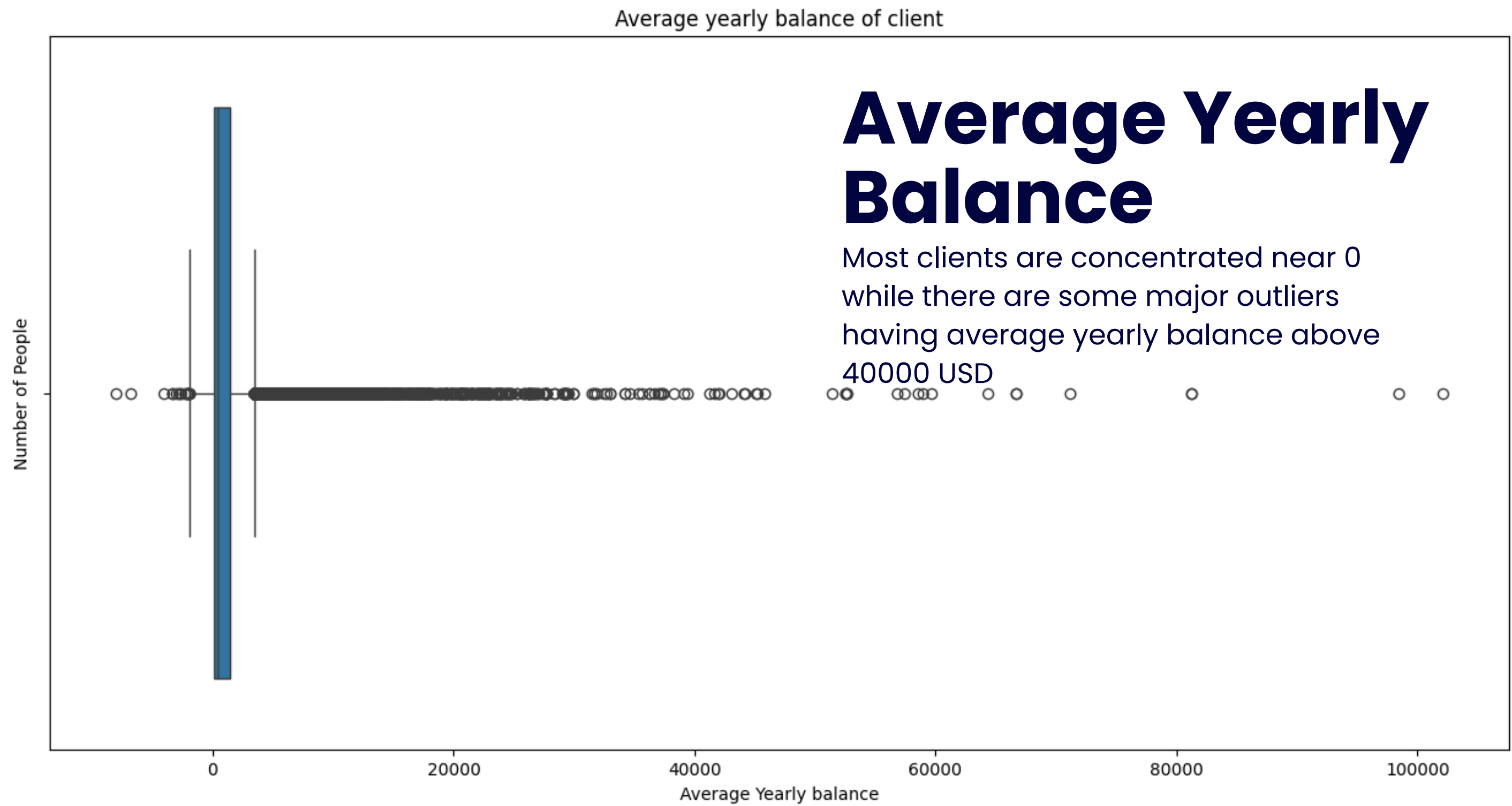


# Job Distribution

The majority of clients belong to Management, blue-collar and technician fields, which can also indicate that these are popular fields among general population

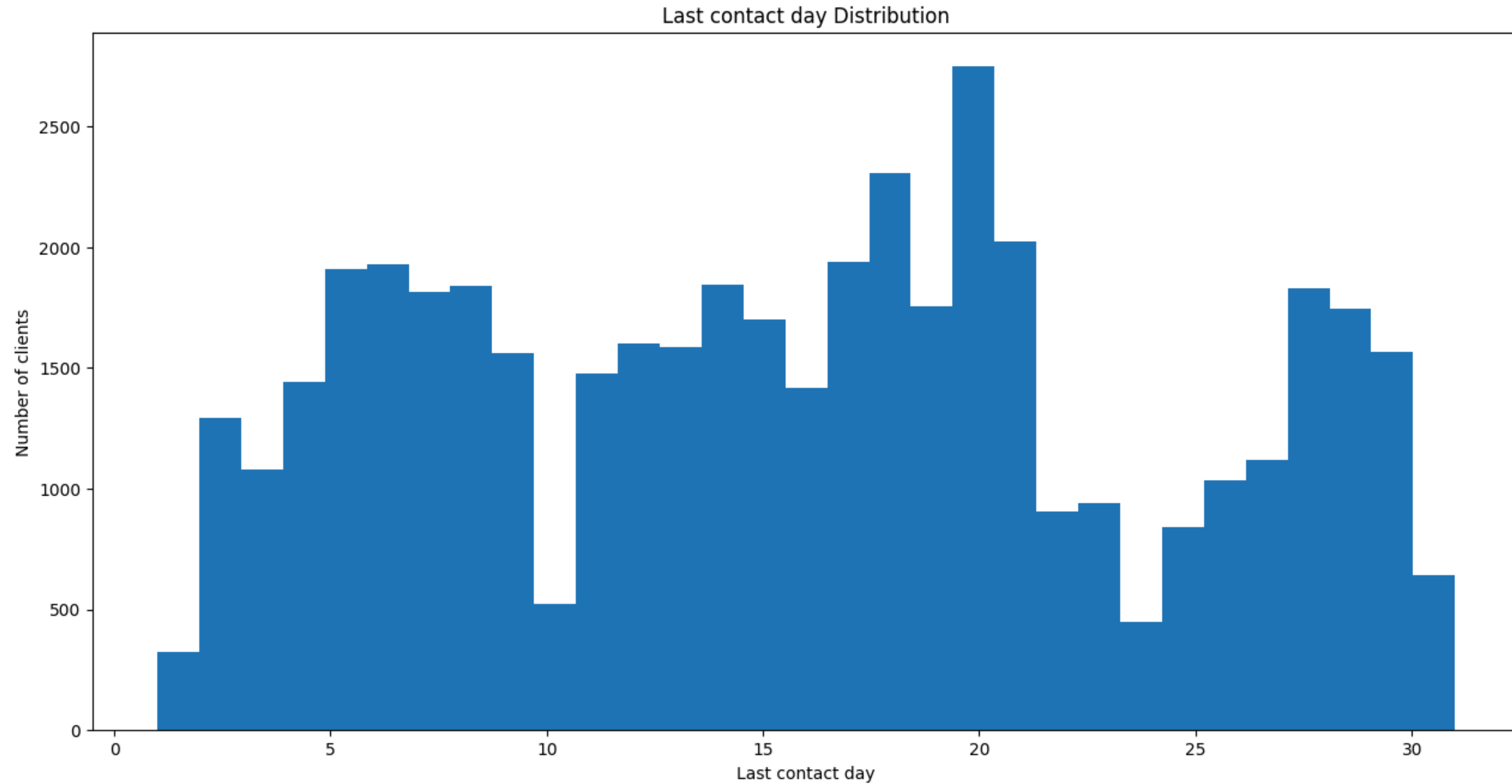


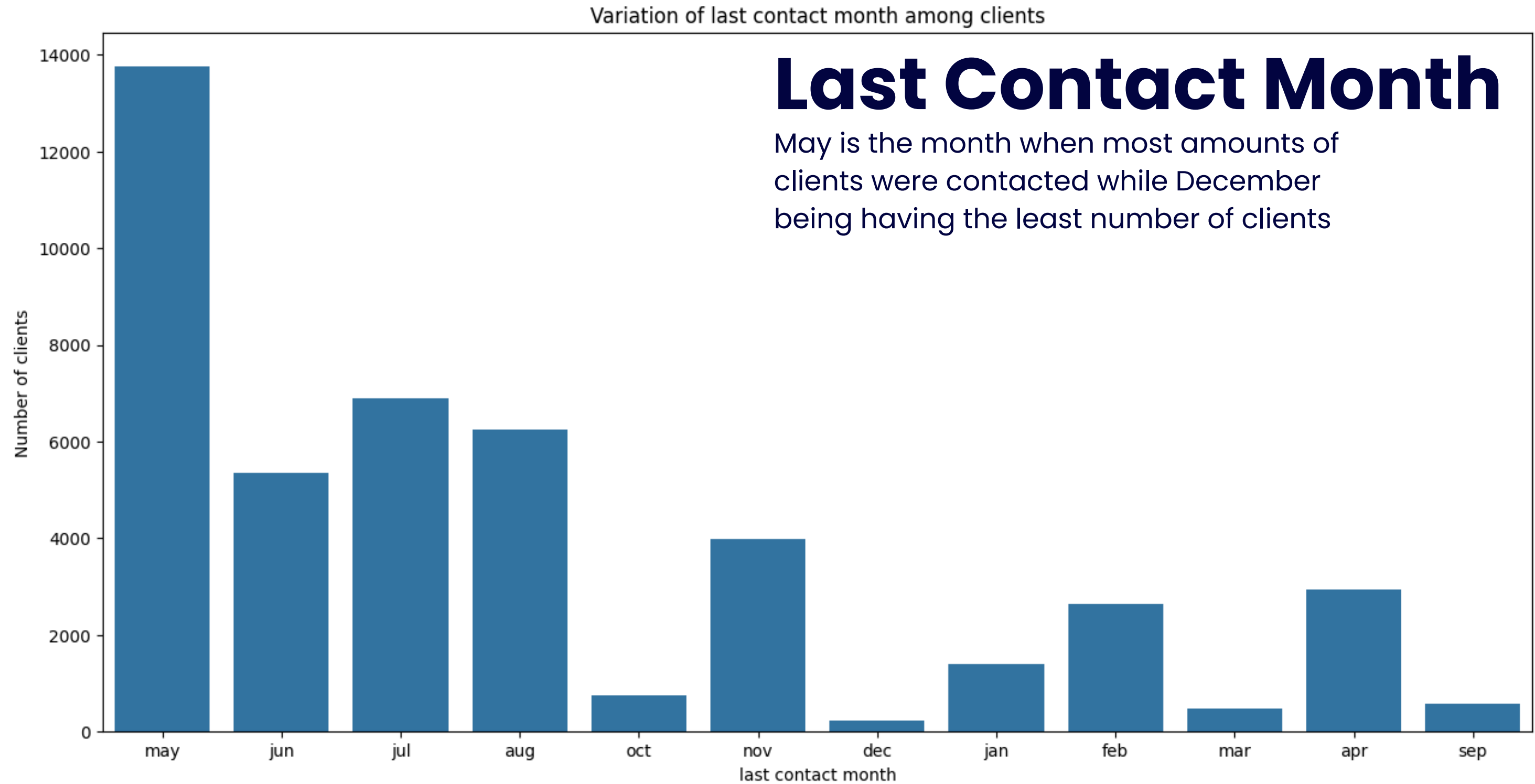




# Last Contact Day

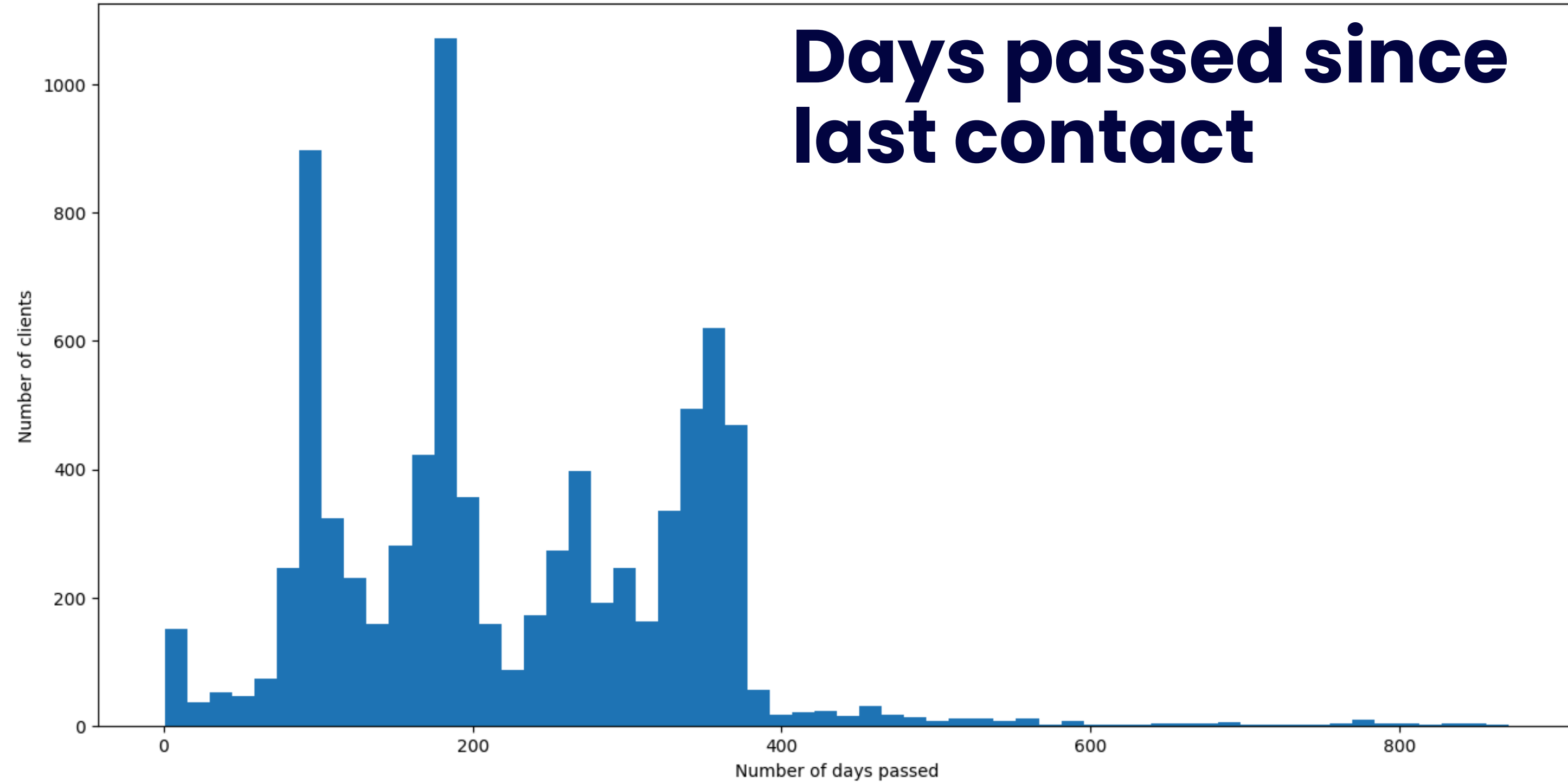
Almost uniform while having some peaks  
and some dips







Number of days passed since the client was last contacted from a previous campaign



# Correlations

Term deposit has moderate positive correlation with duration of contact and mild negative relation with housing loan

