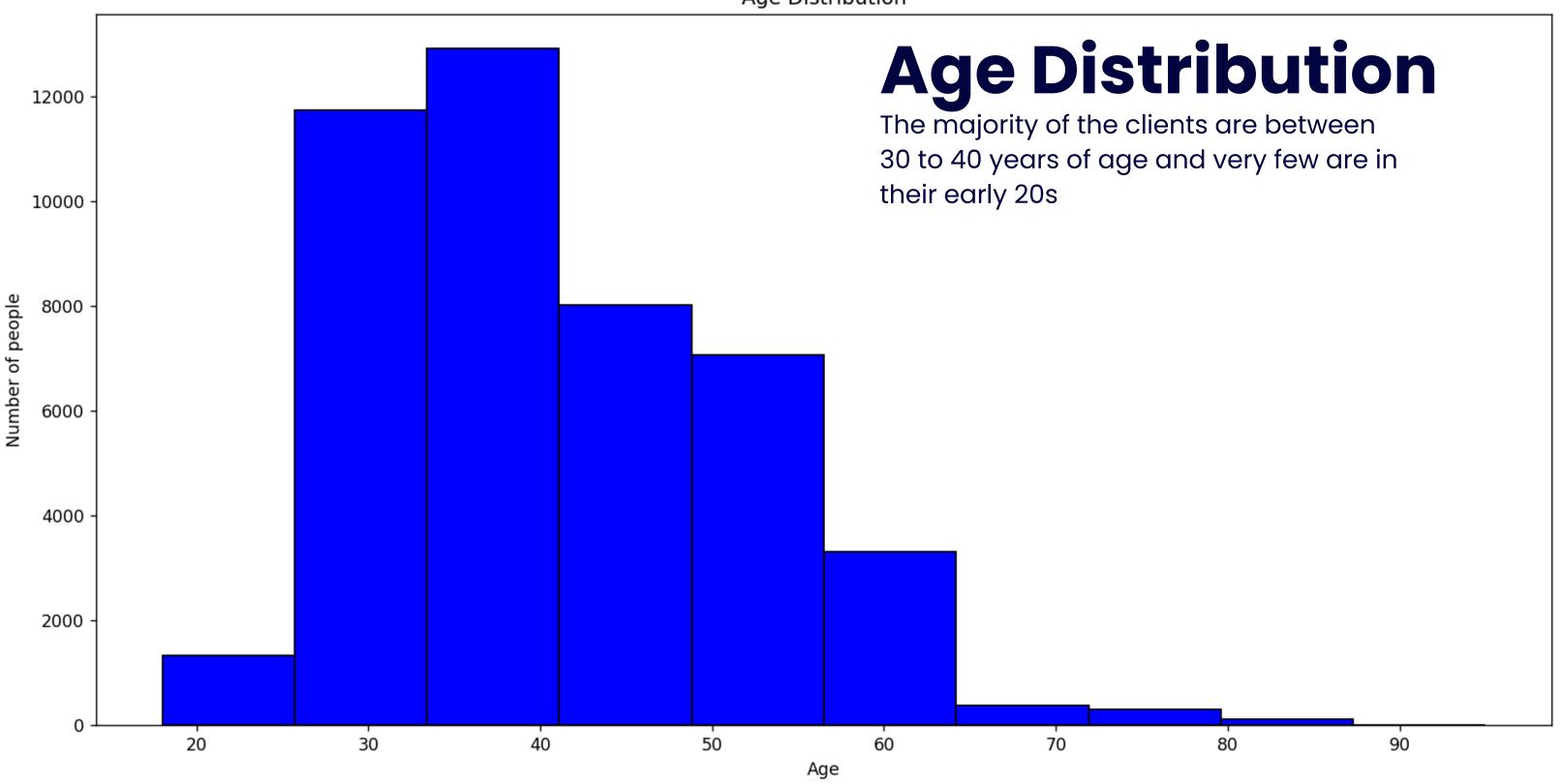
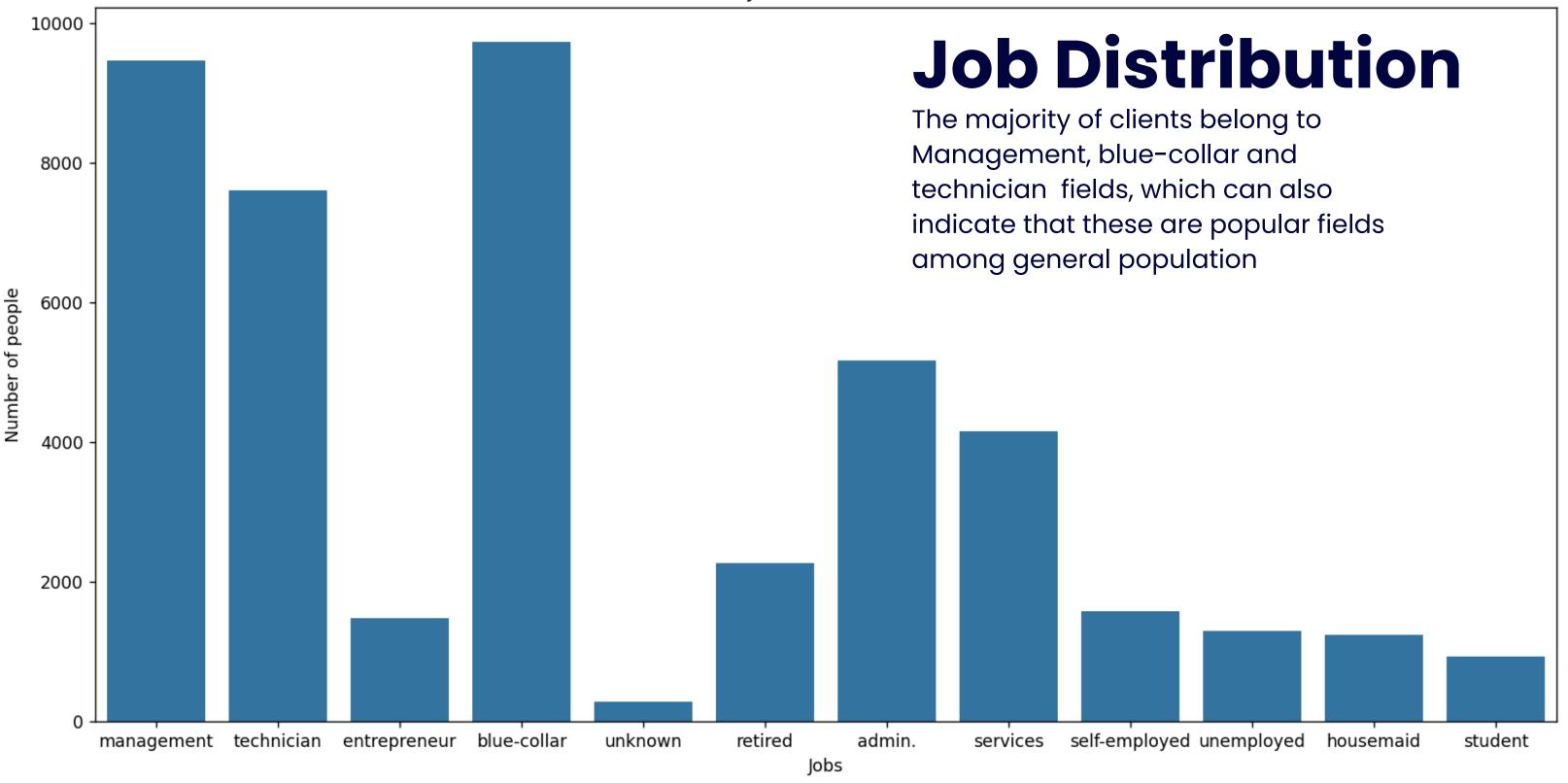
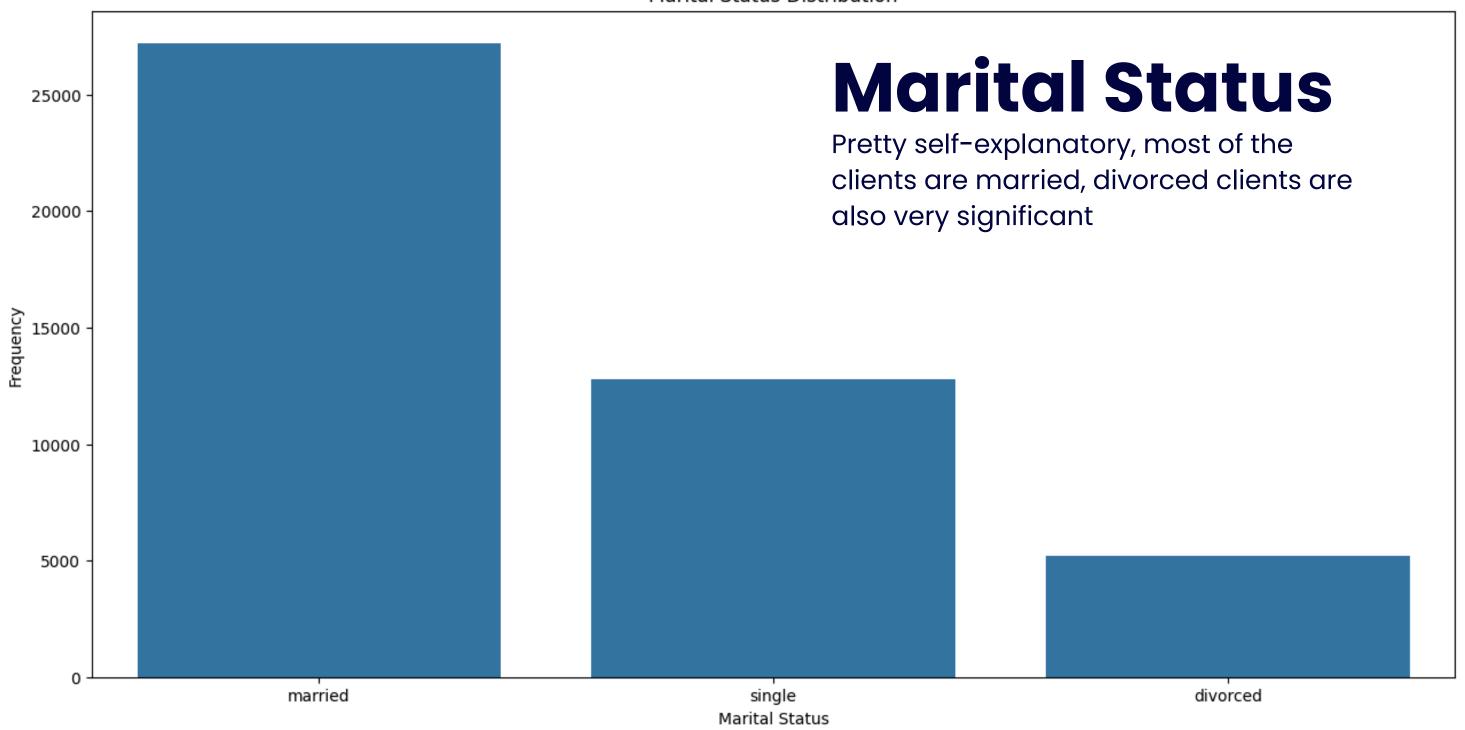
Finalytics Case Project - Banking

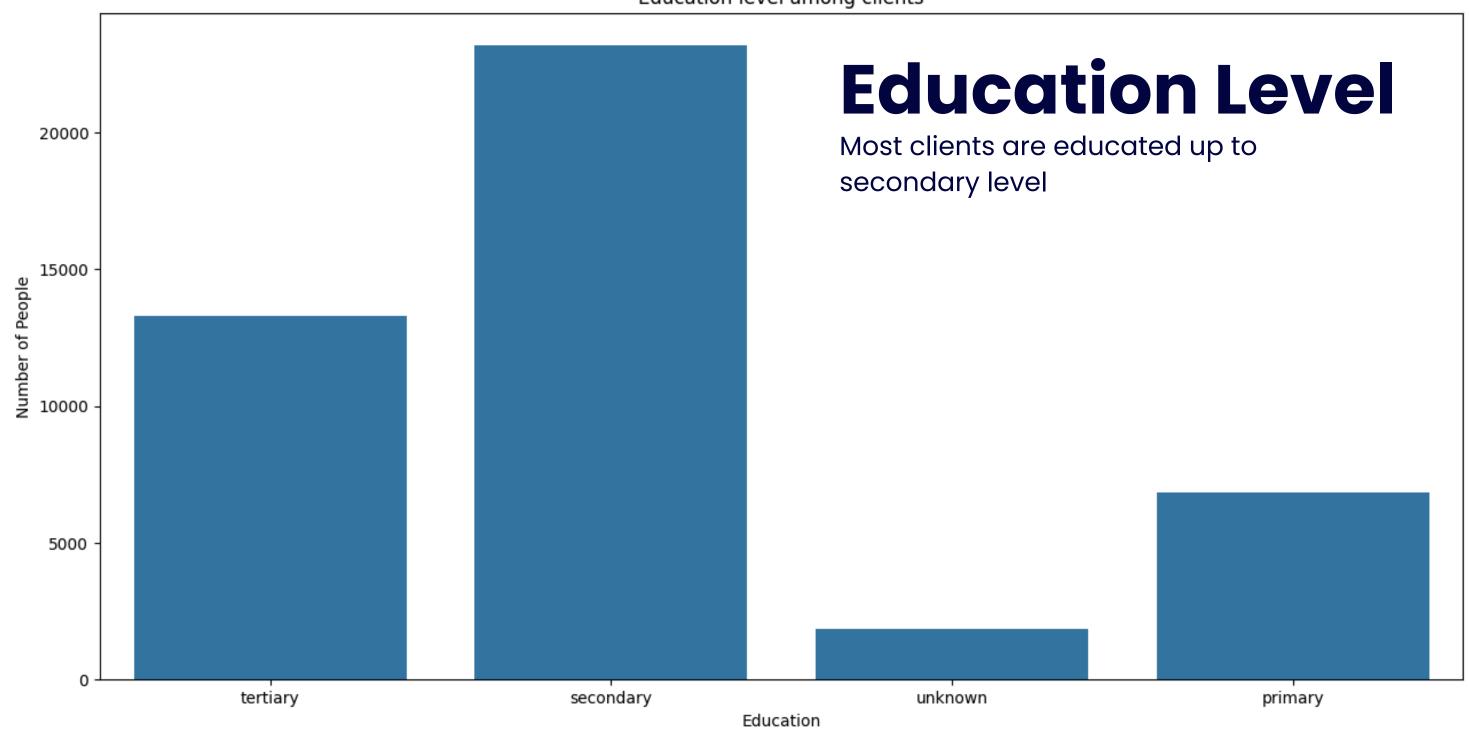


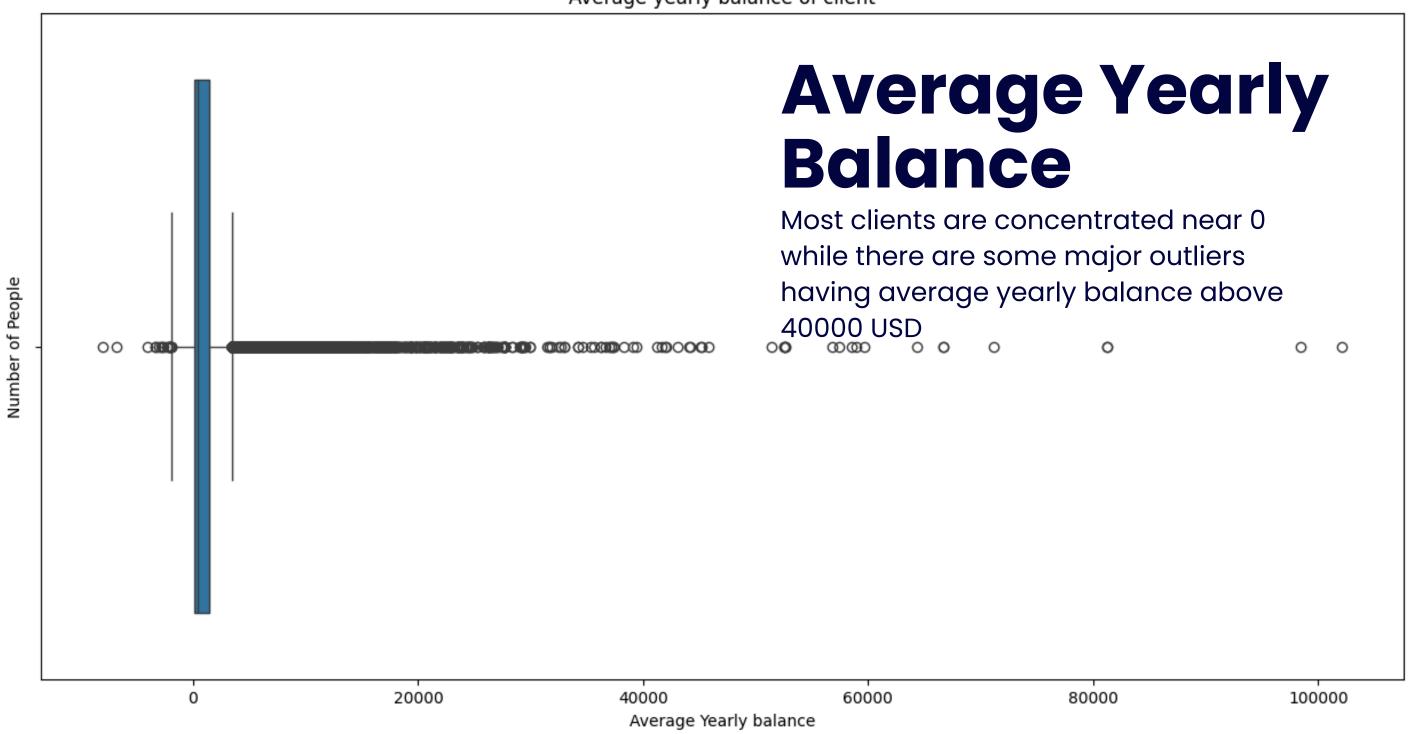






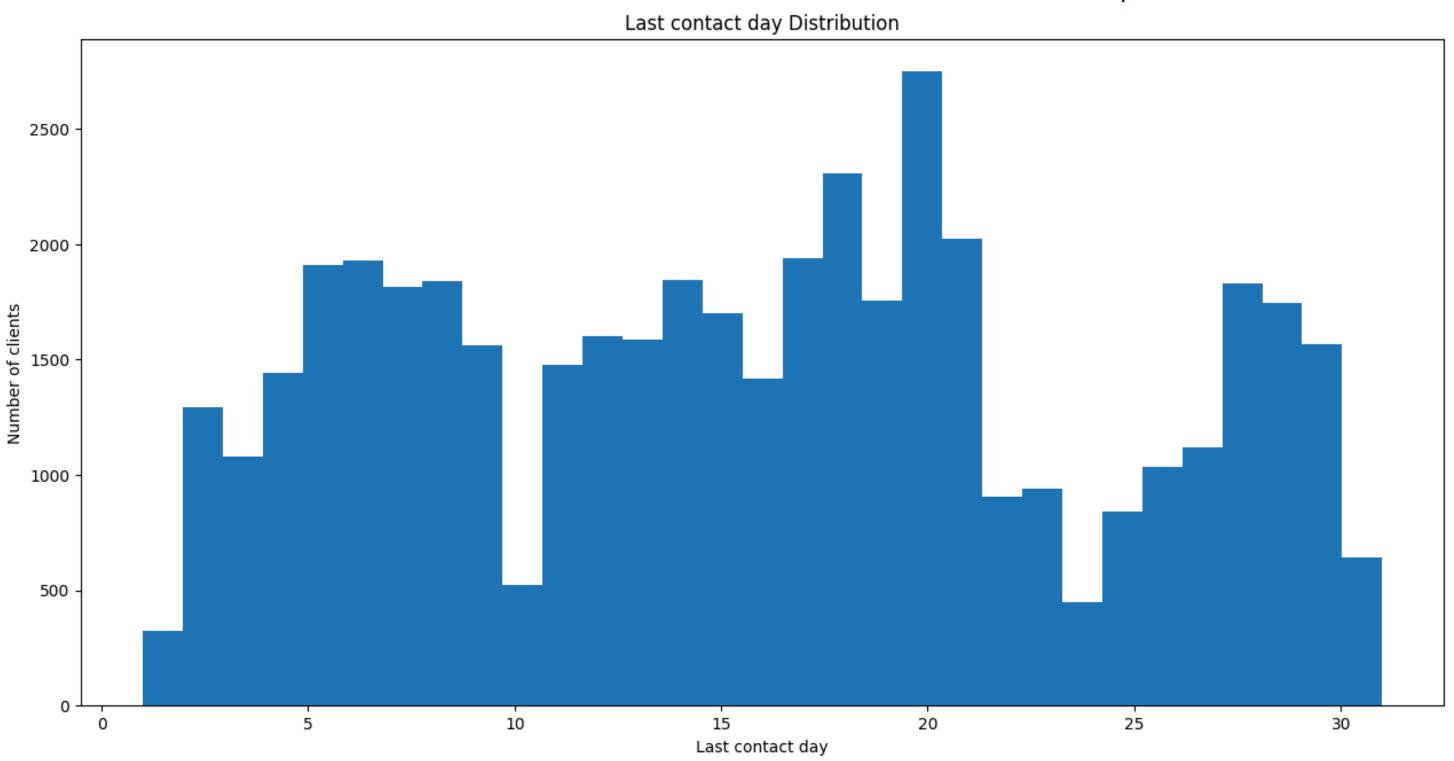


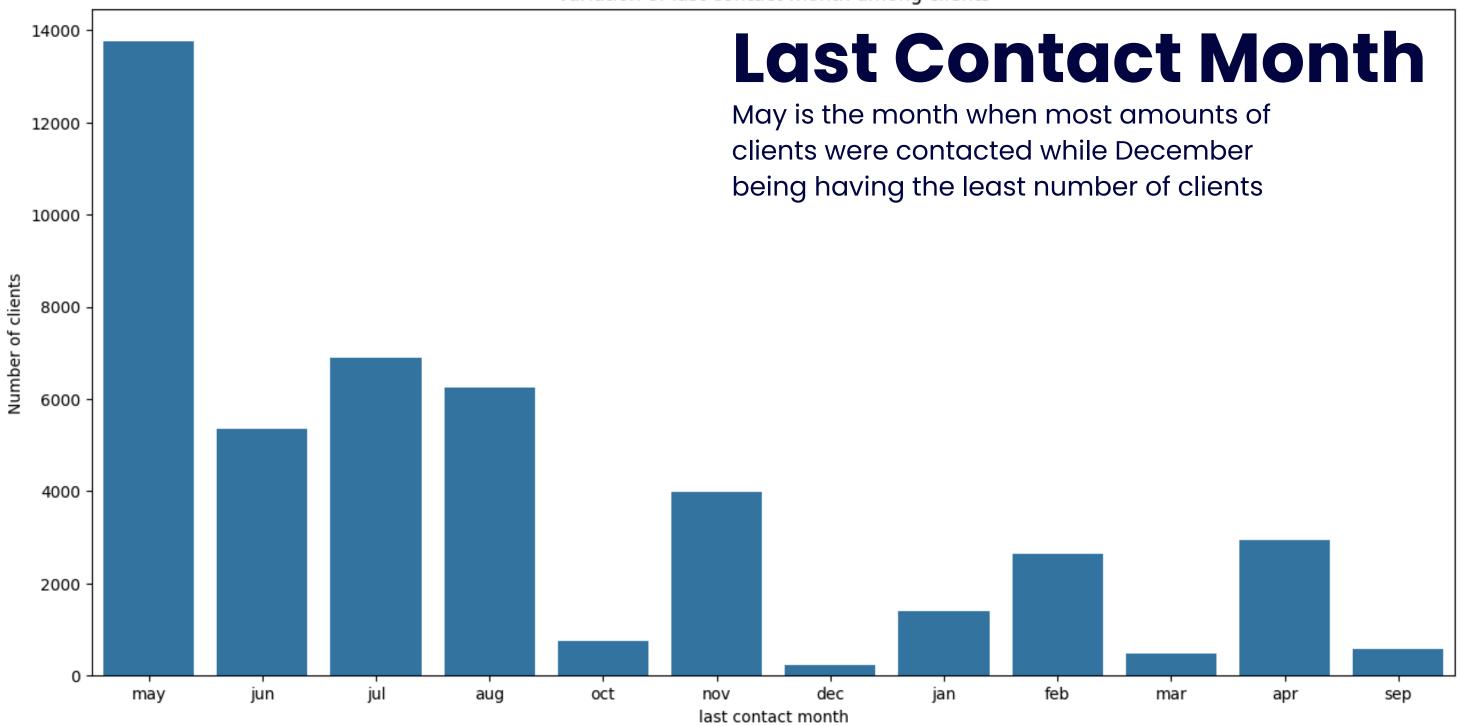


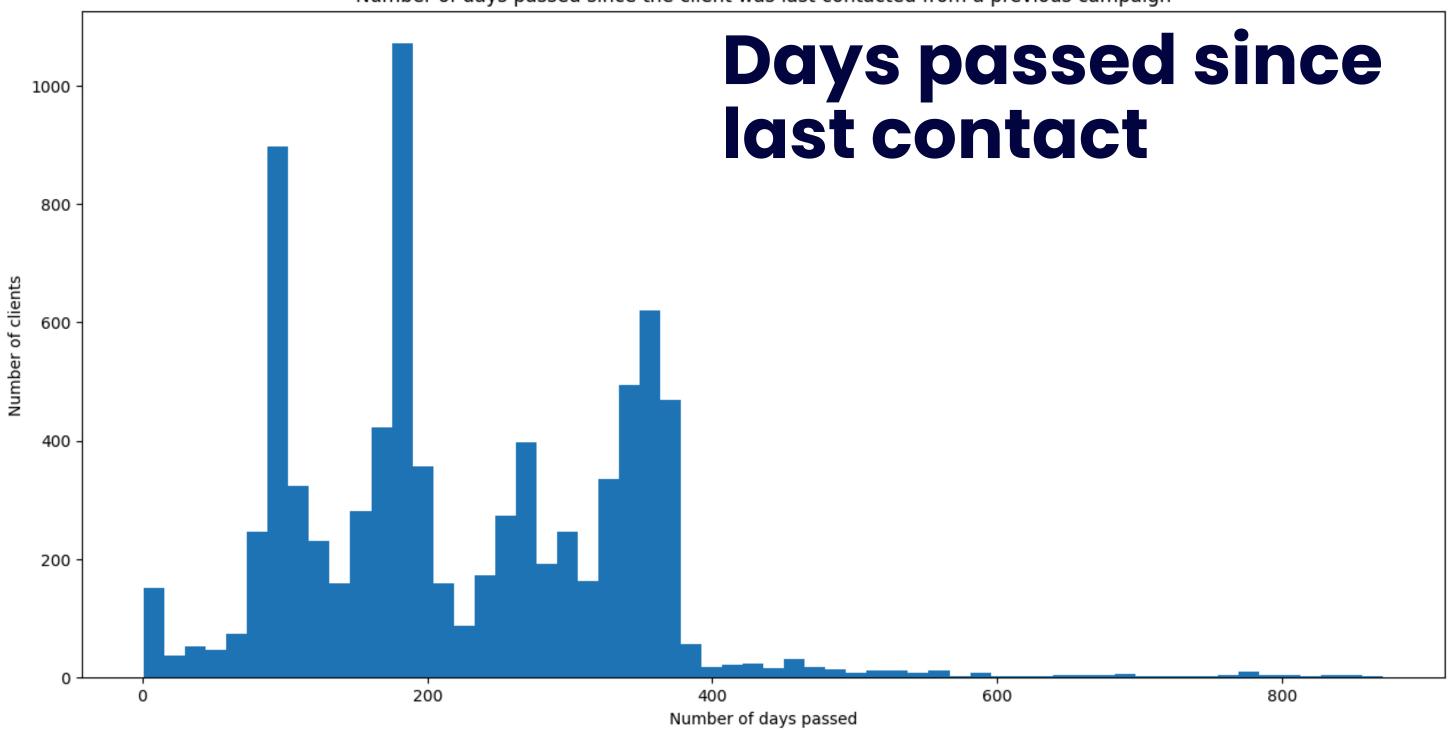


Last Contact Day Almost uniform while having some peaks

and some dips







Correlations

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

Correlation heatmap of Banking database

_	Correlation heatmap of Banking database										
age -	1.00	-0.02	0.10	-0.19	-0.02	-0.01	-0.00	0.00	-0.02	0.00	0.03
default -	-0.02	1.00	-0.07	-0.01	0.08	0.01	-0.01	0.02	-0.03	-0.02	-0.02
balance -	0.10	-0.07	1.00	-0.07	-0.08	0.00	0.02	-0.01	0.00	0.02	0.05
housing -	-0.19	-0.01	-0.07	1.00	0.04	-0.03	0.01	-0.02	0.12	0.04	-0.14
loan -	-0.02	0.08	-0.08	0.04	1.00	0.01	-0.01	0.01	-0.02	-0.01	-0.07
day -	-0.01	0.01	0.00	-0.03	0.01	1.00	-0.03	0.16	-0.09	-0.05	-0.03
duration -	-0.00	-0.01	0.02	0.01	-0.01	-0.03	1.00	-0.08	-0.00	0.00	0.39
campaign -	0.00	0.02	-0.01	-0.02	0.01	0.16	-0.08	1.00	-0.09	-0.03	-0.07
pdays -	-0.02	-0.03	0.00	0.12	-0.02	-0.09	-0.00	-0.09	1.00	0.45	0.10
previous -	0.00	-0.02	0.02	0.04	-0.01	-0.05	0.00	-0.03	0.45	1.00	0.09
у -	0.03	-0.02	0.05	-0.14	-0.07	-0.03	0.39	-0.07	0.10	0.09	1.00
	- age	default -	balance -	- housing -	loan -	- day	duration -	campaign -	pdays -	previous -	, ,

