

Banking Marketing Analysis Project

A banking institution ABC ran a marketing campaign to convince potential customers to invest in bank term deposits. Information related to direct marketing campaigns of the bank is as follows. The marketing campaigns were based on phone calls. Often, the same customer was contacted more than once through phone, to assess if they would want to subscribe to the bank term deposit or not.

The following questions were answered by data analysis with Hive

1. Load data and create a Hive table
2. Give marketing success rate. (No. of people subscribed / total no. of entries)
3. Give marketing failure rate
4. Maximum, Mean, and Minimum age of the average targeted customer
5. Check the quality of customers by checking the average balance, median balance of customers
6. Check if age matters in marketing subscription for deposit
7. Check if marital status mattered for subscription to deposit.
8. Check if age and marital status together mattered for subscription to deposit scheme

The dataset is from the banking sector with the following attributes

1. **age** - age of the customer
2. **job** - customer Job
3. **marital** - customer marital status
4. **education** - customer education details
5. **default** - whether he defaulted loans
6. **balance** - account balance
7. **housing** - whether he has housing loans
8. **loan** - whether he has any other loans
9. **contact** - contact details
10. **day** - day of the month in which he was contacted
11. **month** - month in which he was contacted
12. **duration** - duration of the call
13. **campaign** - campaign id
14. **pdays** - na
15. **previous** - na
16. **poutcome** - campaign outcome
17. **y** - whether customer opened an account