**BANKING**

**BANK MARKETING CAMPAIGN ANALYSIS REPORT**

**1. OVERALL CAMPAIGN PERFORMANCE**

* **Count of "y":** 45.21K
* **Success Rate:** 11.70% (Approximately 11.7% of the contacts resulted in a positive response or "Yes")
* **Failure Rate:** 11.70% (The failure rate is equal to the success rate, suggesting the remaining responses may be failures or neutral outcomes).

**2. BREAKDOWN BY JOB TYPE**

The distribution of successful "Yes" responses by job type is as follows:

* **Management:** 1,301
* **Technician:** 840
* **Blue-collar workers:** 708
* **Admin:** 631
* **Retired:** 516
* **Services:** 369
* **Student:** 269
* **Unemployed:** 202
* **Self-employed:** 187
* **Entrepreneur:** 123
* **Housemaid:** 109
* **Unknown:** 34

**Insight:**

* Management, technician, and blue-collar workers show the highest number of positive responses. The retired, student, and unemployed groups have lower response rates, possibly due to lower engagement or relevance.

**3. BREAKDOWN BY AGE GROUP**

The number of successful "Yes" responses by age group is as follows:

* **36-50 years:** 19,049 responses
* **26-35 years:** 15,571 responses
* **50+:** 9,255 responses
* **18-25 years:** 1,336 responses

**Insight:**

* The highest number of responses comes from the 36-50 age group, followed by the 26-35 group. Younger individuals (18-25) have fewer positive responses, suggesting that they may be less interested in or less likely to engage with the bank's offerings.

**4. BALANCE BETWEEN "YES" AND "NO" RESPONSES**

* **No Responses:** 52,046,909 (84.51% of total responses)
* **Yes Responses:** 9,542,773 (15.49% of total responses)

**Insight:**

* A significant portion of the responses is negative ("No"). However, the 15.49% positive response rate indicates a reasonable level of engagement considering the overall outreach.

**5. BREAKDOWN BY MARITAL STATUS AND EDUCATION LEVEL**

* **Married:**
  + Primary: 5,246
  + Secondary: 13,770
  + Tertiary: 7,038
  + Unknown: 1,160
* **Single:**
  + Primary: 853
  + Secondary: 6,617
  + Tertiary: 4,792
  + Unknown: 528
* **Divorced:**
  + Primary: 752
  + Secondary: 2,815
  + Tertiary: 1,471
  + Unknown: 169

**Insight:**

* Married individuals, especially those with secondary or tertiary education, have the highest engagement. Single and divorced individuals also show notable engagement, but with lower conversion rates compared to the married group.

**6. DURATION OF INTERACTION**

* **Yes Responses:** 537.29 seconds (indicating longer engagement with those who responded positively)
* **No Responses:** 221.18 seconds (shorter engagement with those who responded negatively)

**Insight:**

* Longer interactions are associated with higher success rates. This suggests that more time spent engaging with individuals may lead to better conversion.

**7. PREVIOUS OUTCOME (POUTCOME)**

* **Unknown:** 3,386 responses
* **Success:** 978 responses
* **Failure:** 618 responses
* **Other:** 307 responses

**Insight:**

* The majority of positive responses came from the "Unknown" category, indicating that many of these individuals were new to the bank’s outreach. However, prior success also contributed significantly to the positive responses.

**8. BREAKDOWN BY CAMPAIGN**

The number of "Yes" responses by campaign:

* **Campaign 1:** 2,561 responses (dominates the success rate)
* **Campaign 2:** 1,401 responses
* **Campaign 3:** 618 responses
* **Other campaigns** have significantly fewer responses, with Campaigns 20, 21, etc., having only 1 response each.

**Insight:**

* **Campaign 1** performed significantly better than the others. Subsequent campaigns show diminishing returns, which may suggest that they either lacked effectiveness or failed to resonate with the target audience.

**9. BREAKDOWN BY MONTH**

The number of "Yes" responses by month:

* **May:** 925 responses
* **August:** 688 responses
* **July:** 627 responses
* **April:** 577 responses
* **June:** 546 responses
* Other months had fewer responses, with **December** showing the lowest (100 responses).

**Insight:**

* May, August, and July saw the highest engagement, while December had the lowest number of responses. This could be due to reduced activity or focus on the campaign during the end-of-year period.

**CONCLUSION AND RECOMMENDATIONS**

1. **Target High-Engagement Groups:** Focus on individuals with higher education and those who are married, particularly in the 36-50 age group, as they show the highest engagement and response rates.
2. **Leverage Longer Interactions:** As longer engagements are correlated with positive responses, the bank should optimize communication strategies to encourage more in-depth interactions with potential customers.
3. **Optimize Campaign Strategy:** Campaign 1 performed the best, and it is recommended to analyze its elements (e.g., content, timing, targeting) and replicate those strategies in future campaigns. The subsequent campaigns need review to identify why they did not perform as well.
4. **Seasonal Strategy:** The months with the highest responses (May, August, July) should be leveraged more, while December and other slower months could benefit from targeted campaigns to maintain interest.