High Level Metrics

Success Outcome Amount by Month
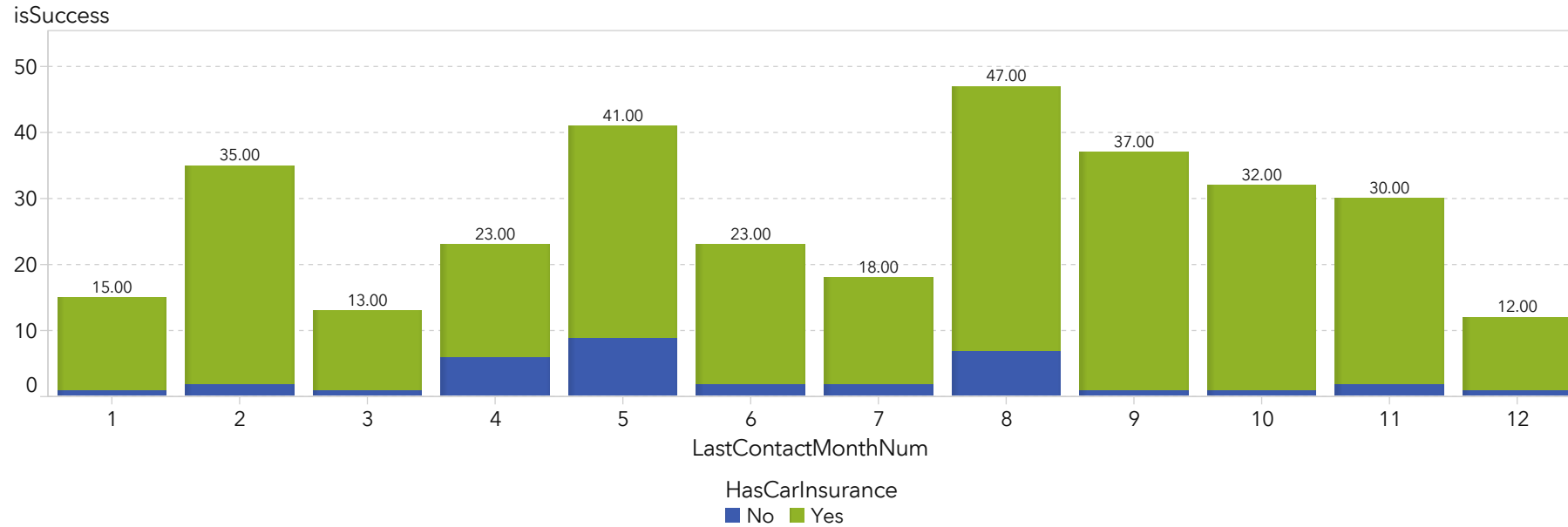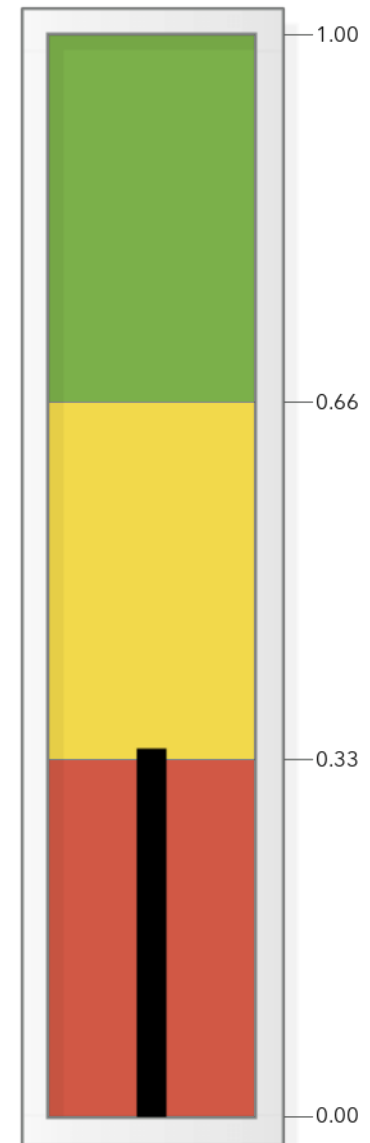
isSuccess

LastContactMonthNum

HasCarInsurance
No   Yes

Success Rate
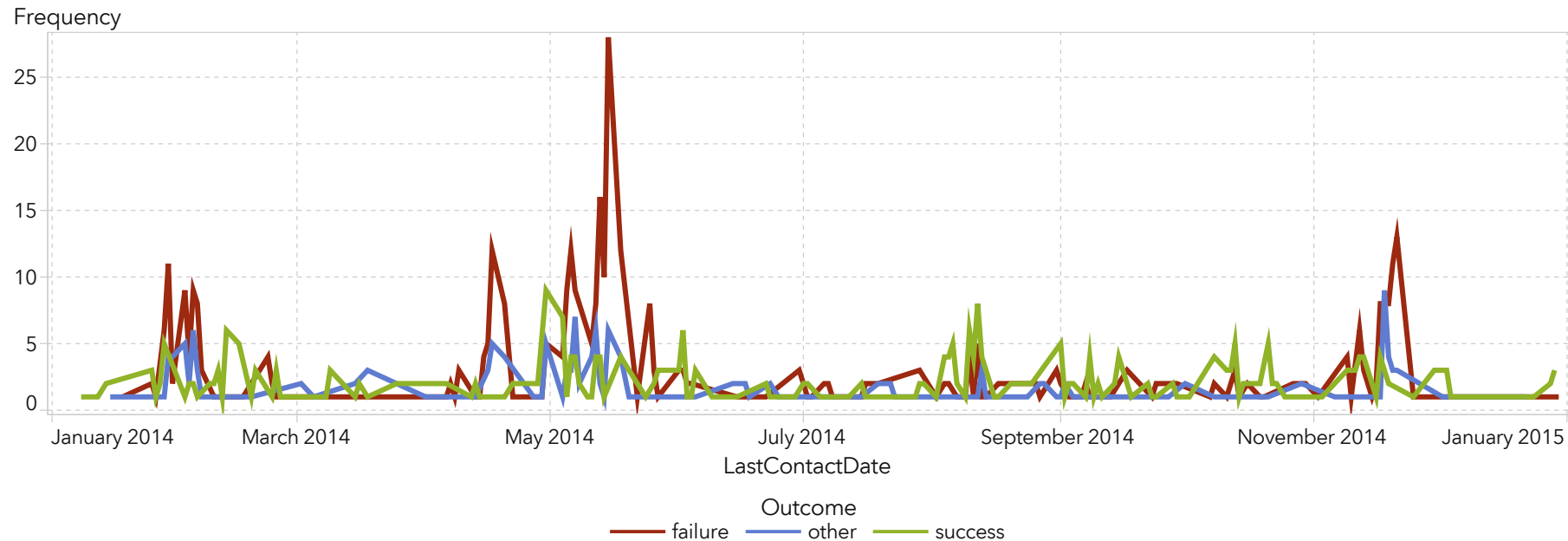

0.34

A1.1

Number of calls per day grouped by Outcome

Frequency

LastContactDate

Outcome
failure   other   success

A1.3

A1.2

Call Outcomes

Outcomes grouped by Month

Call Frequency each Month grouped by Outcome

Average Call Duration grouped by Outcome

Outcome

success — 5.85

other — 5.51

failure — 5.25

CallDuration (minutes)

▼ *A3.1*
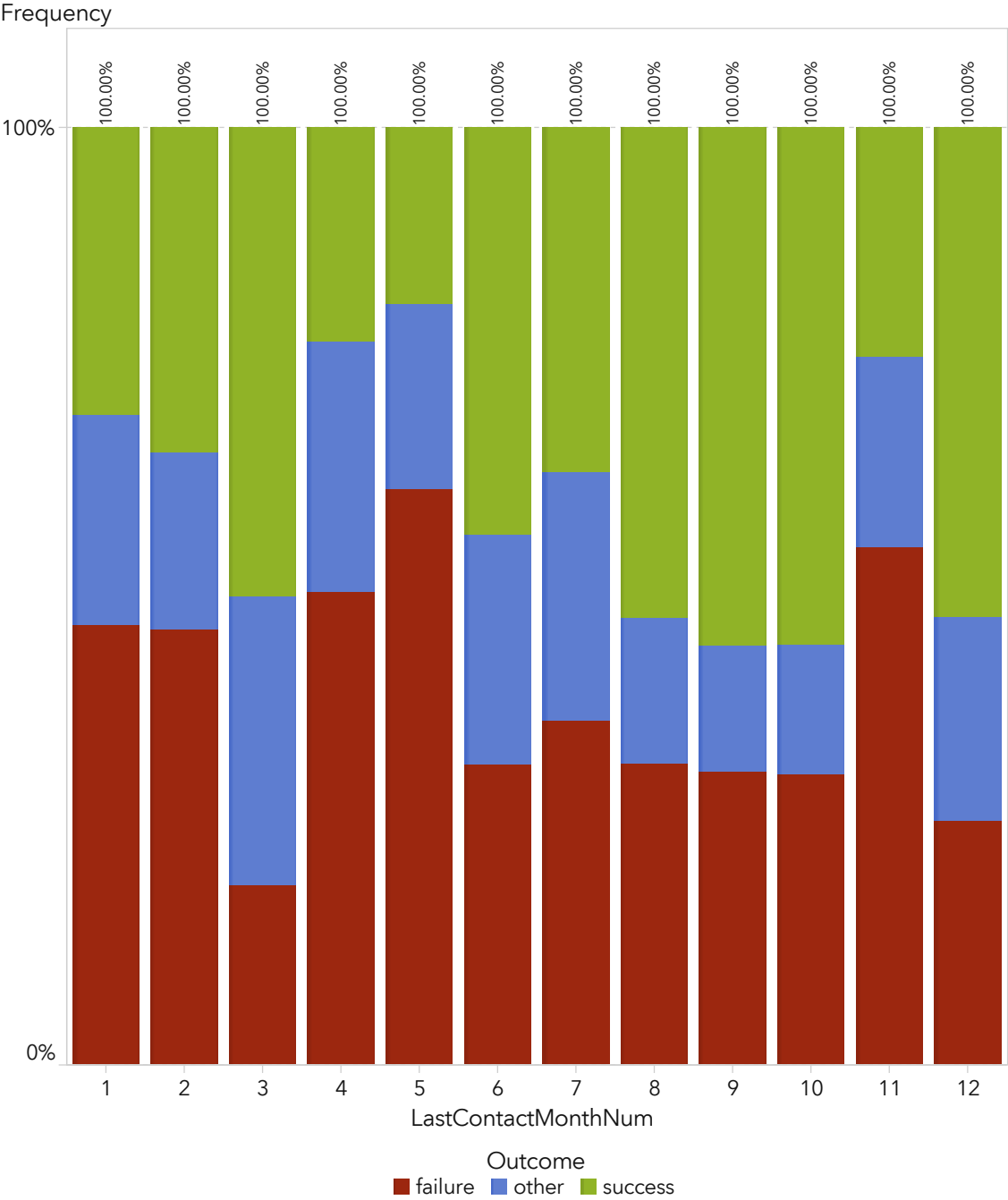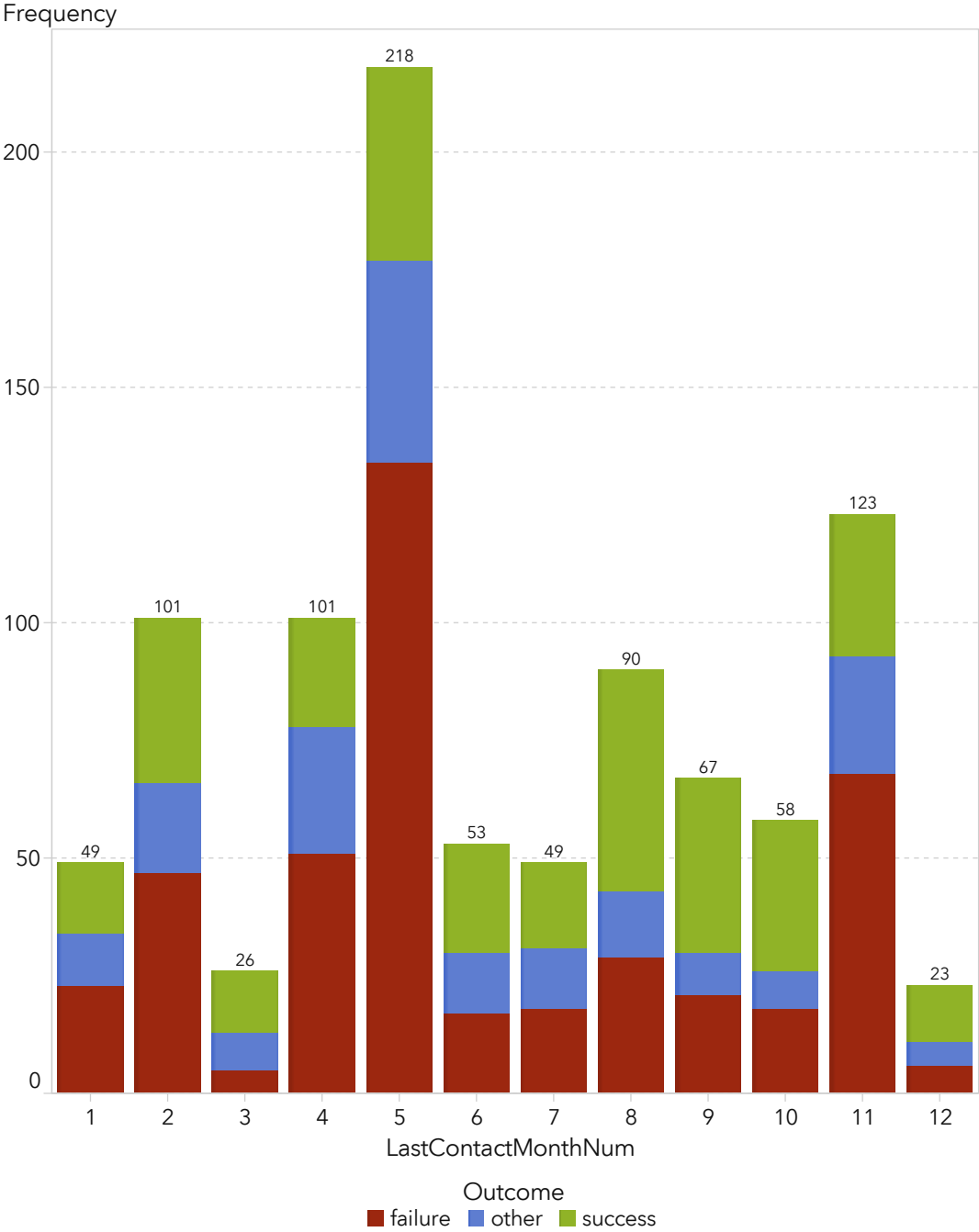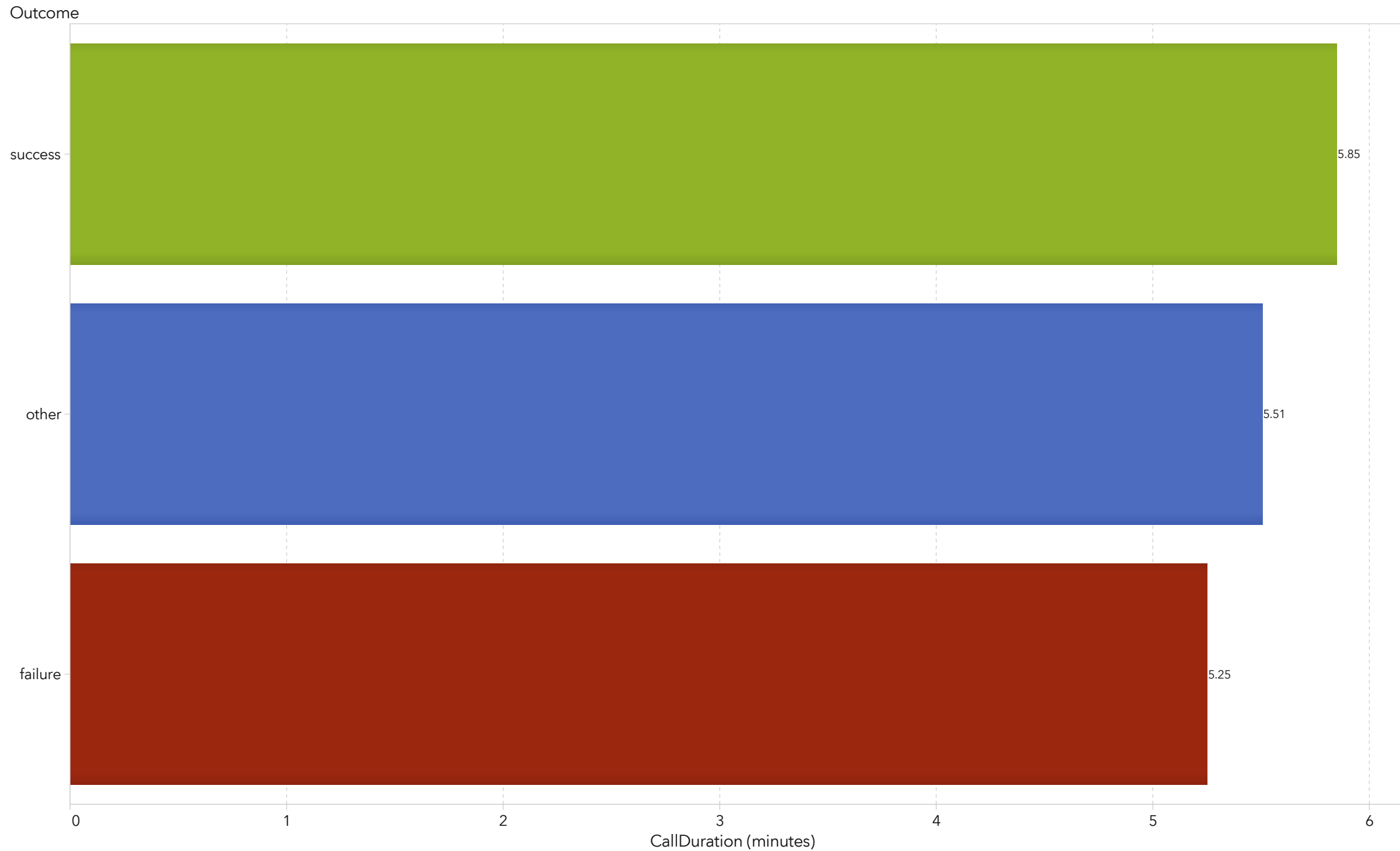
Customer Demographics

Method of Communication to Customers

Frequency

cellular
2,831
70.8%

telephone
267
6.7%

(missing)
902
22.6%

Communication
cellular (missing) telephone
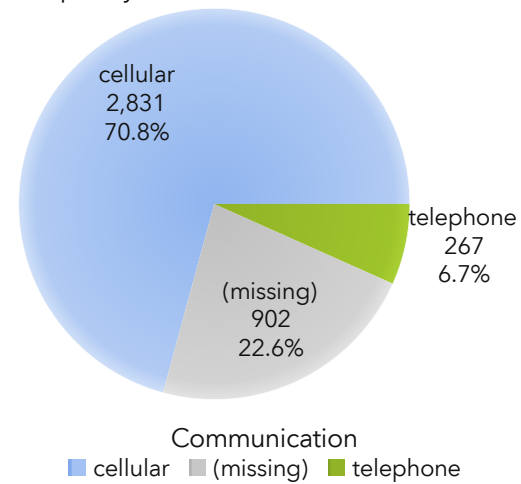
▼ *A4.1*

Relationship with Customers

Frequency

House Insurance	
Car Insurance	
None	
Car and House Insurance	
House Insurance and Car Loan	
Car Loan	
Car Insurance, Car Loan and Hous...	
Car Loan and Car Insura...	

Customer Relation
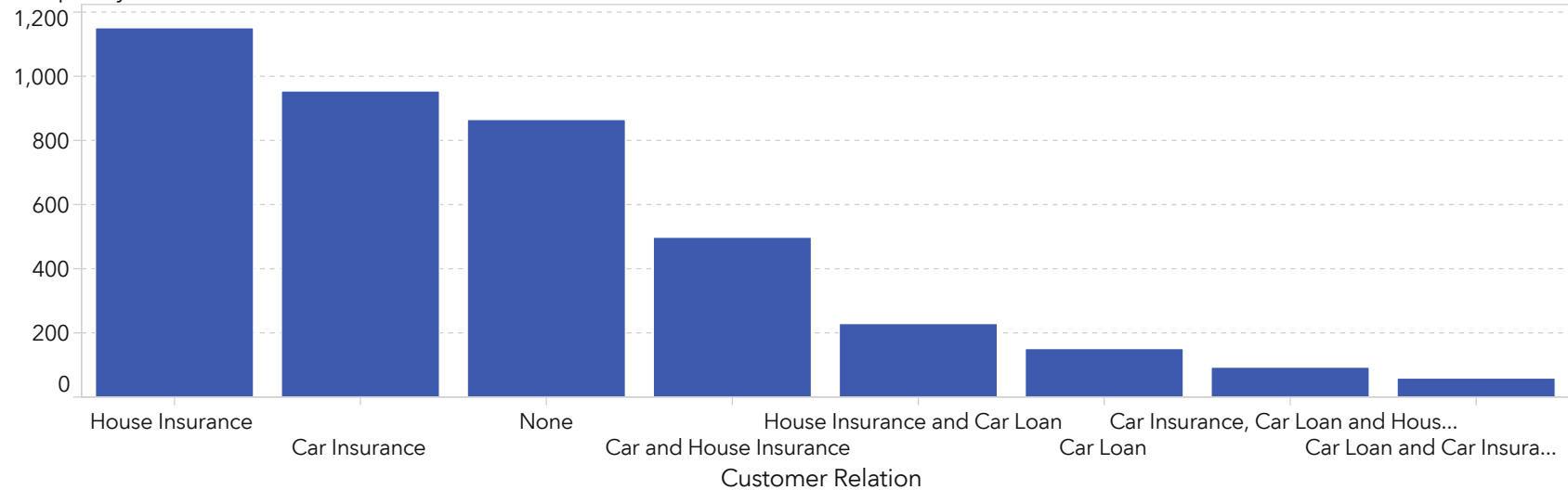
▼ *A4.2*

Customers' Marital Status

Frequency

married
2,304
57.6%

divorced
483
12.1%

single
1,213
30.3%

Marital
married single divorced
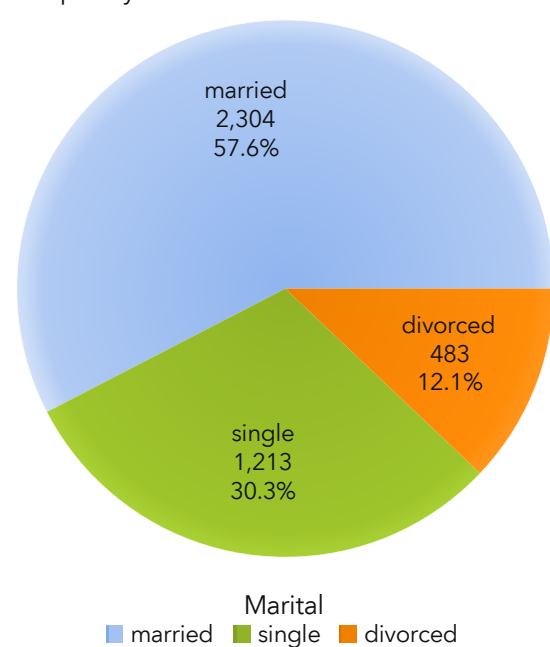
▼ *A4.3*

Customer Job Occupation

Frequency
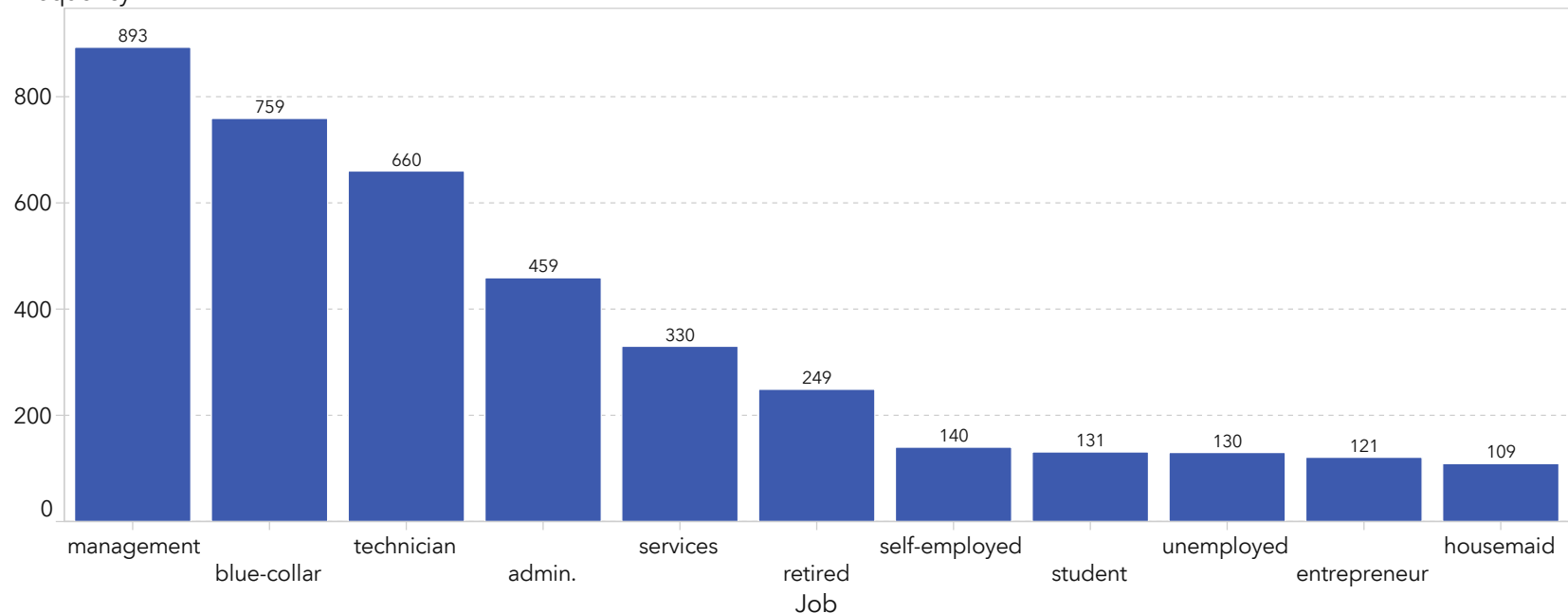
893 — management
759 — blue-collar
660 — technician
459 — admin.
330 — services
249 — retired
140 — self-employed
131 — student
130 — unemployed
121 — entrepreneur
109 — housemaid

Job

▼ *A4.4*

Call Frequency by Day of Week grouped by outcome

Frequency

Day of Week (word)

Outcome
■ failure ■ other ■ success

▼ A5.1

Call Frequency by Time of Day grouped by outcome

Frequency

CallTimePeriods
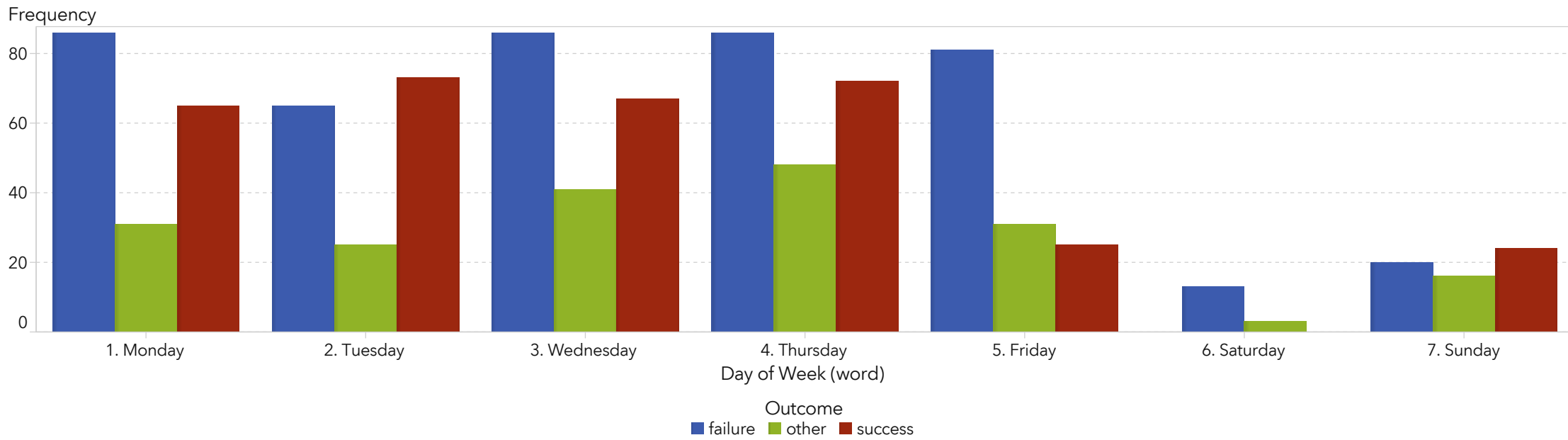
Outcome
— failure — other — success
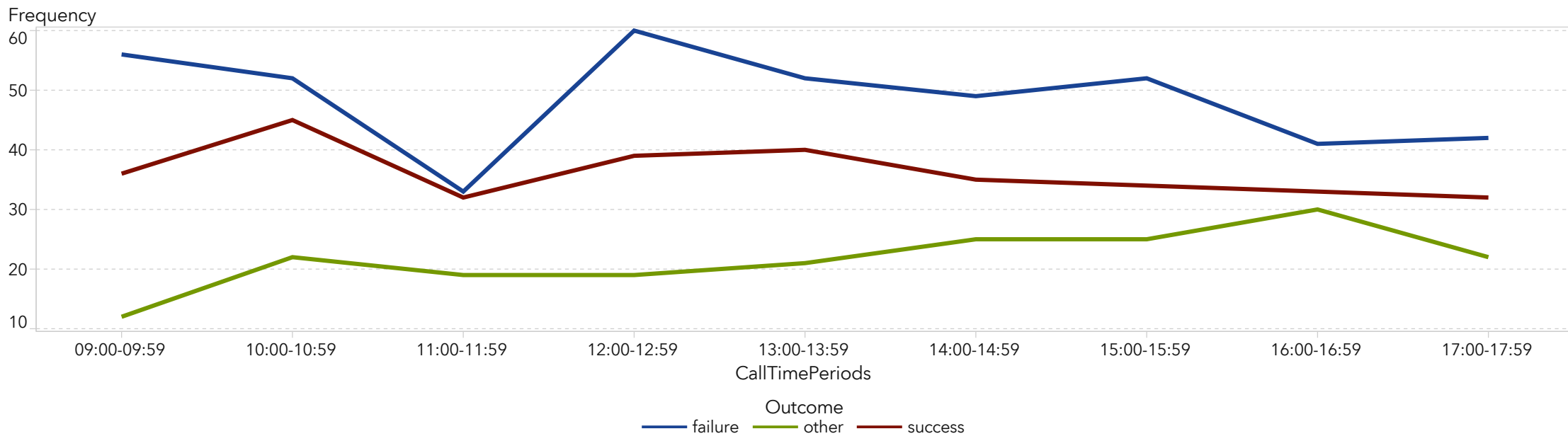
▼ A5.2

A1.1   Success Outcome Amount by Month

Filters   Age BetweenInclusive(18; 95)

Display Rules

Graph

- Other

A1.2   Success Rate

Filters   Outcome NotMissing
Age BetweenInclusive(18; 95)

Display Rules

KPI

- $0 \leq x < 0.33$
- $0.33 \leq x < 0.66$
- $0.66 \leq x \leq 1$

A1.3   Number of calls per day grouped by Outcome

Filters   Outcome NotMissing
Age BetweenInclusive(18; 95)

Display Rules

Graph

- failure
- other
- success

A2.1   Outcomes grouped by Month

Filters   Outcome NotMissing
Age BetweenInclusive(18; 95)

A2.1   Outcomes grouped by Month

Display Rules

Graph
- success
- other
- failure

A2.2   Call Frequency each Month grouped by Outcome

Filters

Outcome NotMissing
Age BetweenInclusive(18; 95)

Display Rules

Graph
- failure
- other
- success

A3.1   Average Call Duration grouped by Outcome

Filters

Outcome NotMissing
Age BetweenInclusive(18; 95)

Display Rules

Graph
- success
- other
- failure

A4.1   Method of Communication

Filters

Age BetweenInclusive(18; 95)

A4.1   Method of Communication

Display Rules

Graph
- cellular

A4.2   Relationship with Customers

Filters   Age BetweenInclusive(18; 95)

A4.3   Customers' Marital Status

Filters   Age BetweenInclusive(18; 95)

Display Rules

Graph
- married
- divorced

A4.4   Customer Job Occupation

Filters   Job NotMissing
Age BetweenInclusive(18; 95)

A5.1   Call Frequency by Day of Week grouped by outcome

Filters   Outcome NotMissing
Age BetweenInclusive(18; 95)

A5.2   Call Frequency by Time of Day grouped by outcome

Filters   Outcome NotMissing
Age BetweenInclusive(18; 95)