

# Bank Marketing Campaign Analytics & Prediction Dashboard

**0.22**

Campaign Success %

**1.57K**

Average of balance

**0.97**

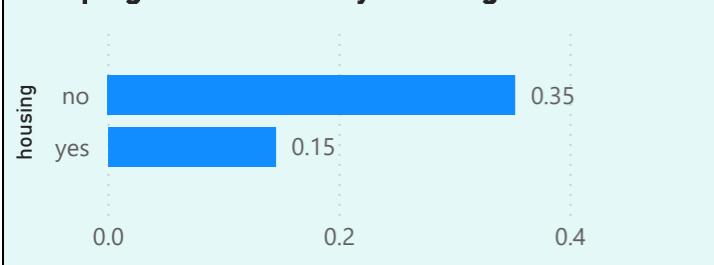
Predicted Success %

**269.10**

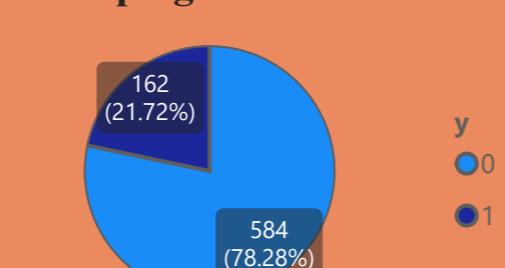
Average of duration

## Top Converting Customer Profiles

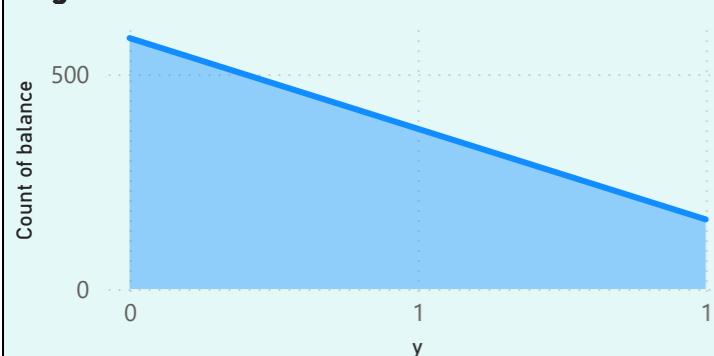
Campaign Success % by housing



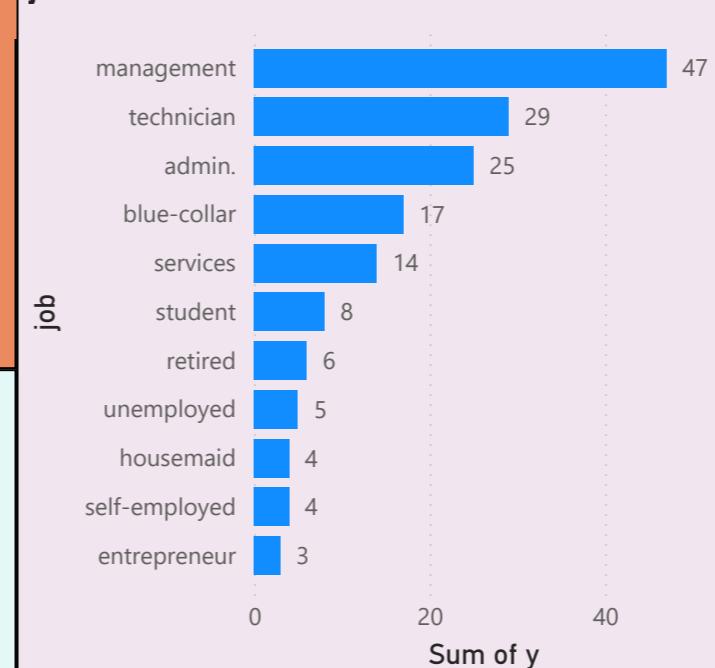
Campaign Success Rate



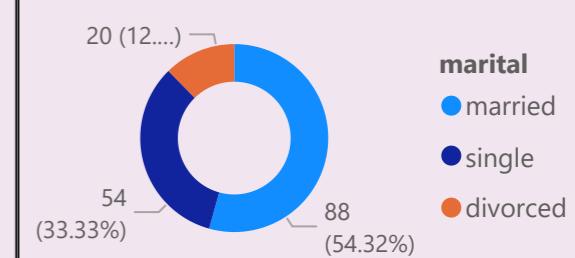
Avg balance of success customers



job vs success count



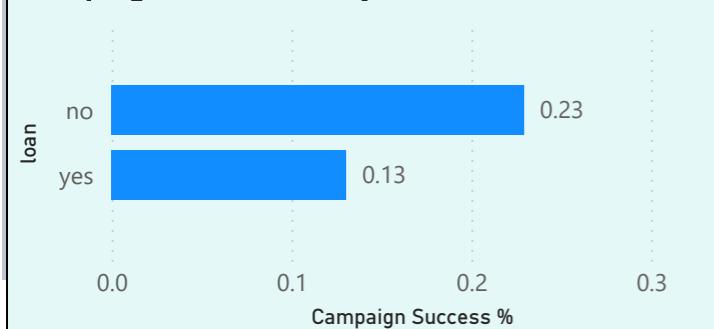
marital vs success %



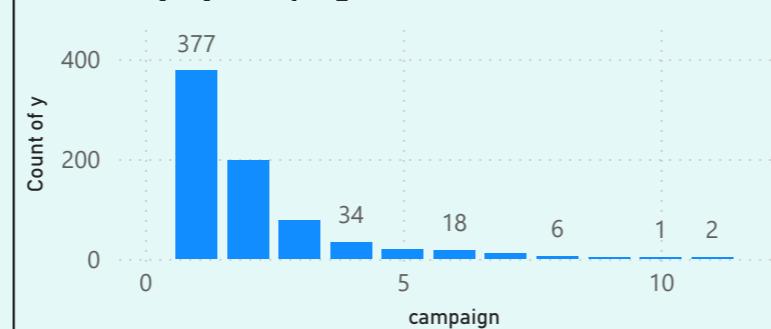
Previous campaign result



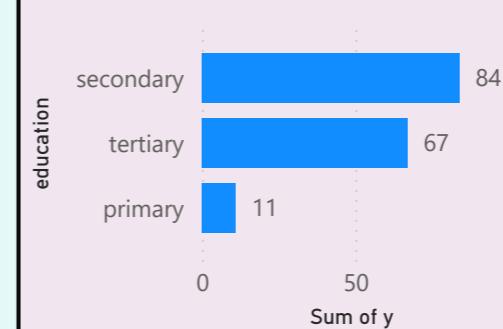
Campaign Success % by loan



Count of y by campaign



education vs success %



age group vs success %

