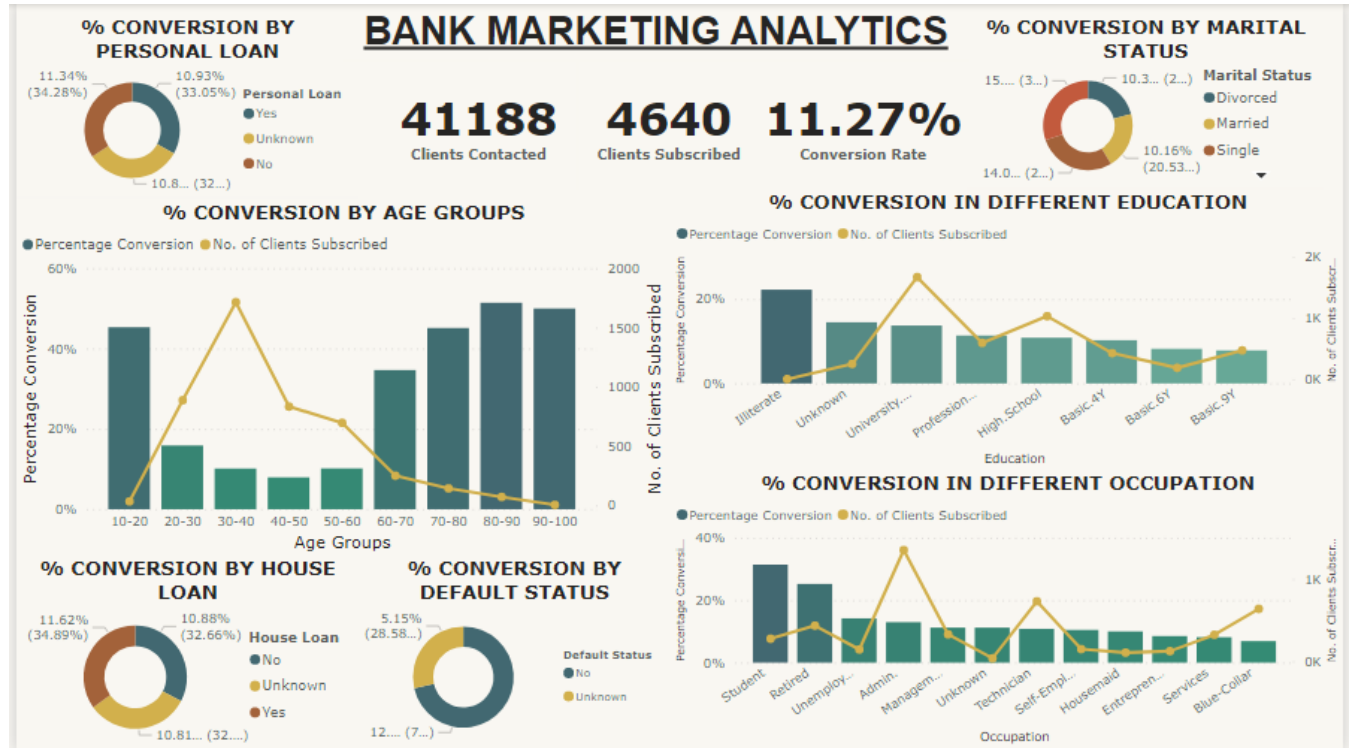# Wireframe Document

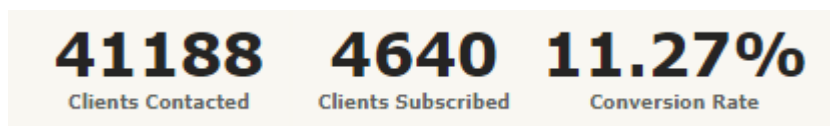## Bank Marketing Campaign Analytics

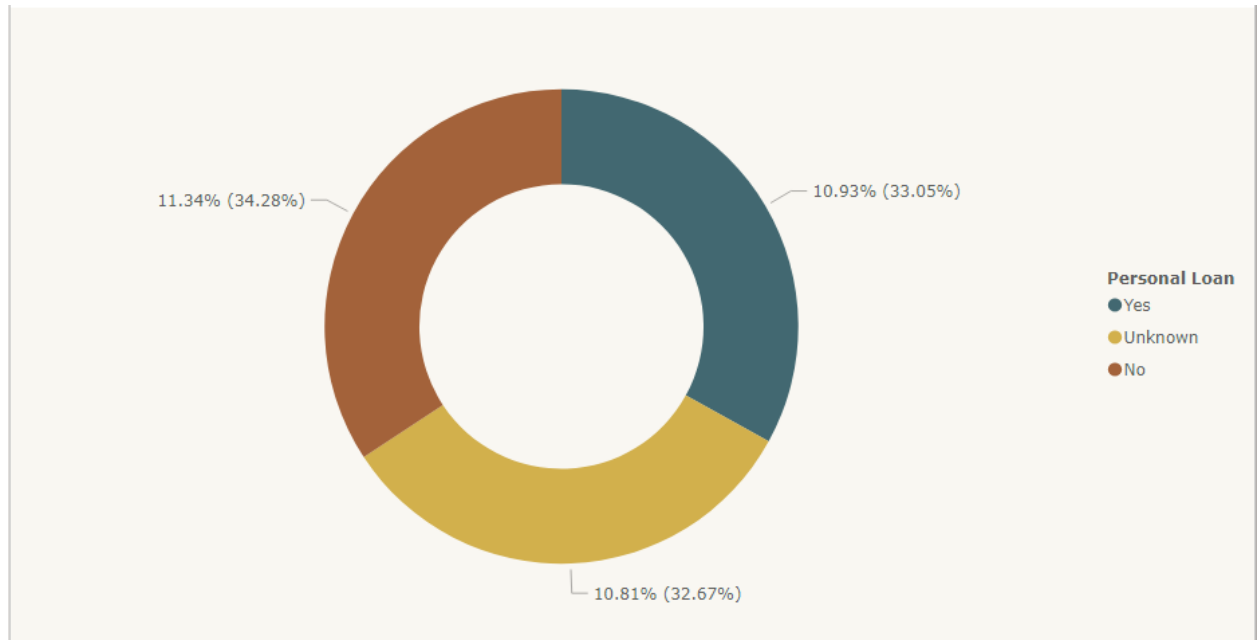Version: 1.0
Date: 01/10/2022

HOME PAGE

In this page, summary of total clients contacted & converted into subscribers and percentage conversion of clients based on various client attributes are shown.
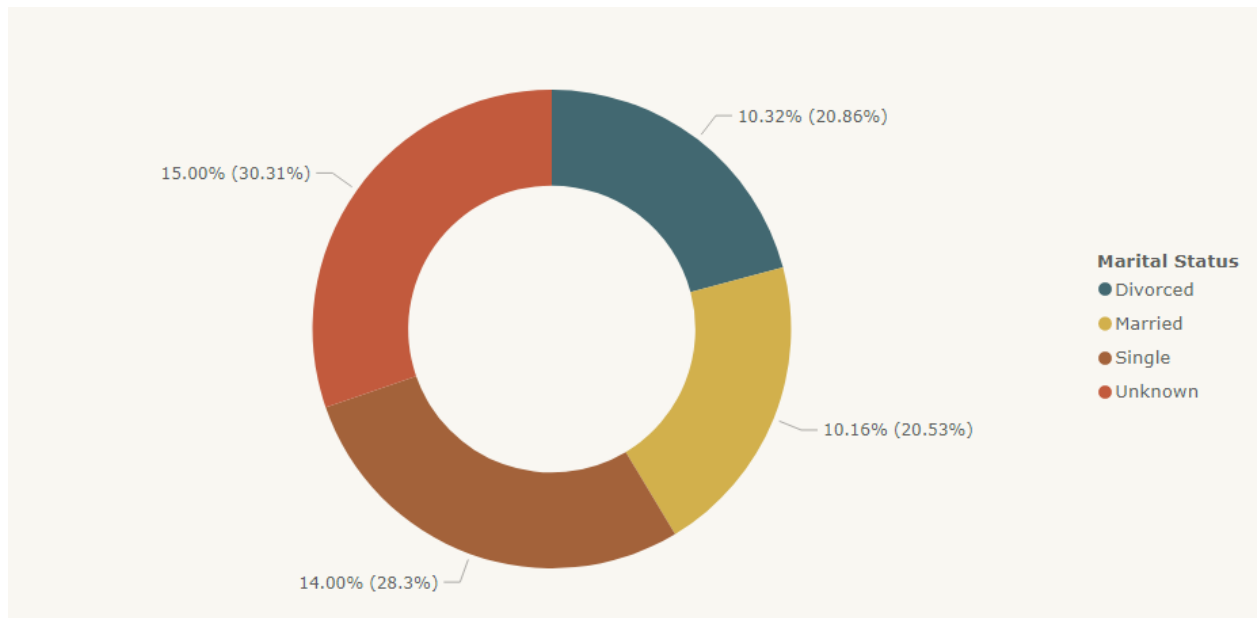

- Number of total clients, clients who have subscribed to product (term deposit) and percentage conversion.
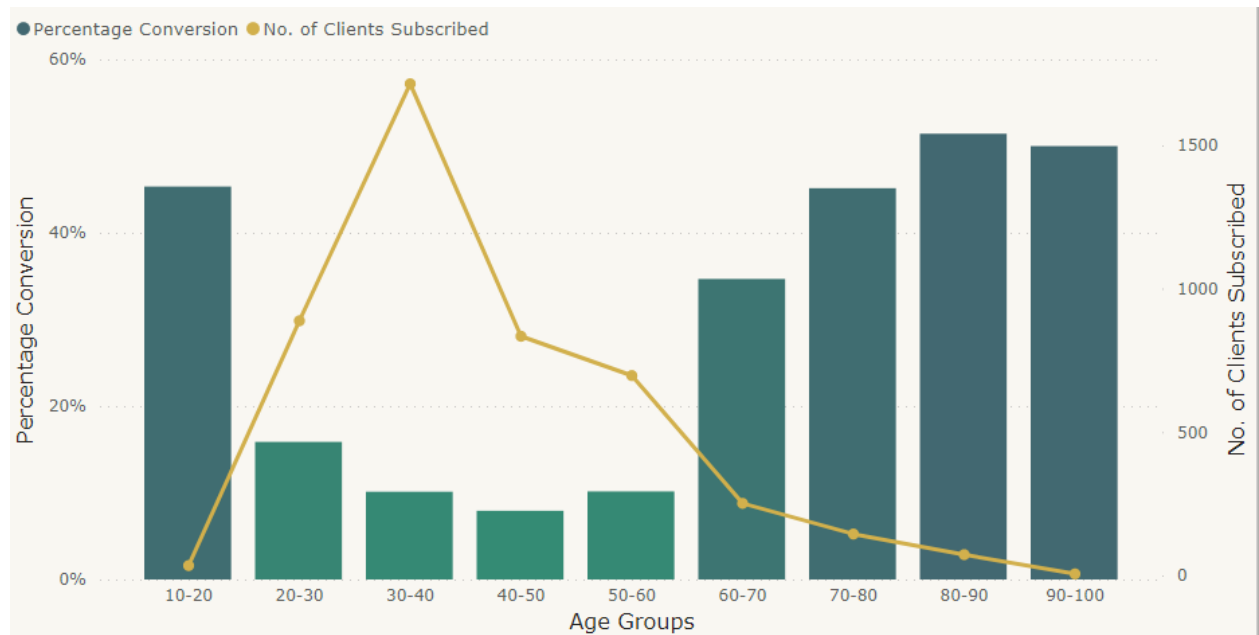
■ Relationship between percentage conversion and the fact that clients have taken personal loans or not.


11.34% (34.28%)

10.93% (33.05%)

10.81% (32.67%)

Personal Loan
- Yes
- Unknown
- No

■ Relationship between percentage conversion and client's marital status.

15.00% (30.31%)

10.32% (20.86%)

10.16% (20.53%)

14.00% (28.3%)

Marital Status
- Divorced
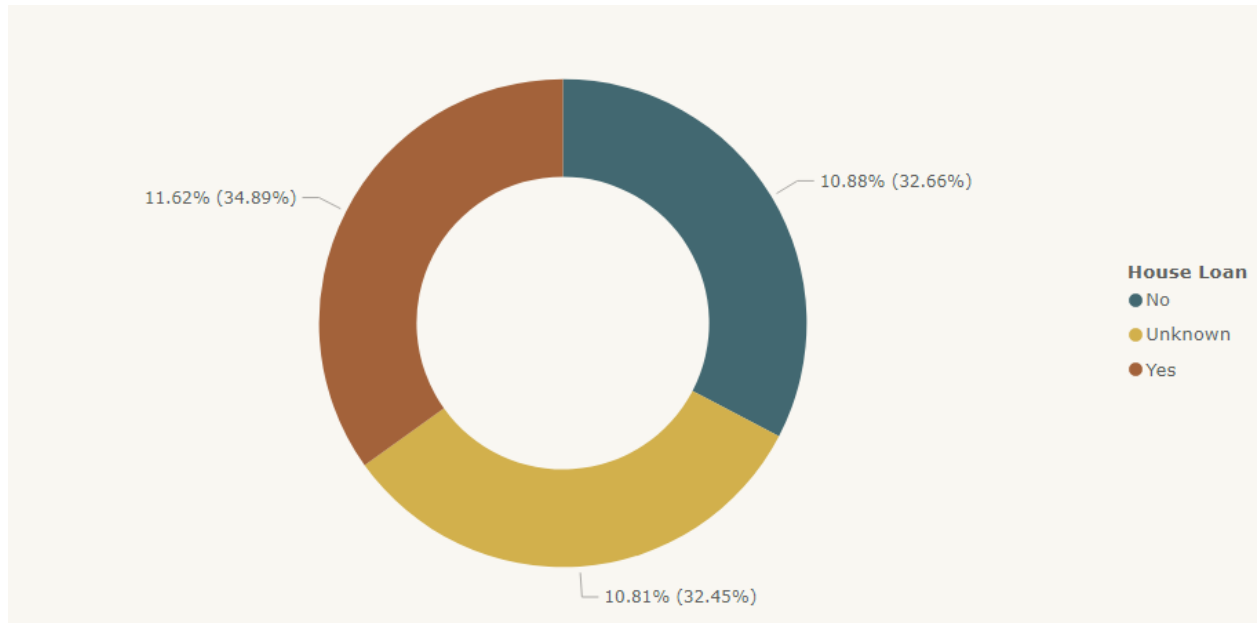- Married
- Single
- Unknown

- Relationship of percentage conversion and number of clients subscribed with client's age groups.
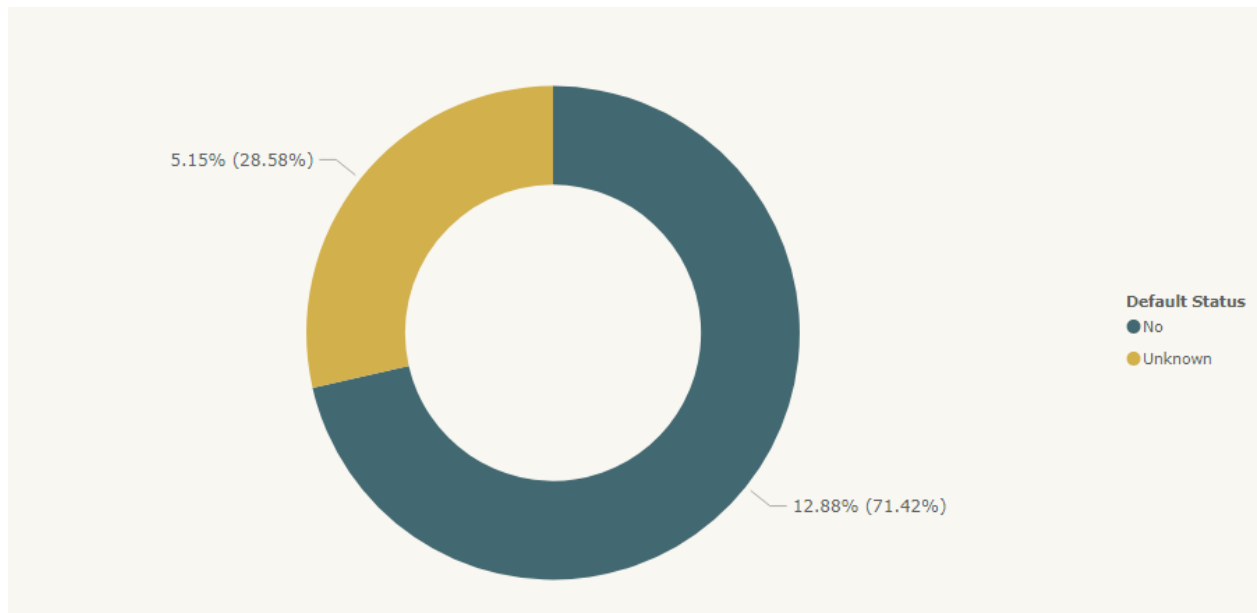

- Relationship of percentage conversion and number of clients subscribed with client's Educational Qualification.
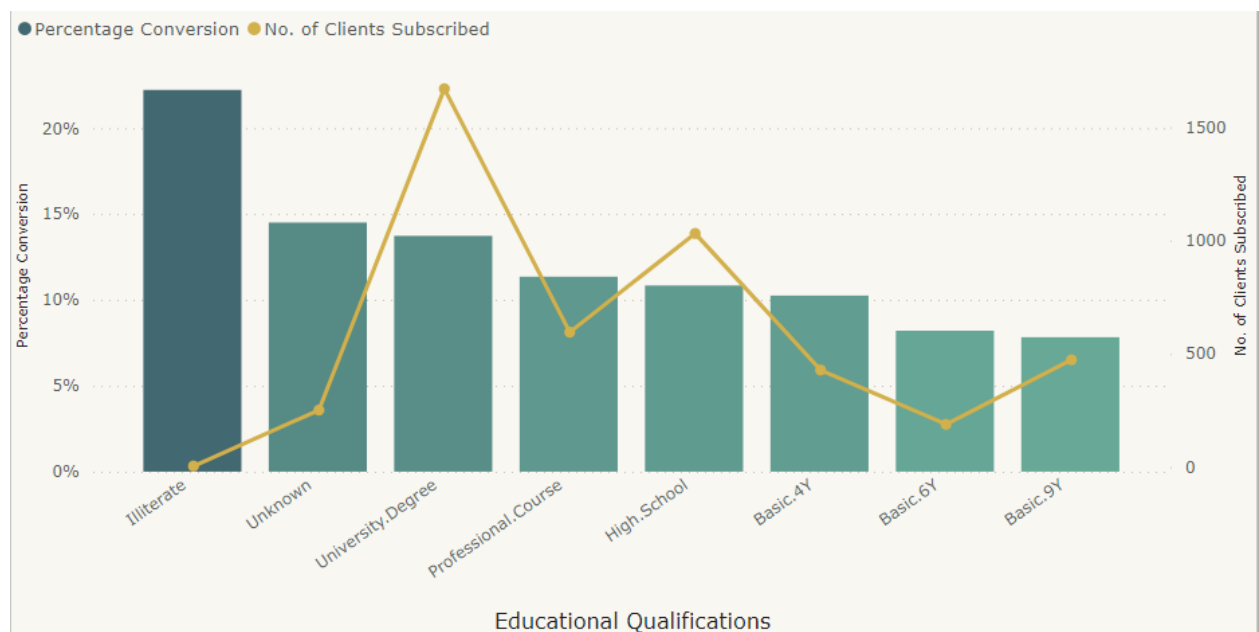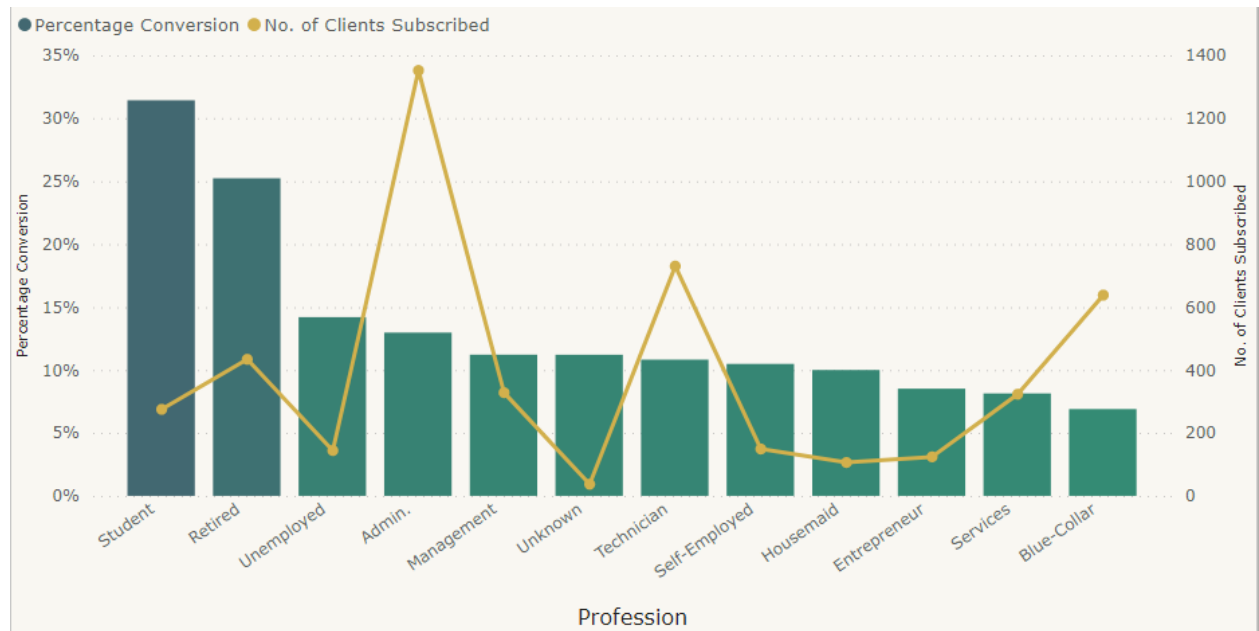
- Relationship between percentage conversion and the fact that clients have taken house loans or not.

- Relationship between percentage conversion and the fact that clients have has credit in default or not.
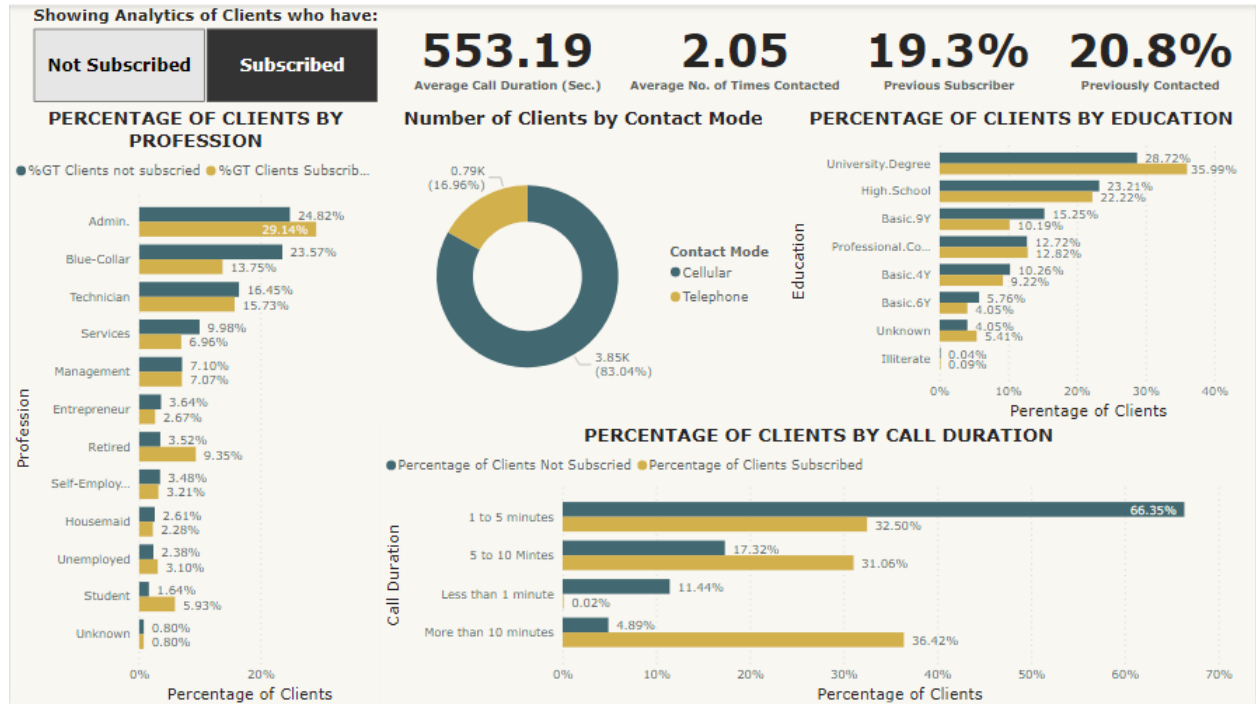
- Relationship of percentage conversion and number of clients subscribed with client's Profession.
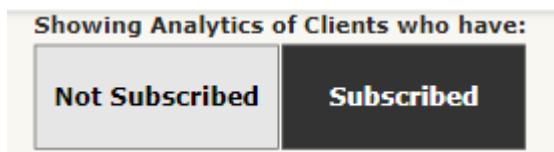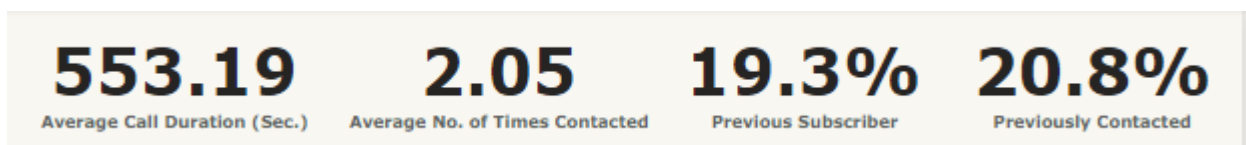
Client's Analysis

Characteristics of clients who are subscribers and who are not subscribers based on various attributes are shown.
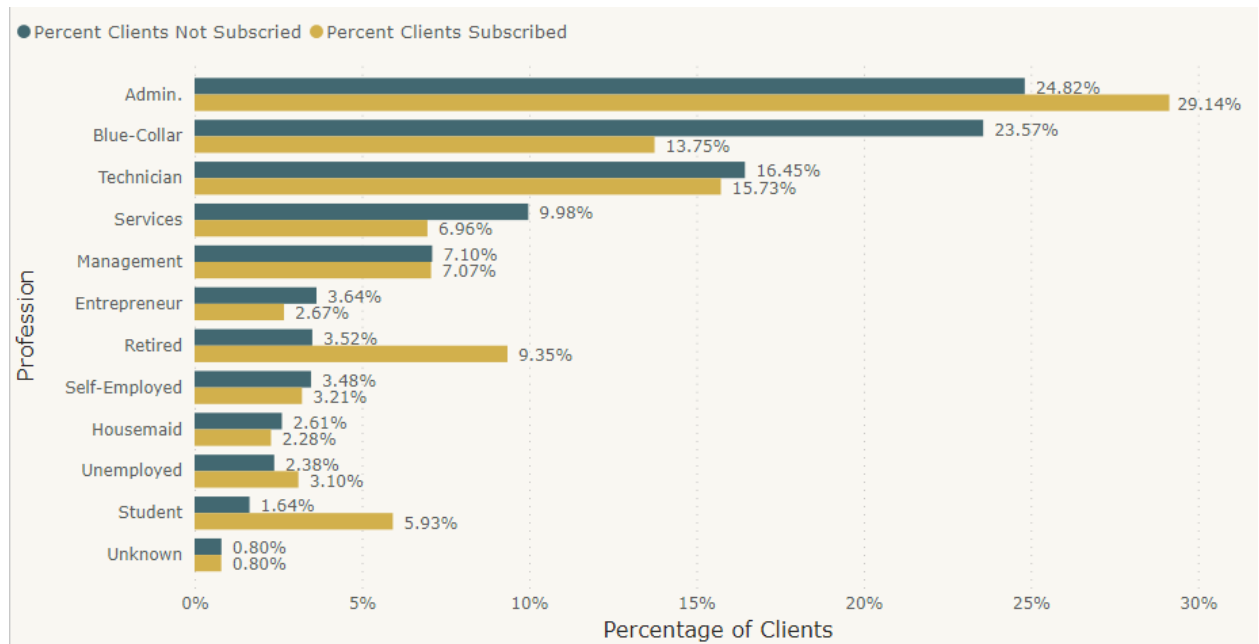

- Slicer to select and view analytics of clients who have subscribed and who have not subscribed.
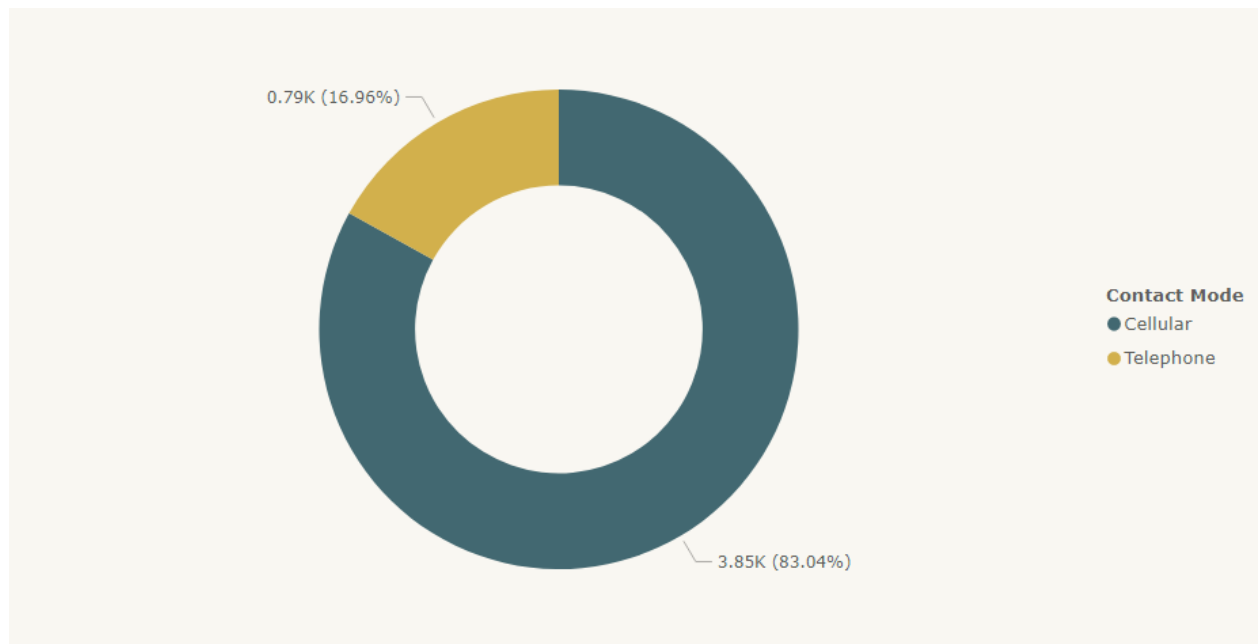

- Based on the selection on above slicer, following values are calculated and shown.
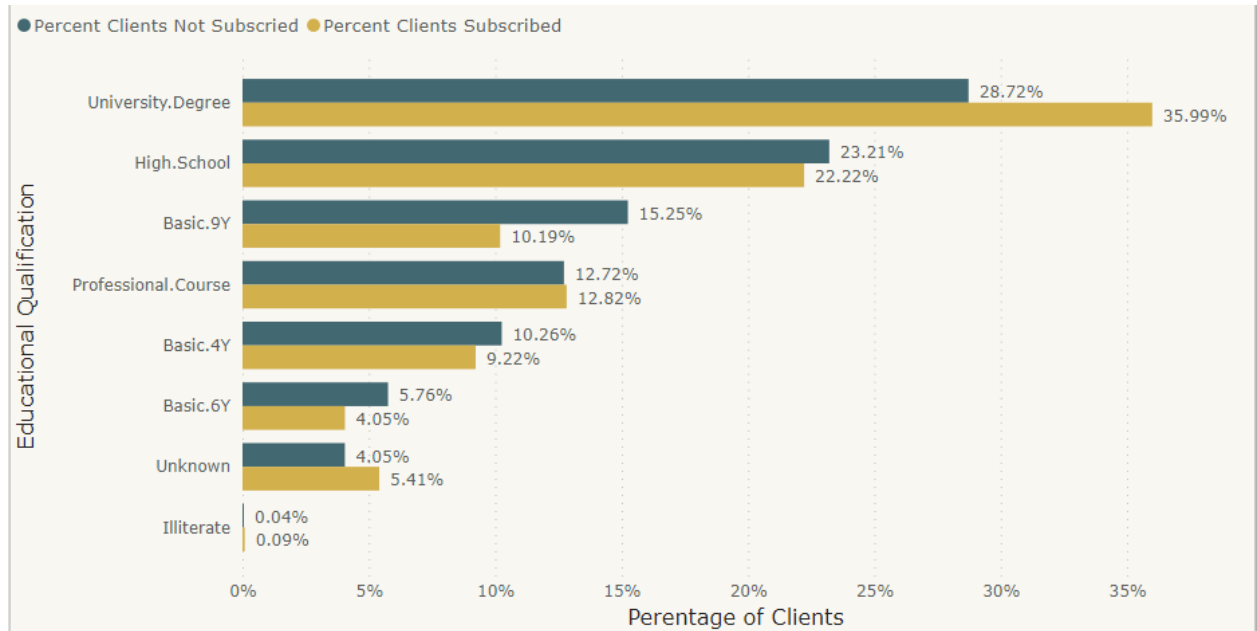
- Percentage of clients not subscribed and percentage of clients subscribed based on each profession are compared.

- Number of clients based on mode of contact.

- Percentage of clients not subscribed and percentage of clients subscribed based on each educational qualification are compared.

- Percentage of clients not subscribed and percentage of clients subscribed based on call duration are compared.