Marketing Intelligence Application

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Data

- Marketing campaigns' results about whether a customer subscribed term deposit or not at a Portuguese bank.
- 45,211 rows and 17 variables
  - Each row represents each customer response
  - Dependent variable: whether a customer subscribed term deposit or not
  - Independent variable: 7 numeric variables /9 categorical variables

45,211 observations of 17 variables

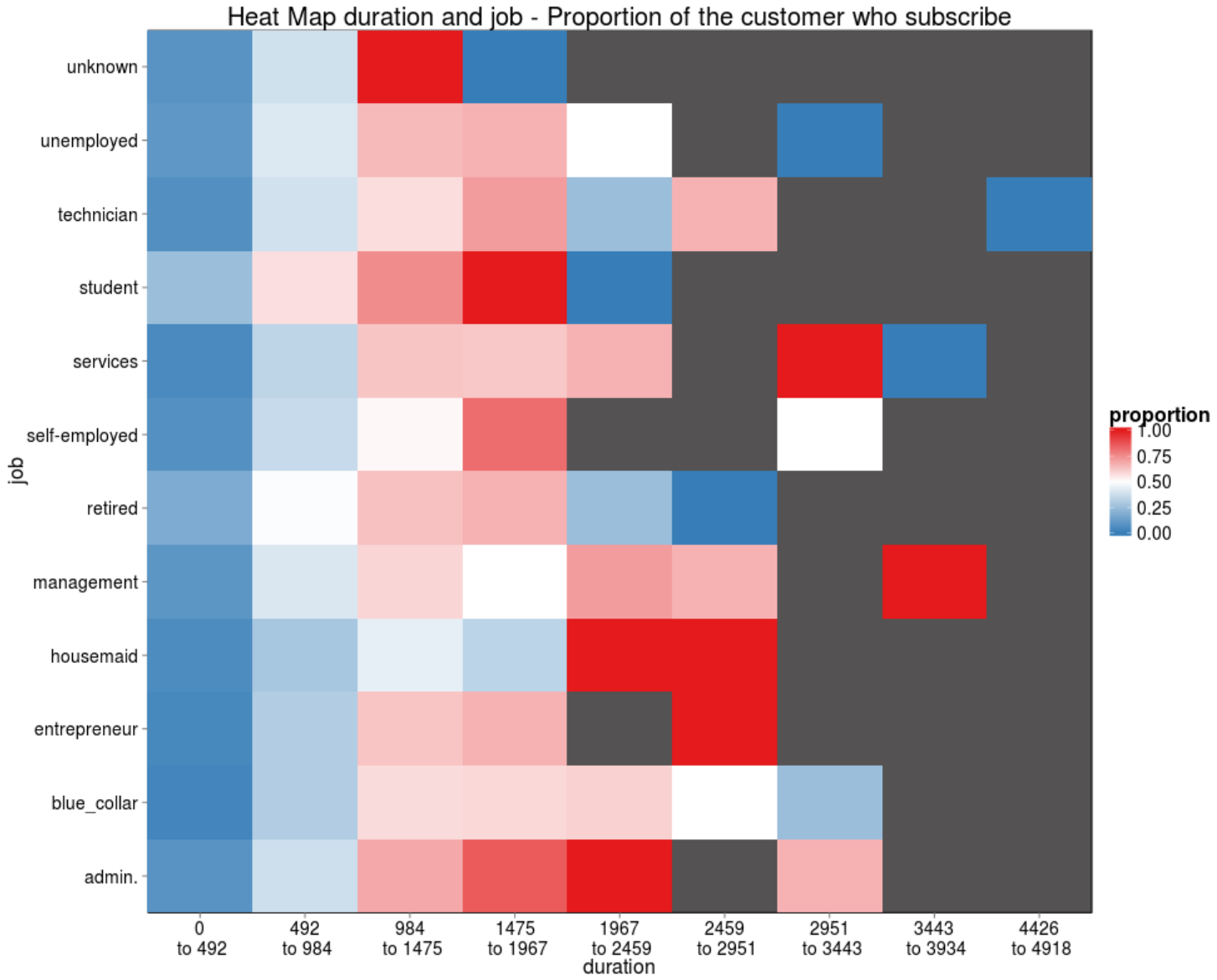
	age	job	marital	education	default	balance	housing	loan	contact	day	month	duration	campaign	pdays	previous	poutcome	y
1	58	management	married	tertiary	no	2143	yes	no	unknown	5	may	261	1	-1	0	unknown	no
2	44	technician	single	secondary	no	29	yes	no	unknown	5	may	151	1	-1	0	unknown	no
3	33	entrepreneur	married	secondary	no	2	yes	yes	unknown	5	may	76	1	-1	0	unknown	no
4	47	blue-collar	married	unknown	no	1506	yes	no	unknown	5	may	92	1	-1	0	unknown	no
5	33	unknown	single	unknown	no	1	no	no	unknown	5	may	198	1	-1	0	unknown	no
6	35	management	married	tertiary	no	231	yes	no	unknown	5	may	139	1	-1	0	unknown	no
7	28	management	single	tertiary	no	447	yes	yes	unknown	5	may	217	1	-1	0	unknown	no
8	42	entrepreneur	divorced	tertiary	yes	2	yes	no	unknown	5	may	380	1	-1	0	unknown	no
9	58	retired	married	primary	no	121	yes	no	unknown	5	may	50	1	-1	0	unknown	no
10	43	technician	single	secondary	no	593	yes	no	unknown	5	may	55	1	-1	0	unknown	no

Application components

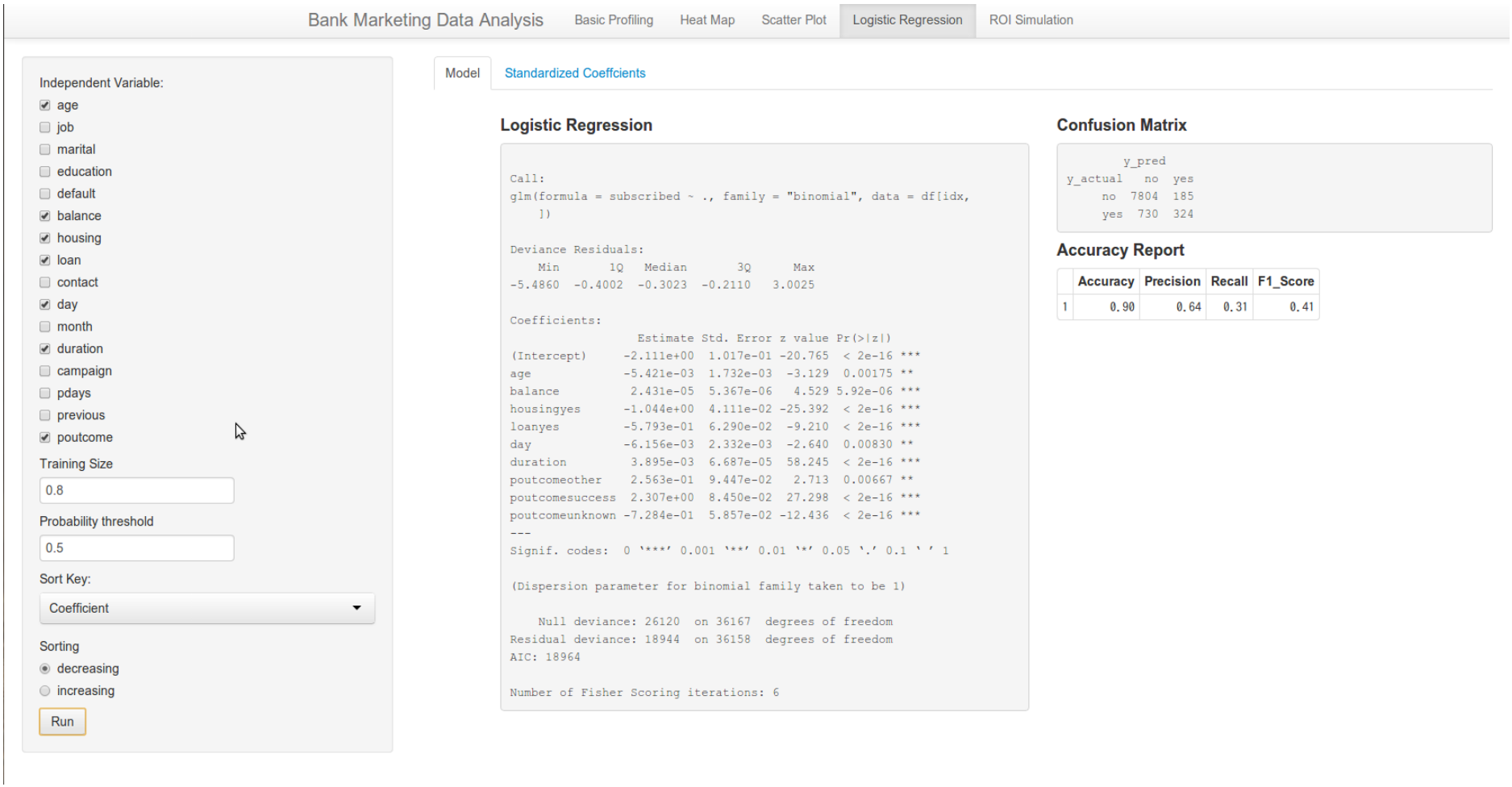
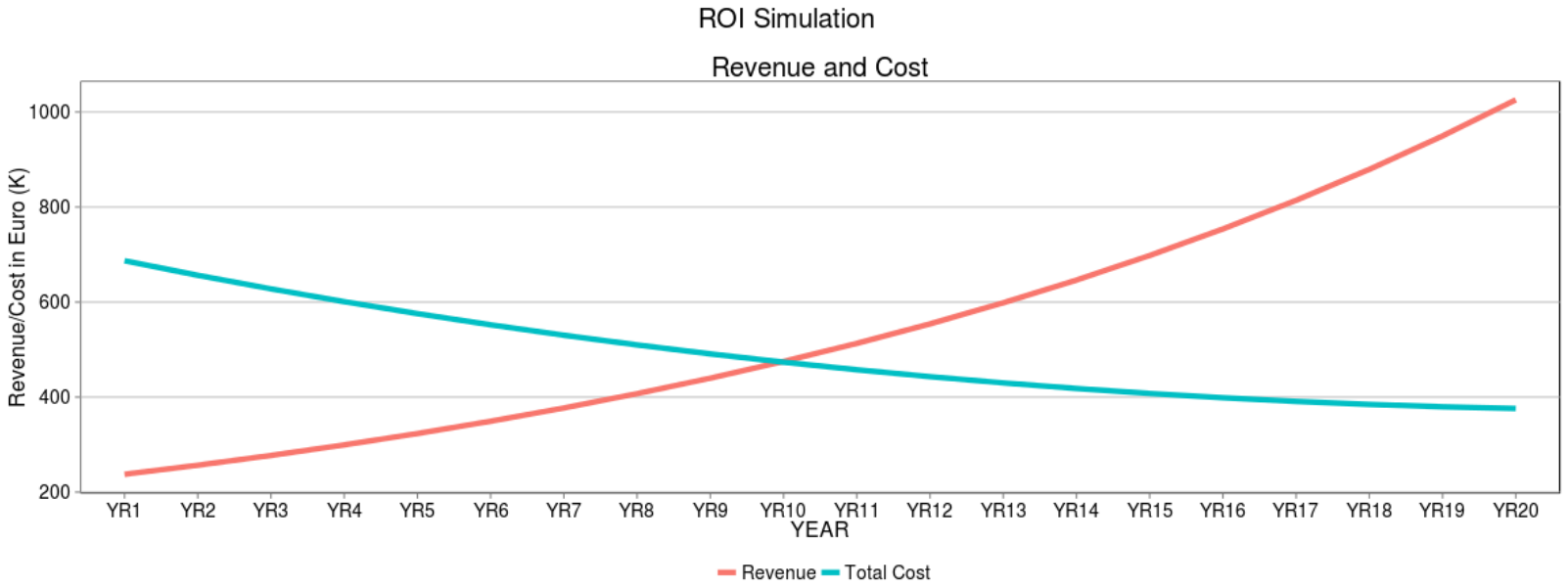
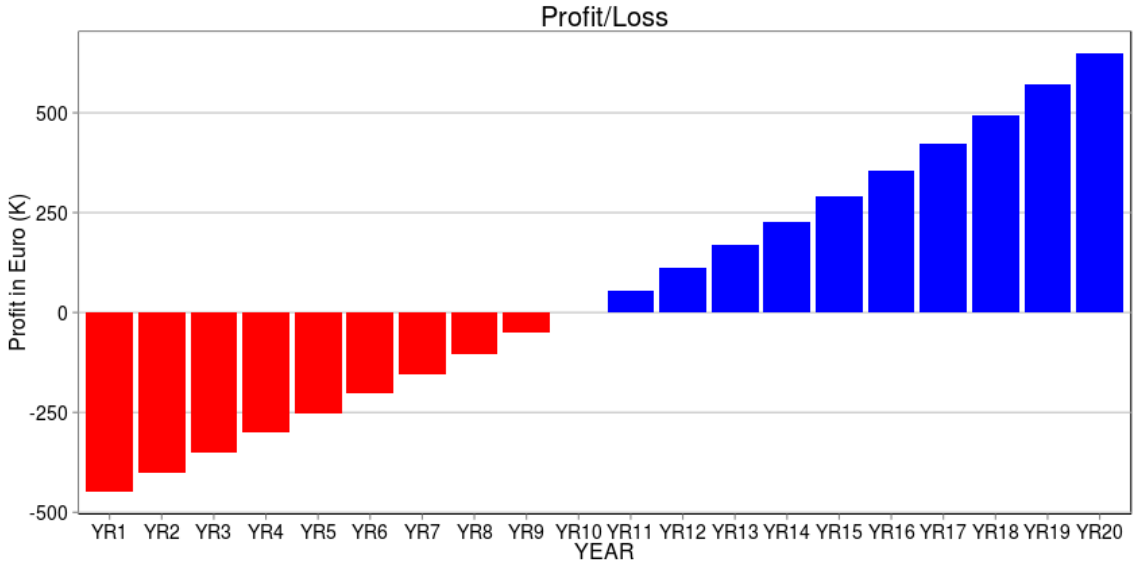
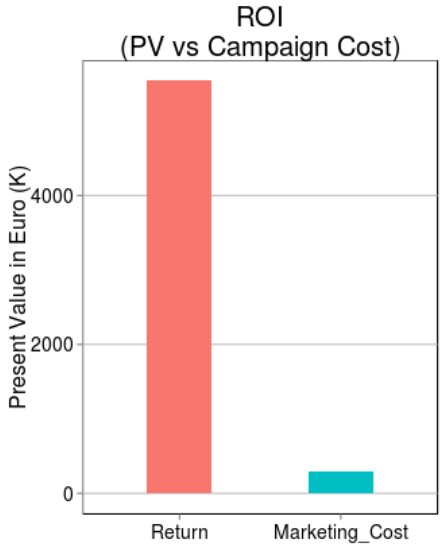
- Target user: Marketing analytics personnel at the bank
- Target audience: Business managers
- Simple and easy plots

Techniques	• Density plot • Box plots • Bar chart • Stacked bar chart	• Heat Map • Scatter Plot	• Bar Chart	• Line chart • Bar Chart
Interactivity	• Sorting	• Zooming	• Sorting	

Demo1 – Heat Map



Demo2 – Logistic Regression



Demo3 – ROI Simulation