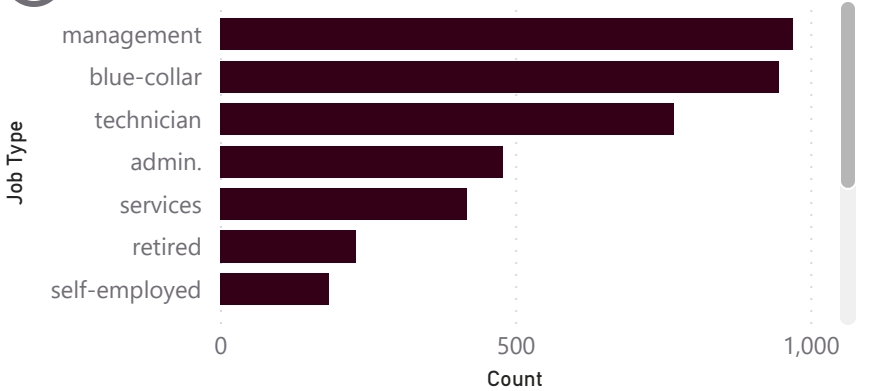
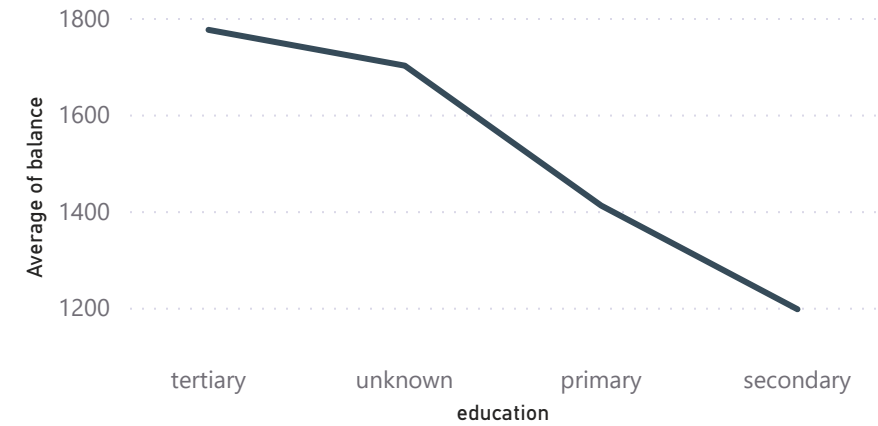




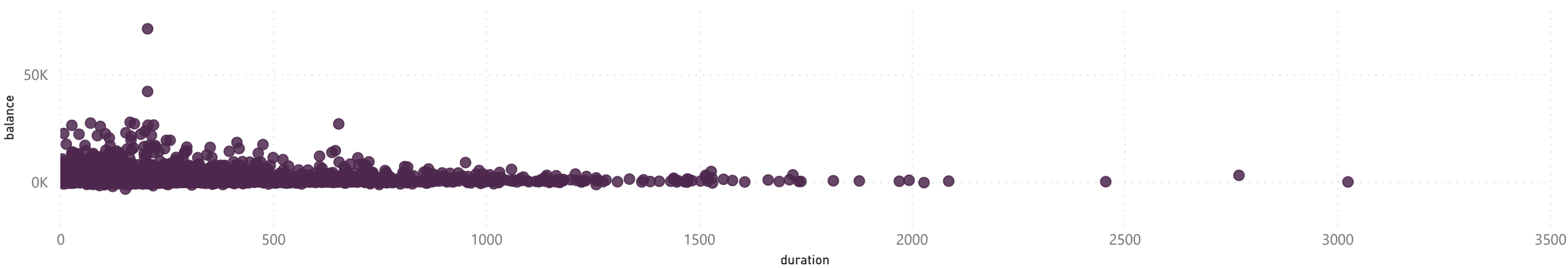
Jobs Distribution



Average Balance By Education

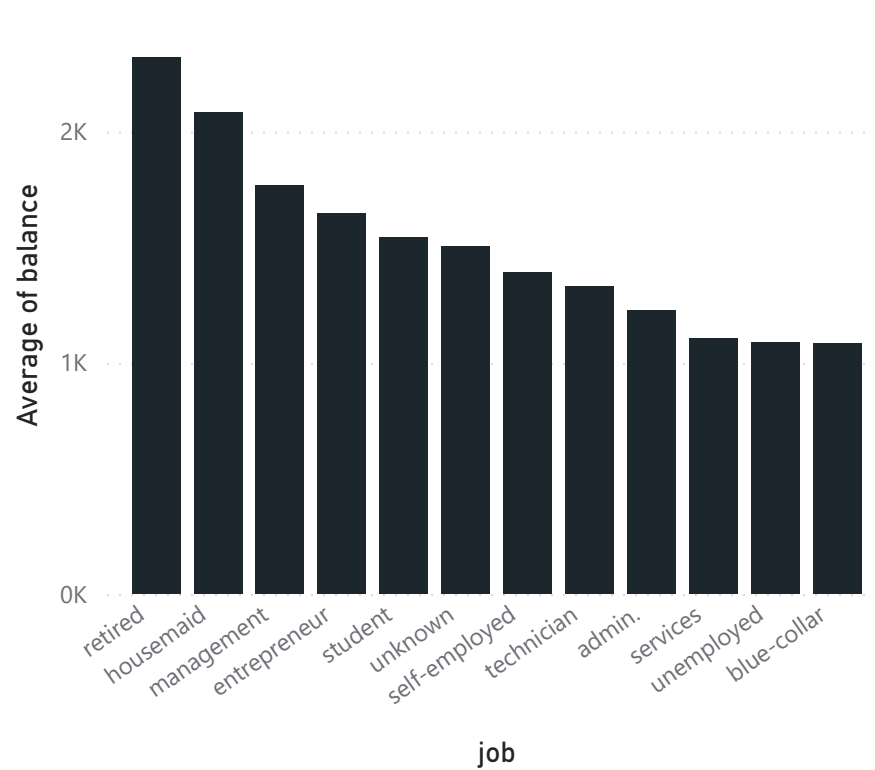


Average Balance by Duration

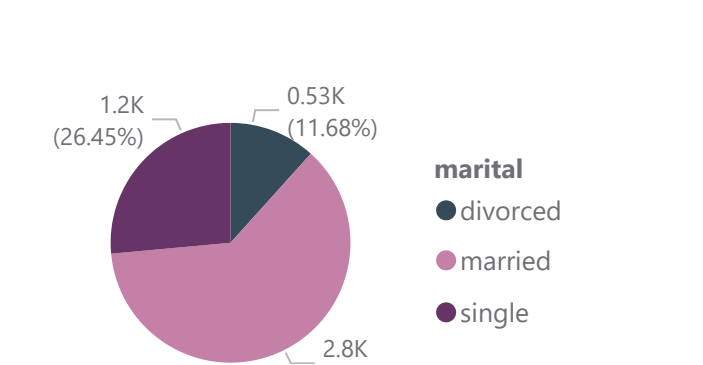


NOTE: This page contains all the drill-throughs

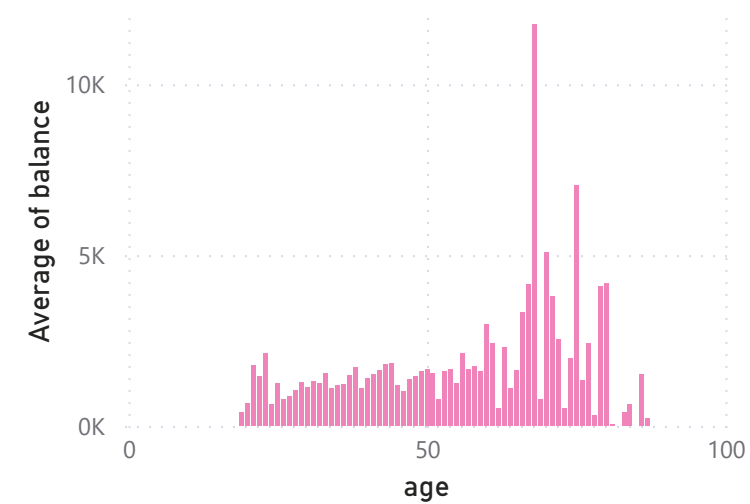
Average Balance by Job



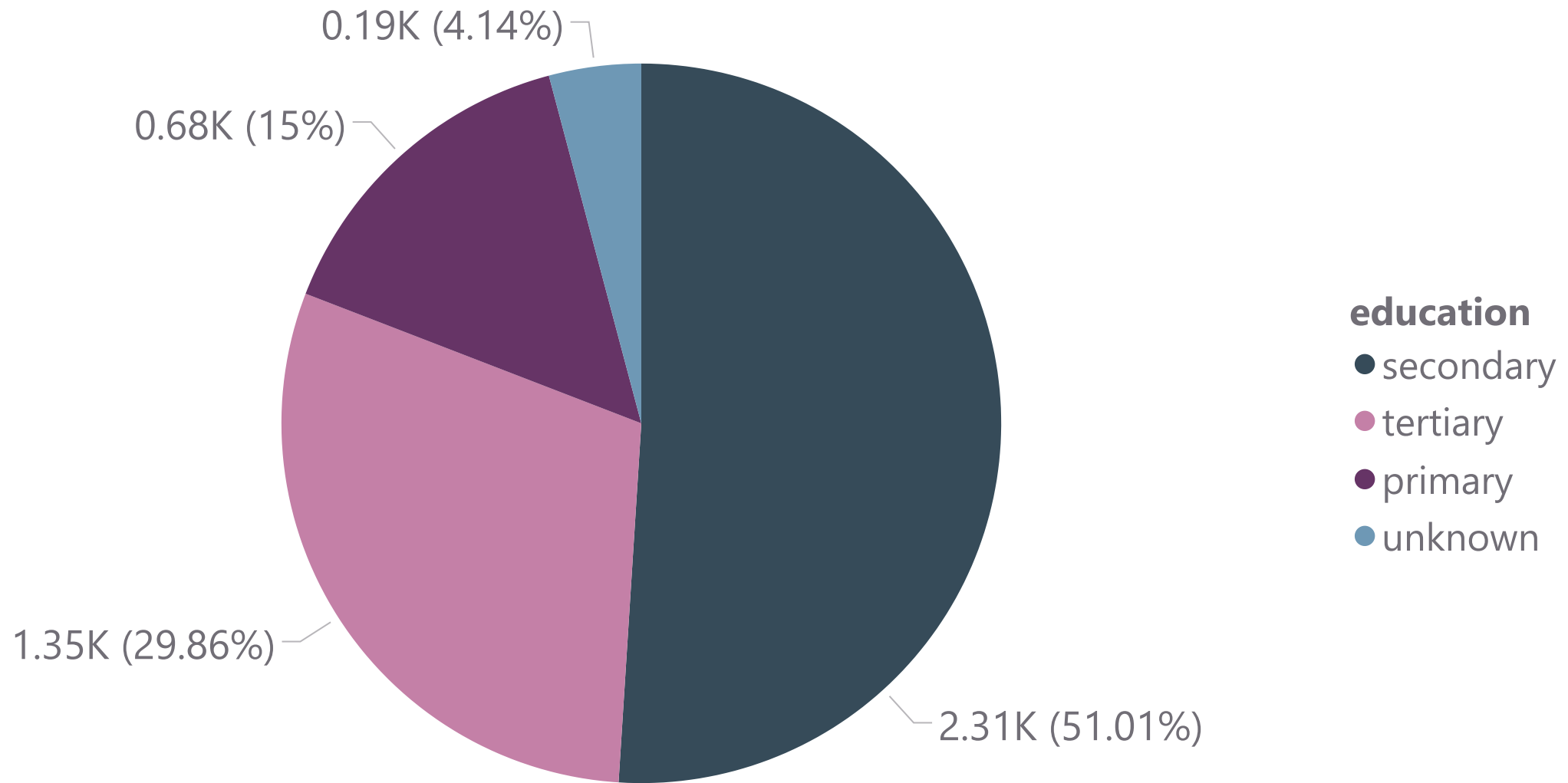
Distribution of Marital Status



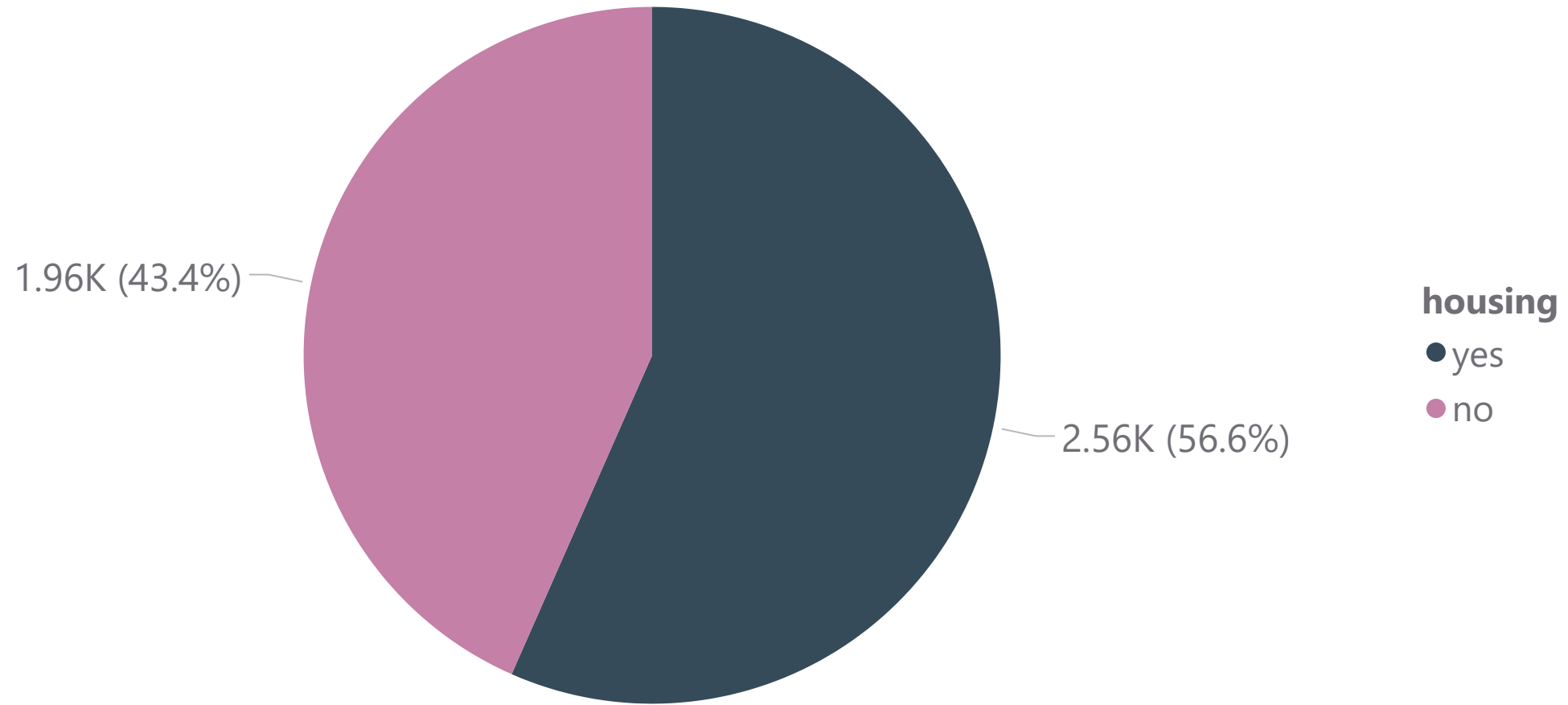
Average Balance by age



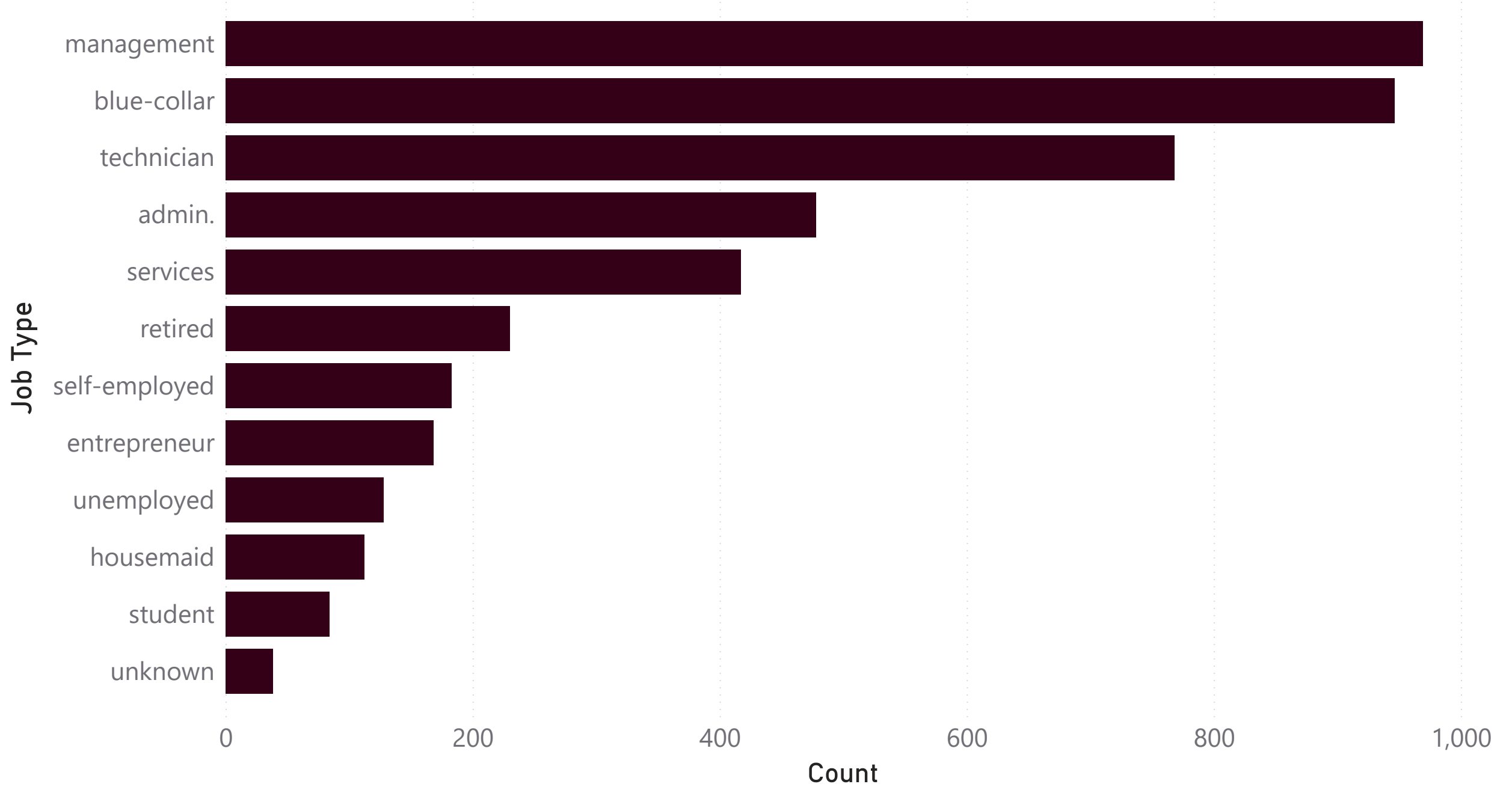
Education Distribution



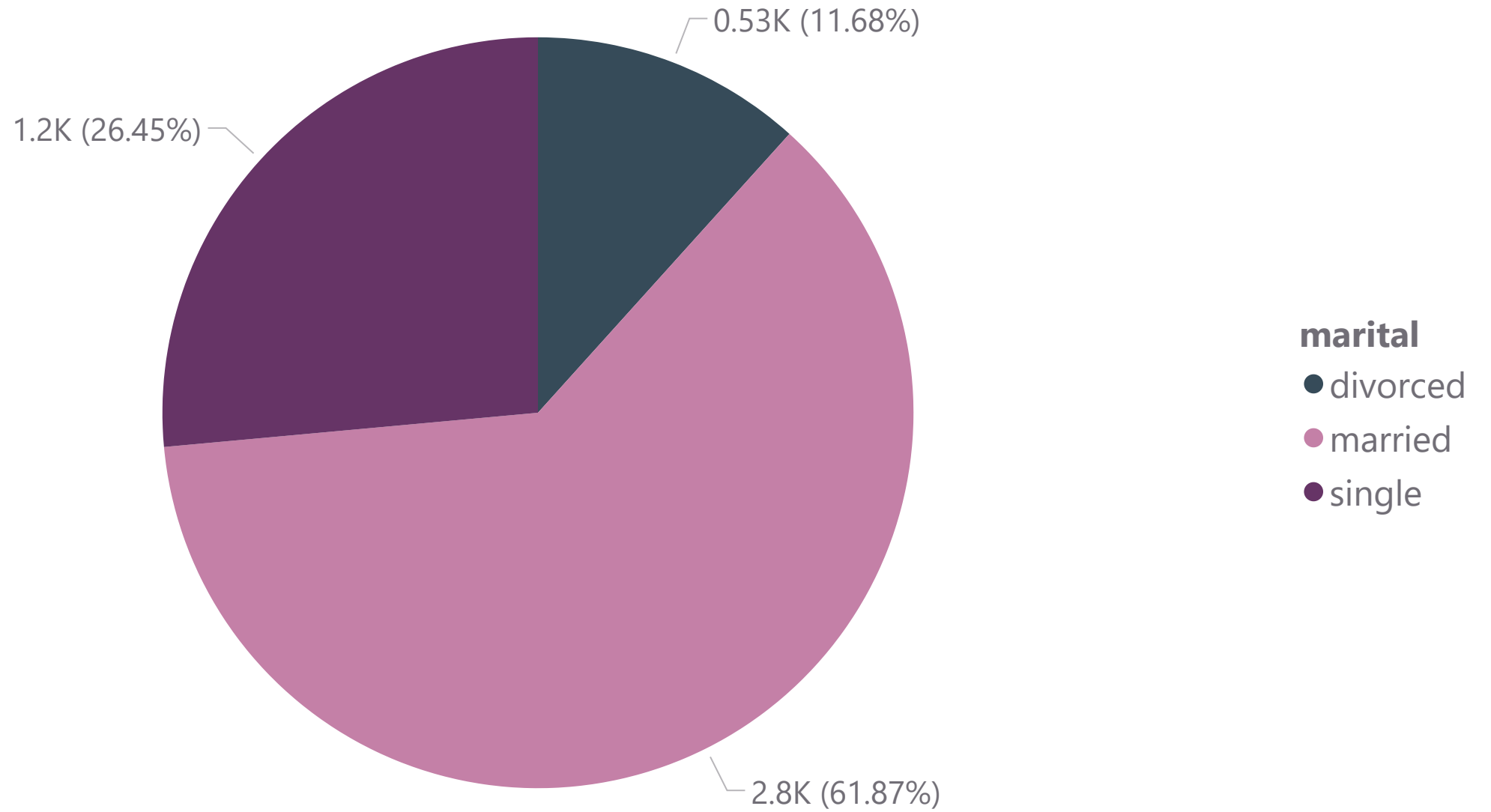
Housing Distribution



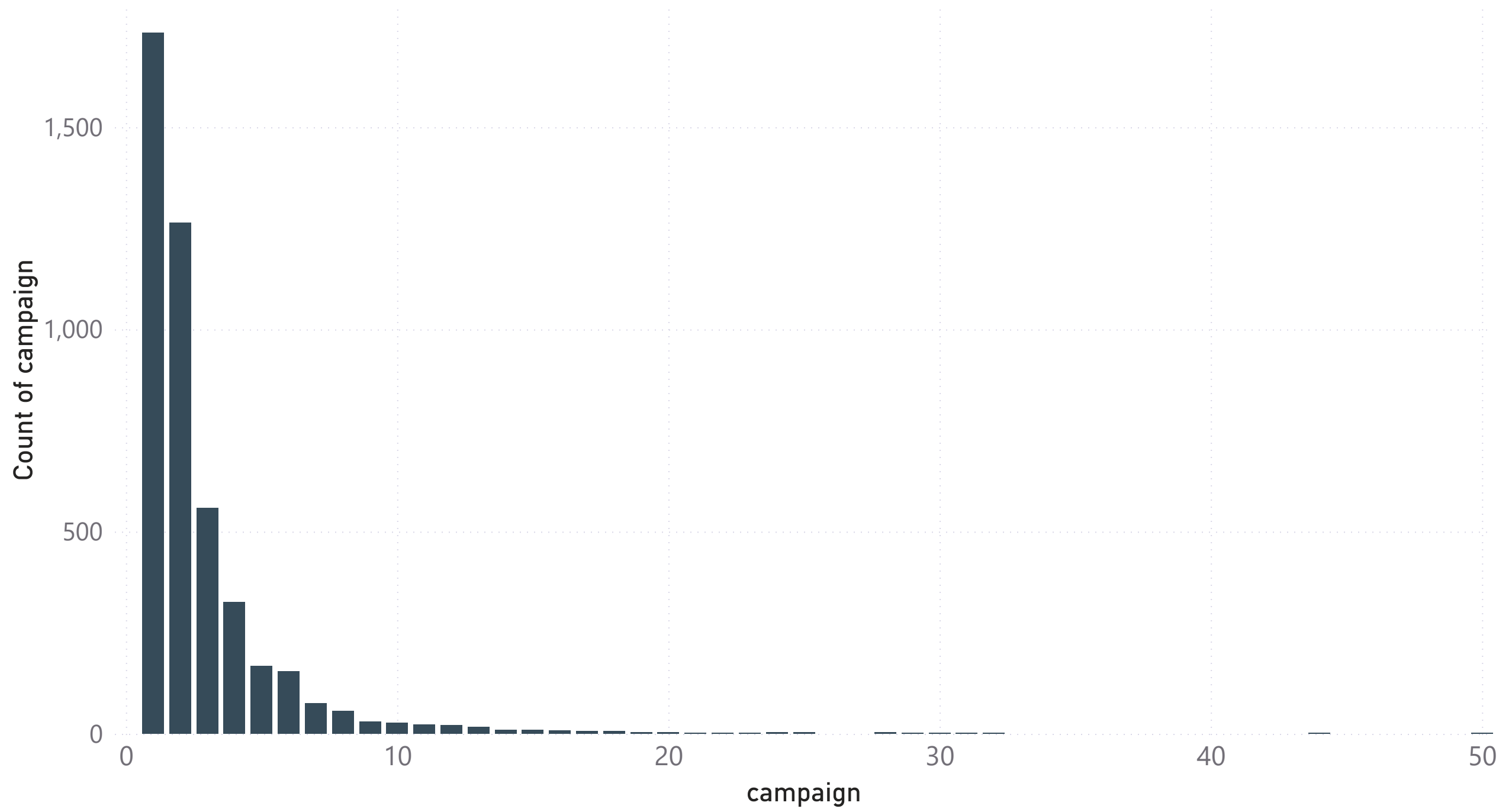
Jobs Distribution



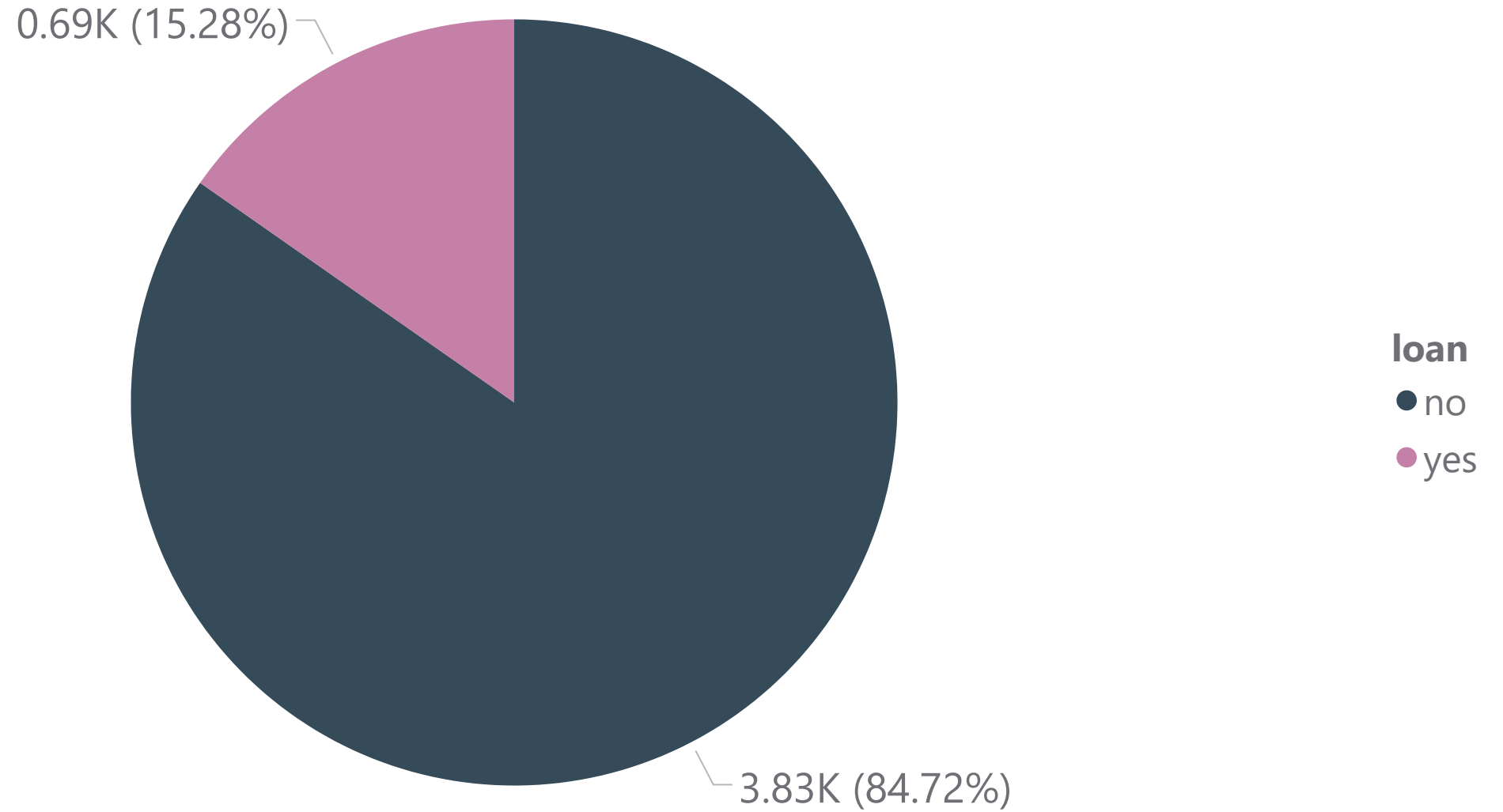
Distribution of Marital Status



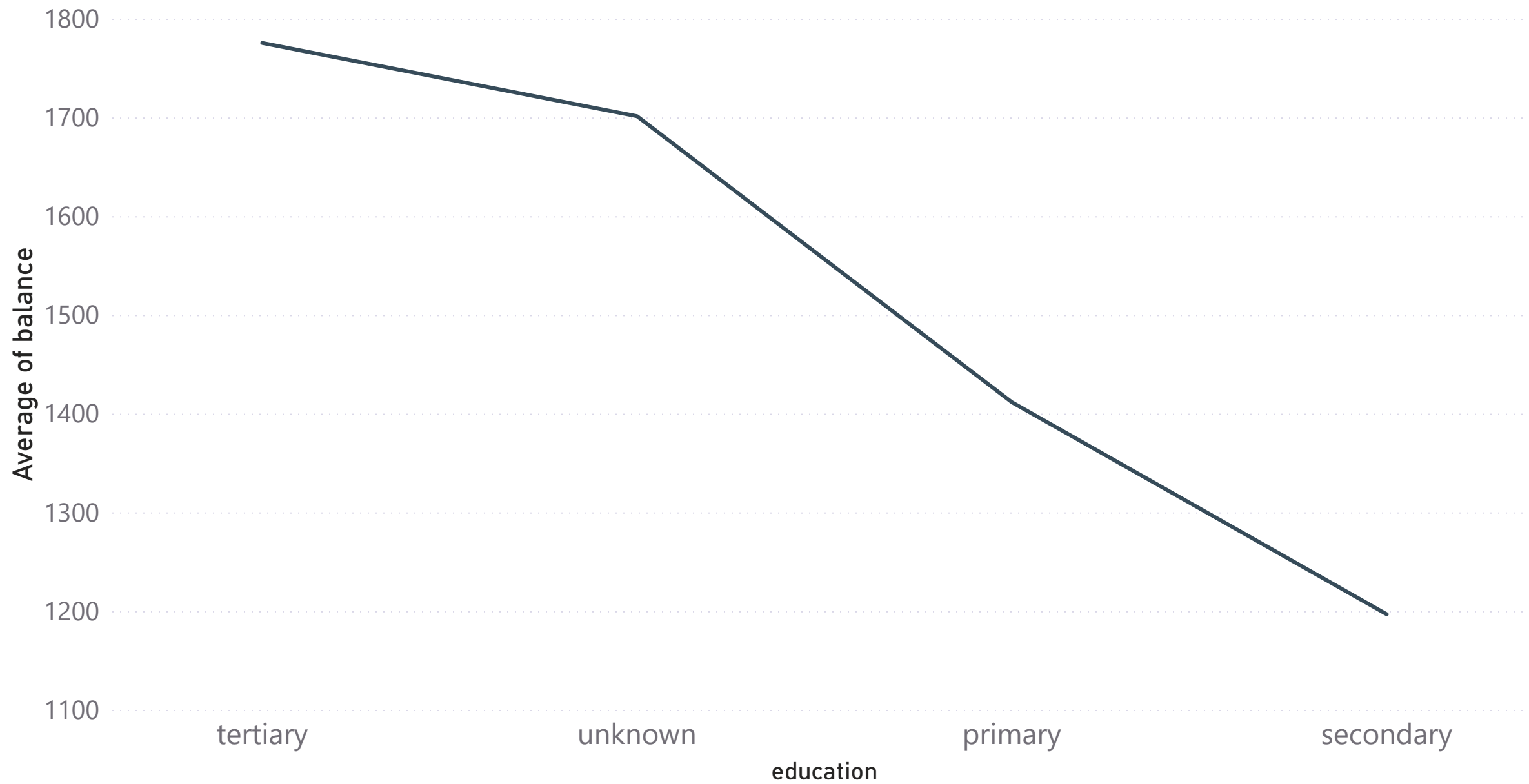
Campaign Distribution



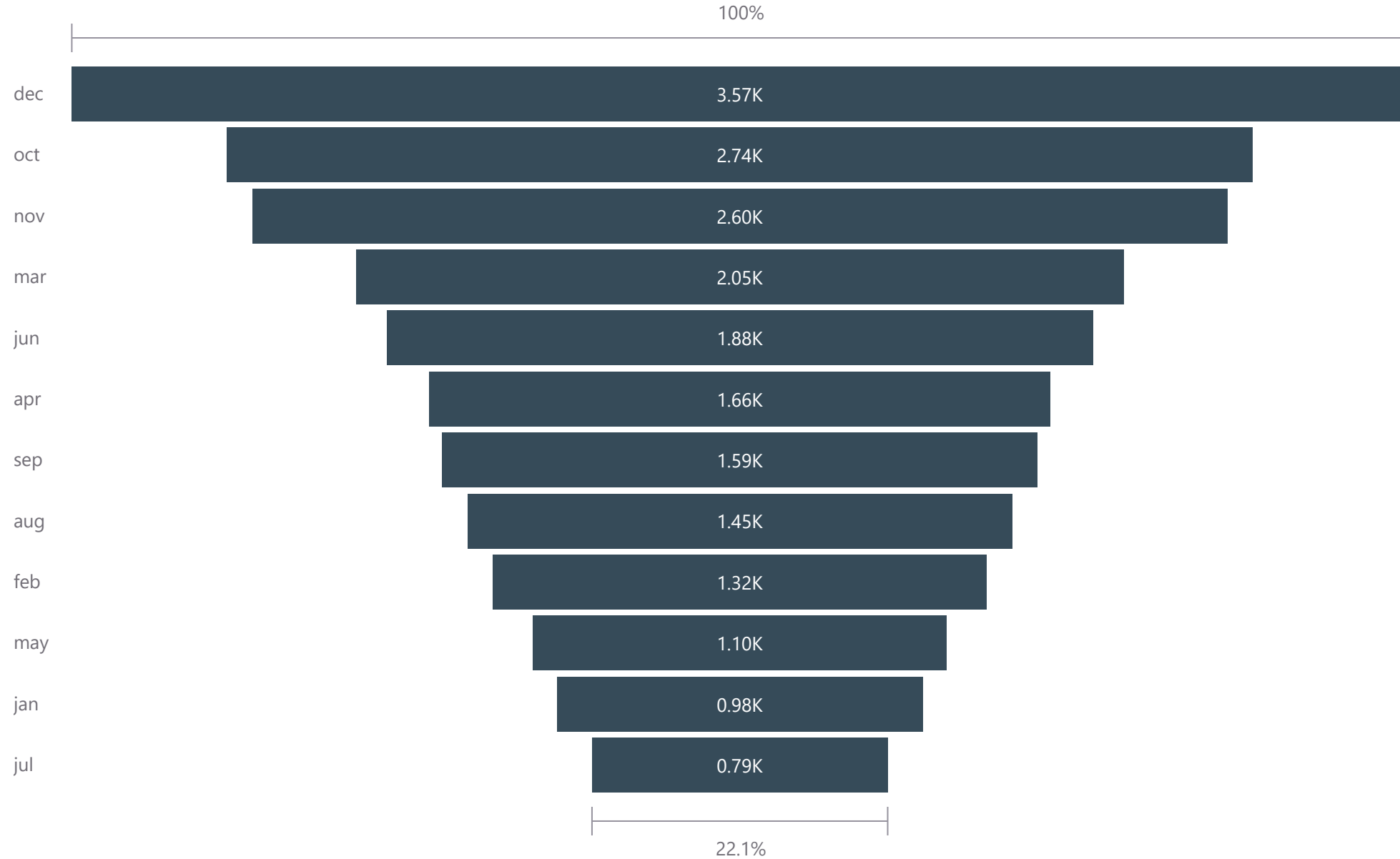
Loan Distribution



Average Balance By Education

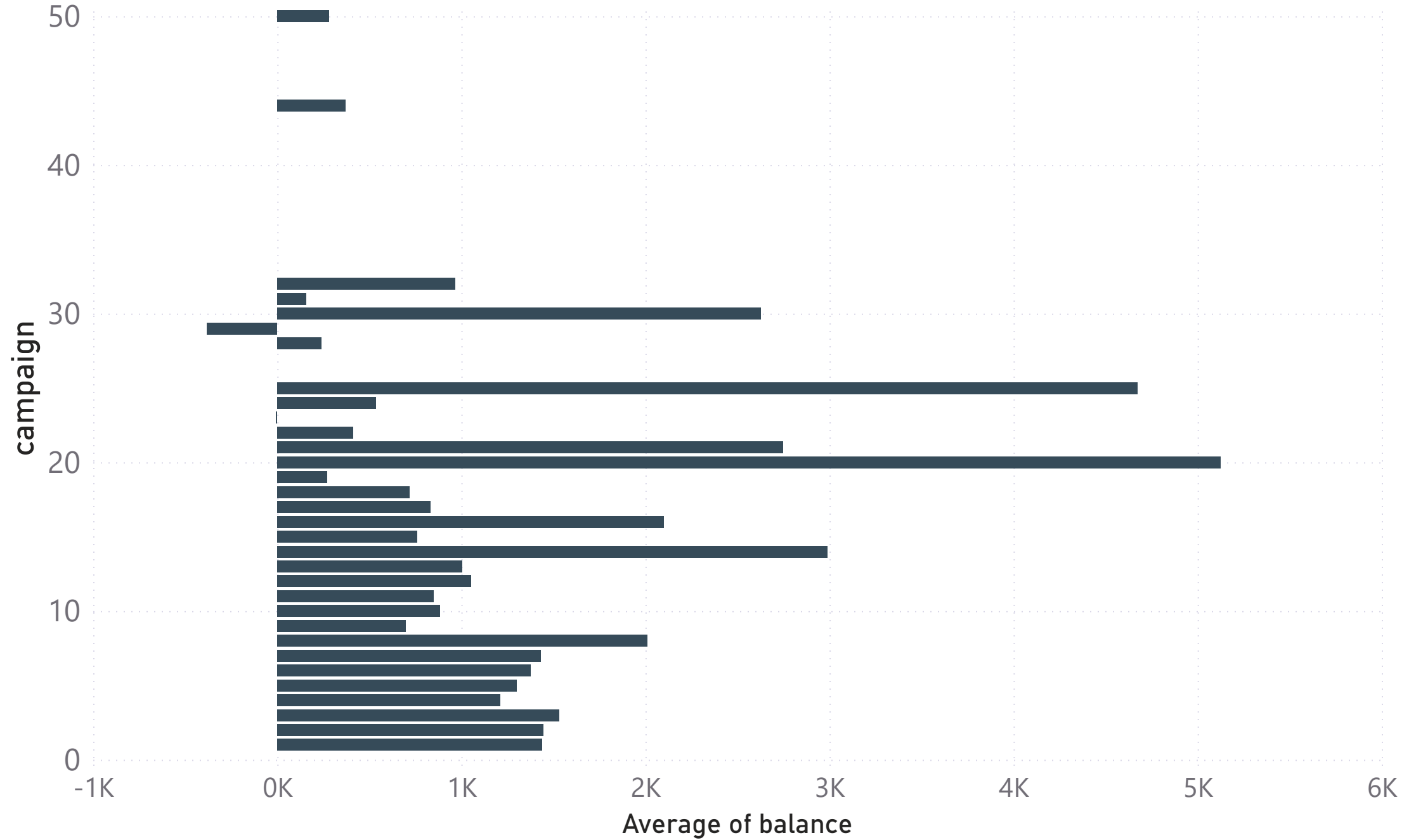


Average Balance by Month

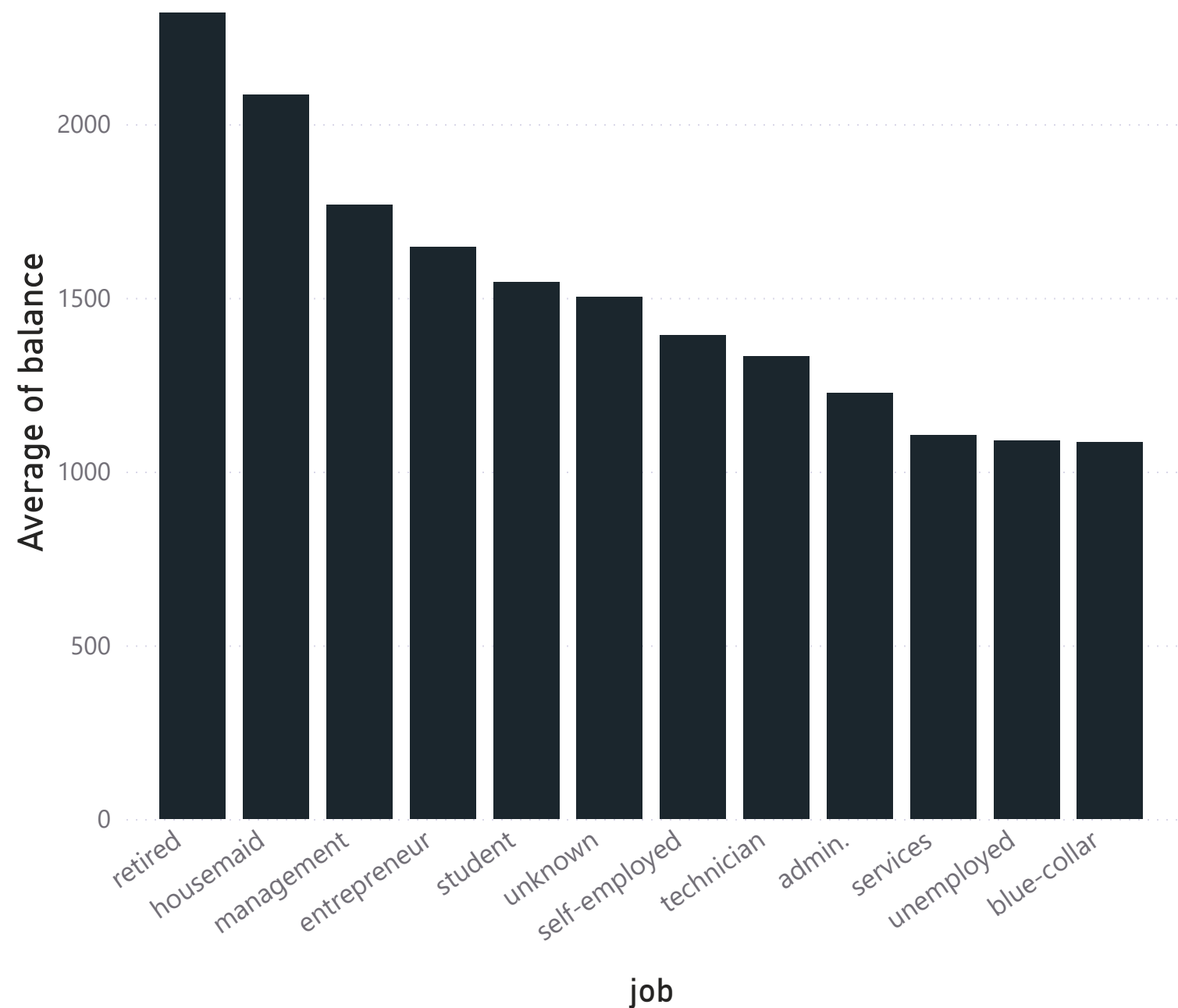


Preparing Q&A

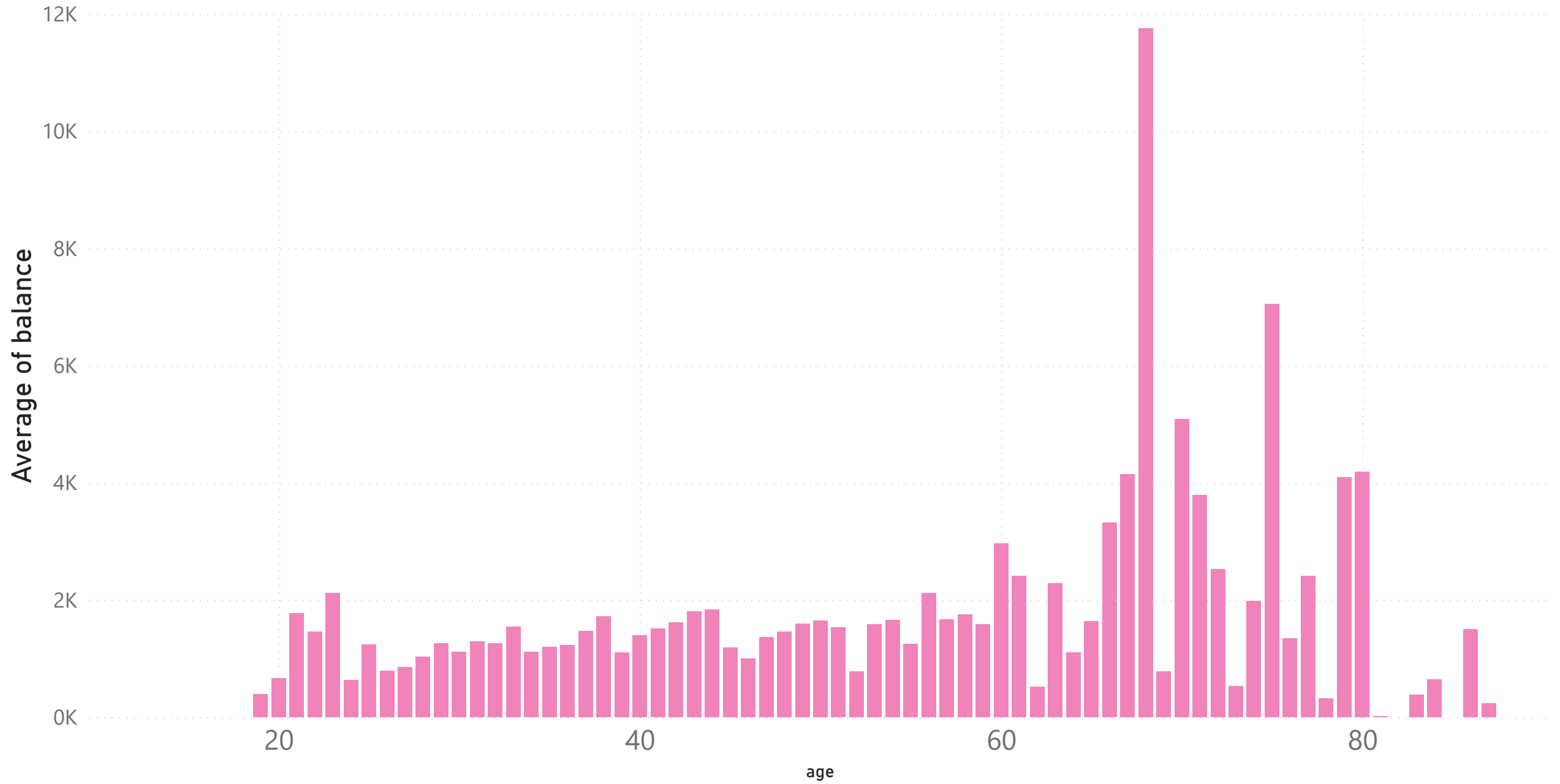
Average Balance by Campaign



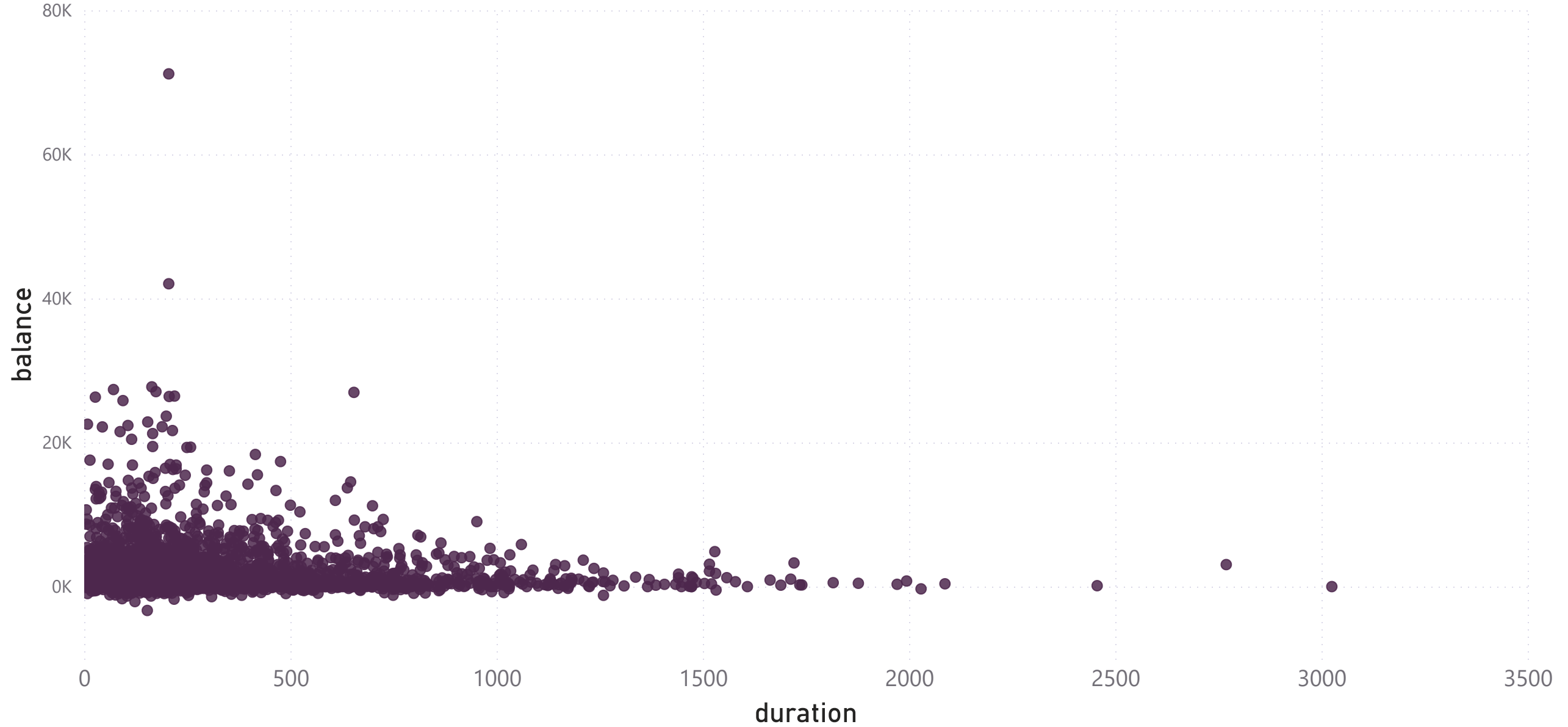
Average Balance by Job



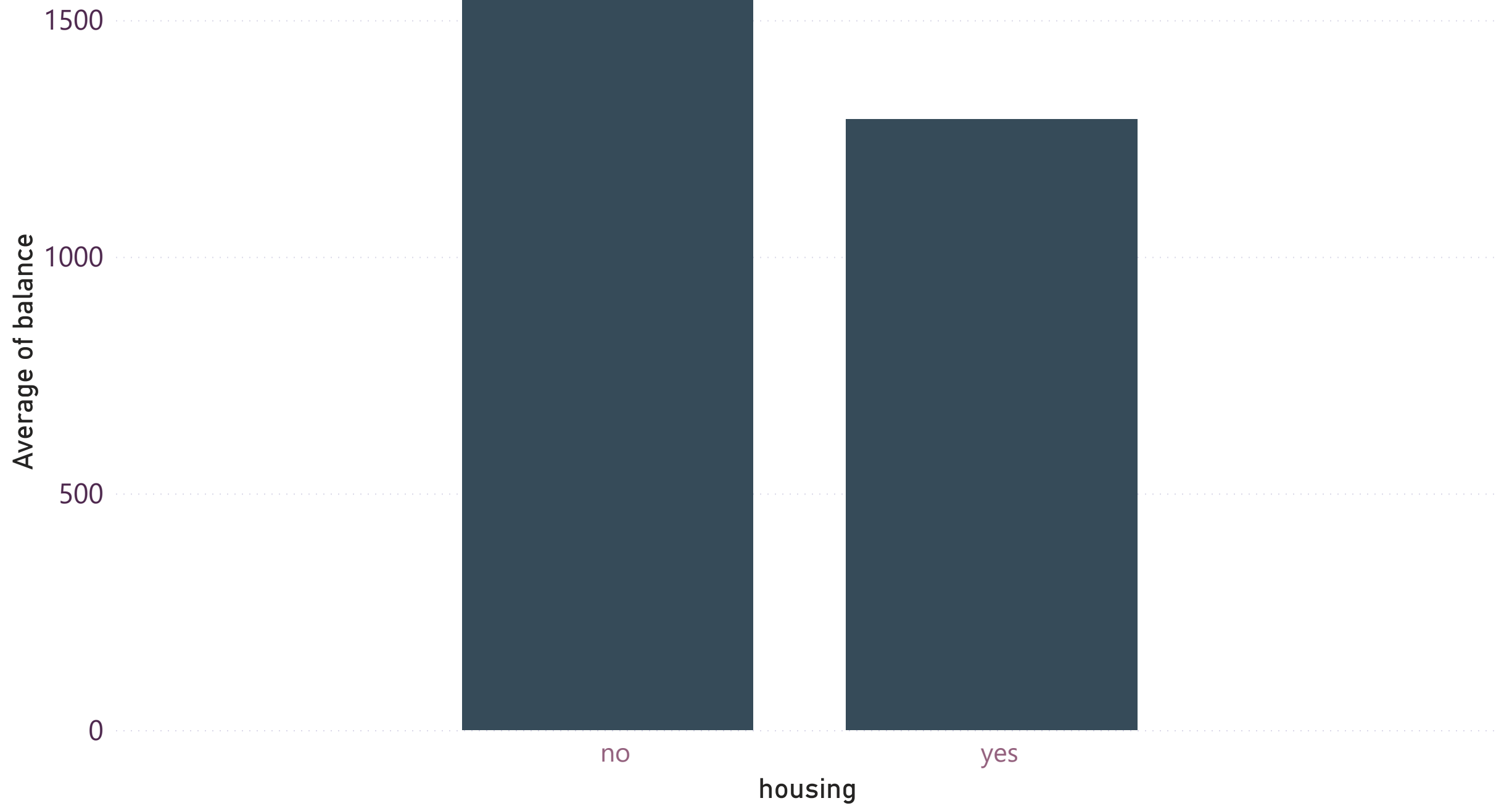
Average Balance by age



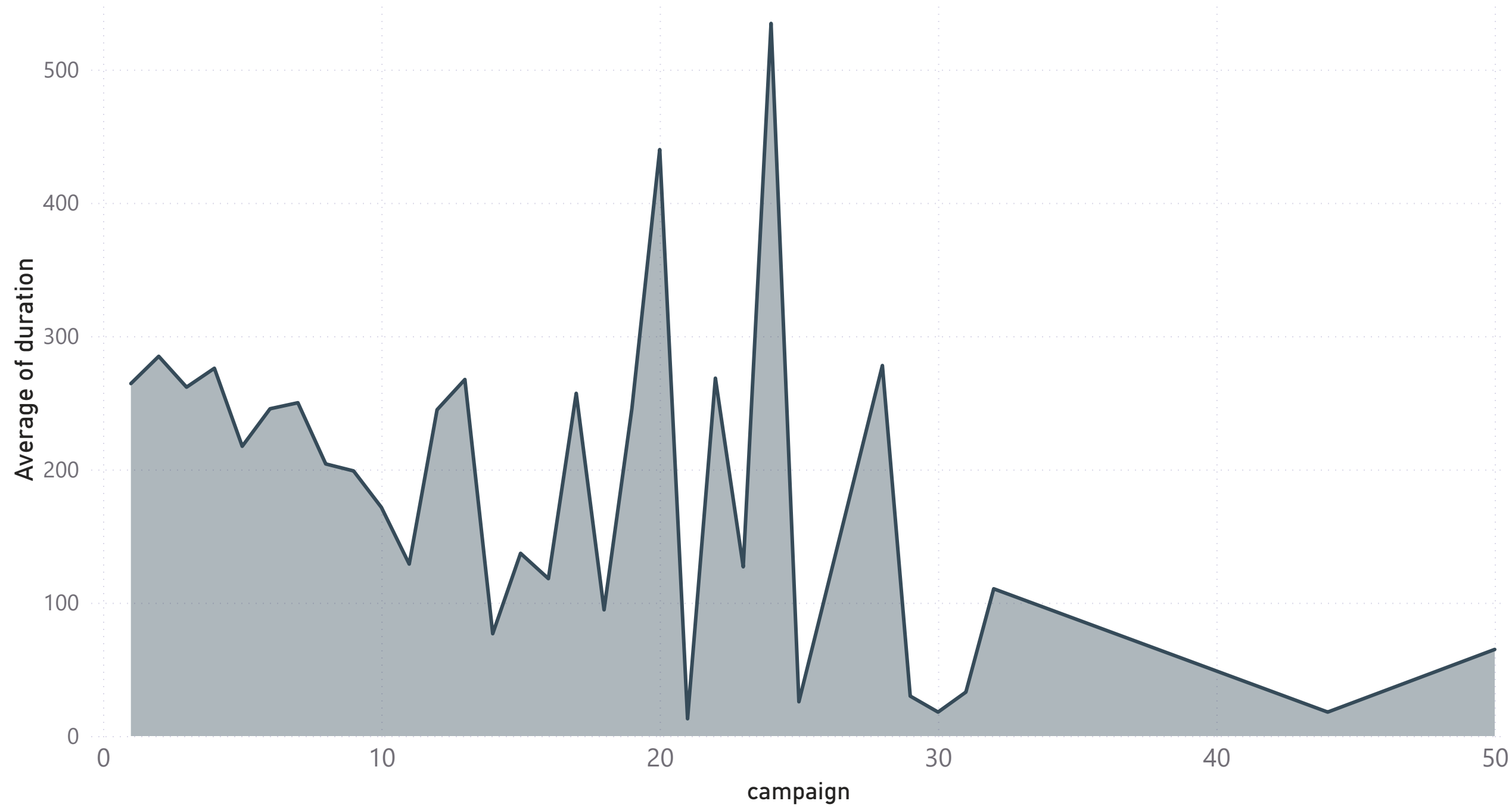
Average Balance by Duration



Average Balance by housing



Average Duration by Campaign



INSIGHTS GENERATION

- Great majority of the population (approximately **84%**) have **used loans**. This indicates a **high reliance on credit & financing options**.
- Around **51%** of the population hold **secondary education** as their highest level of academic attainment, indicating the **importance of promoting higher education opportunities**.
- A **great** portion of the population (approximately **56.5%**) have invested in **homeownership**. This may indicate **more potential paths for property-related financial services**.
- The **management** sector **employs a significant** number of people than any other (approximately **1000**). This may indicate that **greater availability of diverse jobs** can contribute to **economic growth**.
- **Married** individuals represent the **majority** of the population (around **61.8%**). This means there may be a greater **demand for joint financial planning & support systems for couples**.
- Individuals with **tertiary-level education** seemed to have the **highest average balance**, while those with **secondary-level education** have the **lowest**. This supports the idea that **continued education can lead to better financial outcomes**.
- **Retired** individuals seemed to have the **highest average balance**, while those who are either **unemployed or hold blue-collar jobs** have relatively **lower** balances. This indicates the importance of **robust retirement planning for the working population**.
- Average **balances peak** around the age of **70**. Figuring out the reasons for this peak can help in finding **efficient retirement saving strategies** that can contribute to **better financial well-being of senior citizens**.
- Surprisingly, individuals **without housing** have a **higher average balance** than those with housing. Looking deeper into this trend can help figure out **how people's financial behaviors vary** and that can create **better ways** to include **more people in housing related financial opportunities**.