

Visualisation: Project

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Abstract

Introduction

A Portuguese banking institution's direct marketing campaigns are covered by the dataset. The marketing campaigns were based on phone conversations. Often, it was necessary to make multiple frequent contacts with the same client in order to determine whether the product (in this case, bank term deposit) would be subscribed ('yes') or not ('no').

Our primary goal is to formulate descriptive statistics visualization with the graphical tools available in R language (mainly, **ggplot2**).

Dataset Information

Our data contains 41188 observations and 21 attributes, where 11 are categorical and 10 are numerical attributes. The table below contains a portion of the analysed data and names of all the attributes, along with their types and values that they contains.

Table 1: Figure 1: Example of the dataset.

| age | job | married | education | default | housing | log | contact | month | day_of_week | campaign | days | previous | outcome | emp.variation | previous | confidence | employed | subscribed |
|-----|-----------|---------|-------------|---------|---------|-----|-----------|-------|-------------|----------|------|----------|---------|---------------|----------|------------|-----------|------------|
| 56 | housemaid | married | basic.4y | no | no | no | telephone | may | mon | 261 | 1 | 999 | 0 | nonexistent | 93.994 | - | 4.8575191 | no |
| 57 | services | married | high.school | no | no | no | telephone | may | mon | 149 | 1 | 999 | 0 | nonexistent | 93.994 | - | 4.8575191 | no |
| 37 | services | married | high.school | yes | no | no | telephone | may | mon | 226 | 1 | 999 | 0 | nonexistent | 93.994 | - | 4.8575191 | no |
| 40 | admin | married | basic.6y | no | no | no | telephone | may | mon | 151 | 1 | 999 | 0 | nonexistent | 93.994 | - | 4.8575191 | no |
| 56 | services | married | high.school | no | yes | yes | telephone | may | mon | 307 | 1 | 999 | 0 | nonexistent | 93.994 | - | 4.8575191 | no |
| 45 | services | married | basic.9y | unknown | no | no | telephone | may | mon | 198 | 1 | 999 | 0 | nonexistent | 93.994 | - | 4.8575191 | no |

Visualization

Conclusion