1. What attributes of the customers are associated with the outcome of the previous marketing campaign(poutcome)?
   - age
   - job
   - marital
   - education
   - existence credit
   - Housing
   - Loan
   - pcontact(number of times the bank contacted before current campaign)
   - Employment variation rate
   - Consumer price index
   - Consumer confidence index
   - Euribor 3 month rate
   - Existence of subscription of a term deposit

   Follow-up questions:

   a. How does the proportion of successful previous outcome changes as each numerical variable increases?
   b. for each associated variable, what is the group that has the highest successful proportion?
2. Which kind of people has the highest proportion of successful previous outcome according to associated attributes from Q1?
   a. What are the values of the personal information attributes for the group of people having the highest success proportion?
   b. What are the values of the social and economic attributes for the group of people having the highest success proportion?
3. Does the existence of default on credit vary by different marital, education and job groups?
   a. For each attribute respectively, what value(group) results in the highest proportion of existing credit?