

BANK TERM DEPOSIT CAMPAIGN  
PERFORMANCES OVERVIEW

JOB

All

MARITAL STATUS

All

15K

TOTAL CONTACT

4521

TOTAL CLIENTS

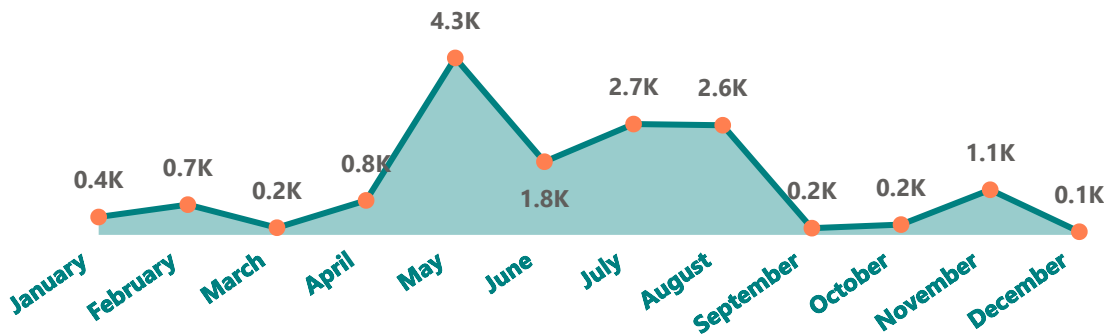
11.5%

SUB RATE

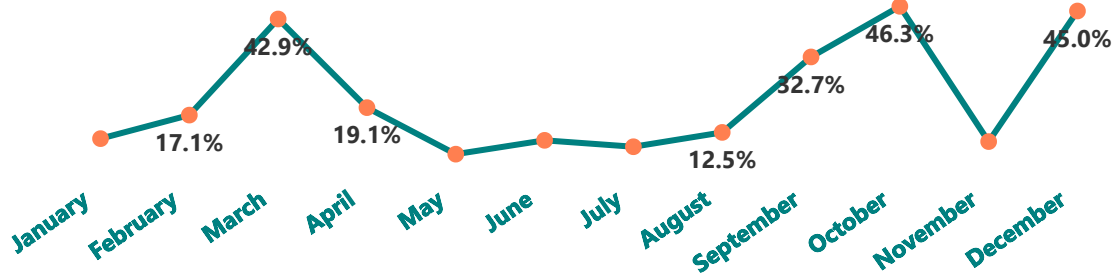
4.4

AVG CD (MINS)

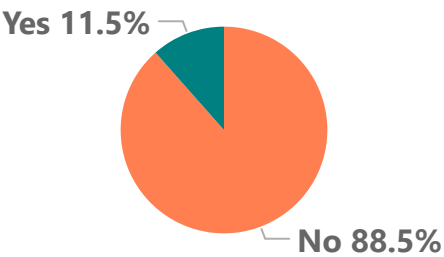
TOTAL CONTACTS BY MONTH



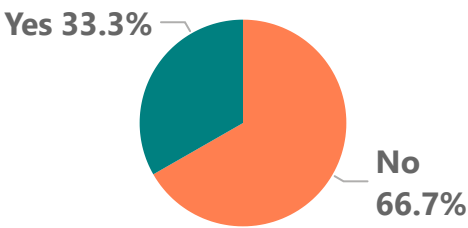
SUB RATE BY MONTH



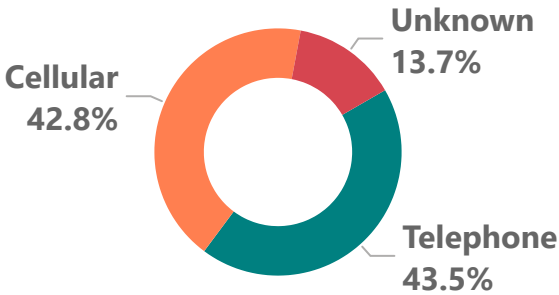
CAMPAIGN ACCEPTED VS IGNORED



SUB RATE BY LOAN STATUS

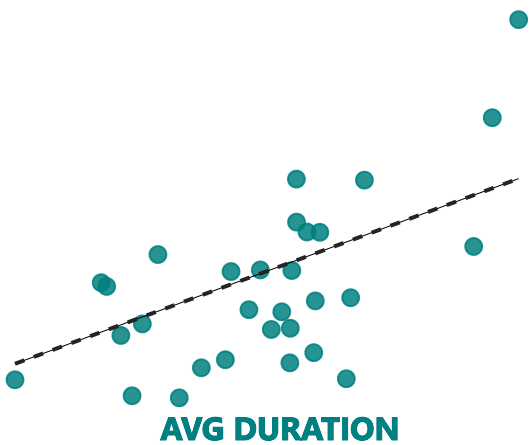


SUB RATE BY CONTACT MODE

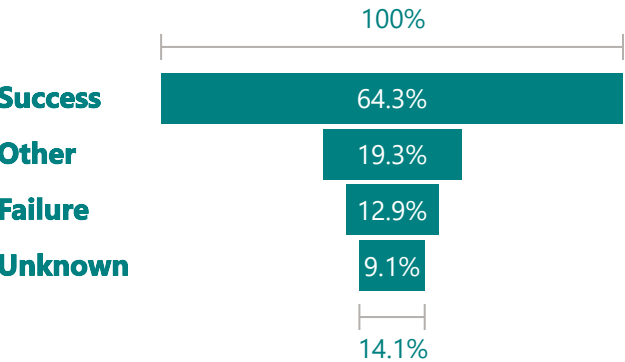


SUB RATE VS AVG DURATION

SUB RATE



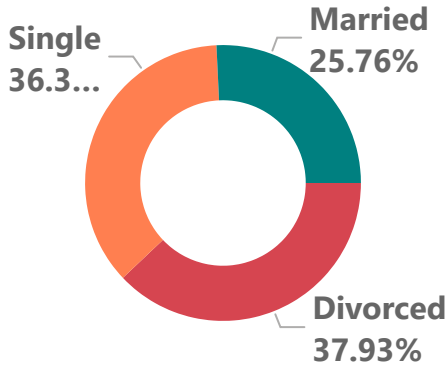
IMPACT OF POUTCOME ON SUB RATE



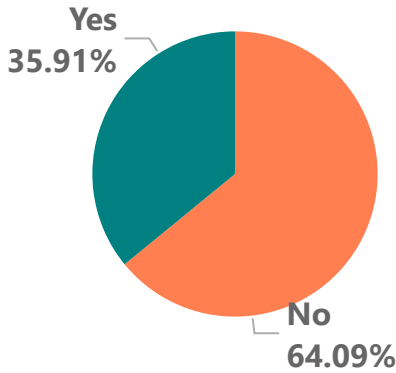
# BANK TERM DEPOSIT CAMPAIGN

## DEMOGRAPHICS ANALYSIS

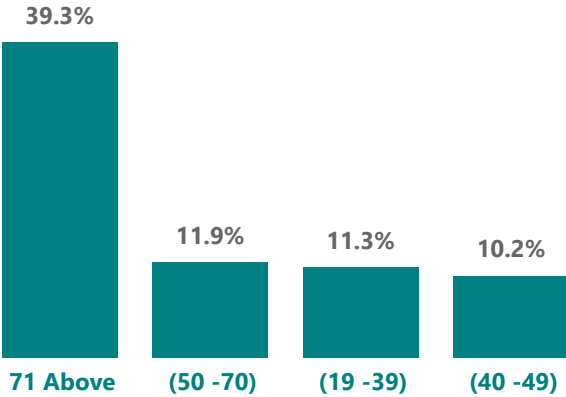
SUB RATE BY MARITAL



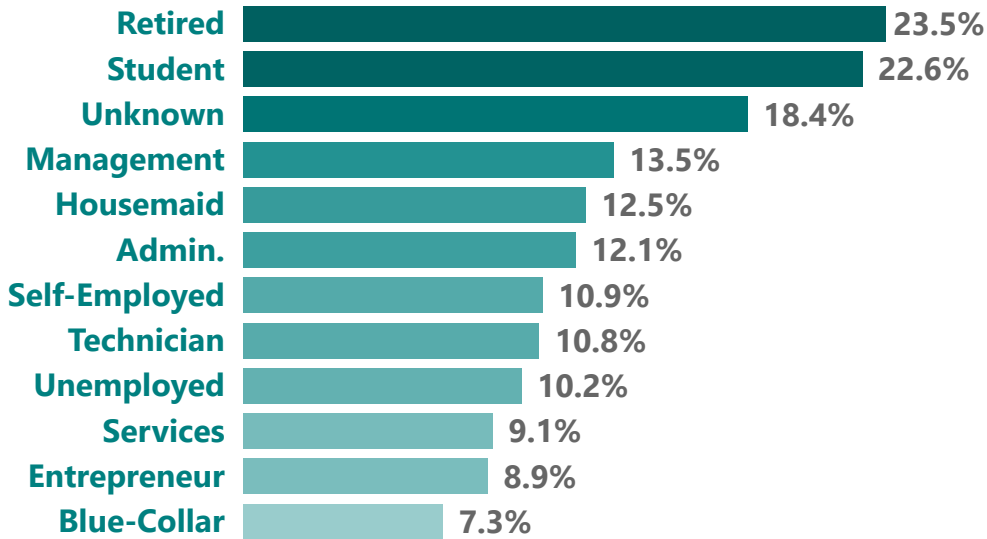
SUB RATE BY HOUSING



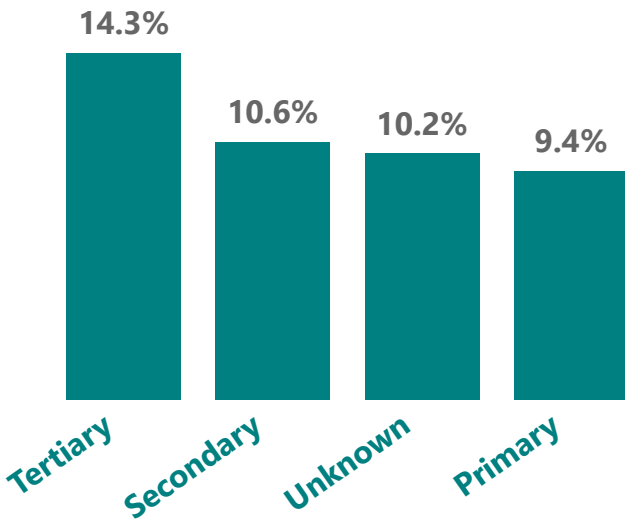
SUB RATE ACROSS AGE GROUP



SUB RATE ACCROSS JOB CATEGORY



SUB RATE ACROSS EDUCATION



CHAT ASSISTANT



Ask a question..



0/2000

BANK TERM DEPOSIT CAMPAIGN  
PREDICTIVE ANALYSIS INSIGHT

MONTH

All

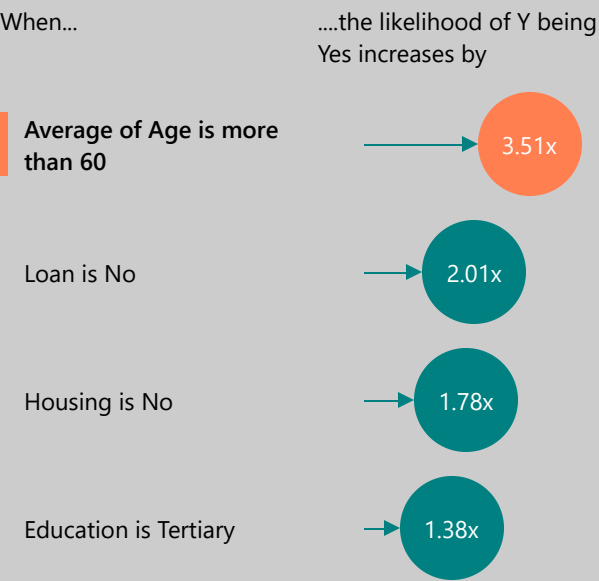
MARITAL STATUS

All

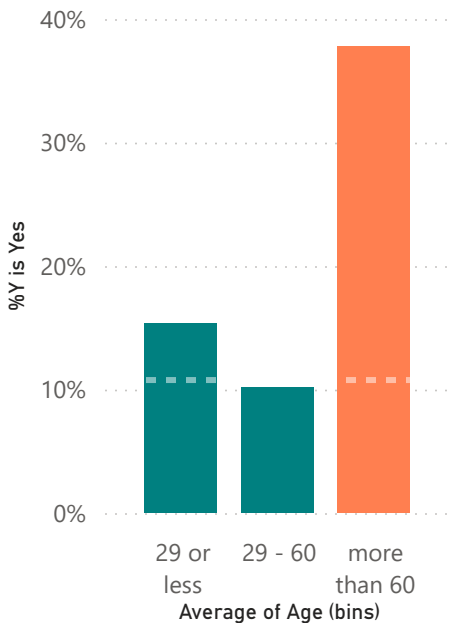
CATEGORICAL DATA FEATURE

Key influencers Top segments

What influences Y to be Yes



Y is more likely to be Yes when Average of Age is more than 60 than otherwise (on average).

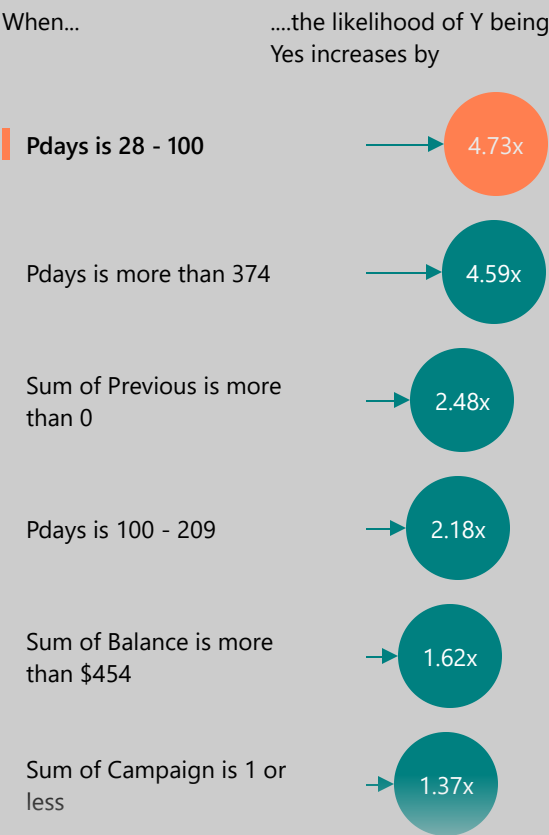


Only show values that are influencers

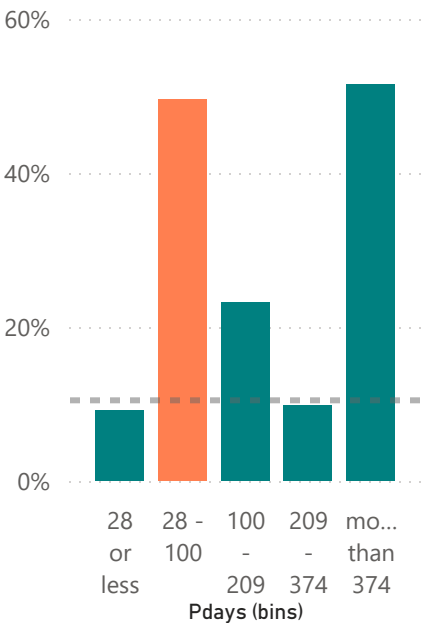
NUMERIC DATA FEATURE

Key influencers Top segments

What influences Y to be Yes



Y is more likely to be Yes when Pdays is 28 - 100 than otherwise (on average).



Only show values that are influencers