

# Bank Marketing Research

Study whether to subscribe to a deposit product according to various customer factors

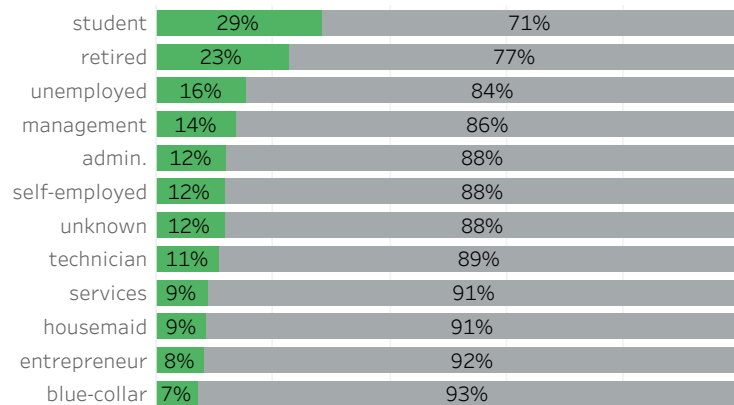
## Subscription by Marital status



## Subscription by Education level



## Subscription by Job



Subscription ■ yes ■ no

## Subscription by Call Duration (in second)



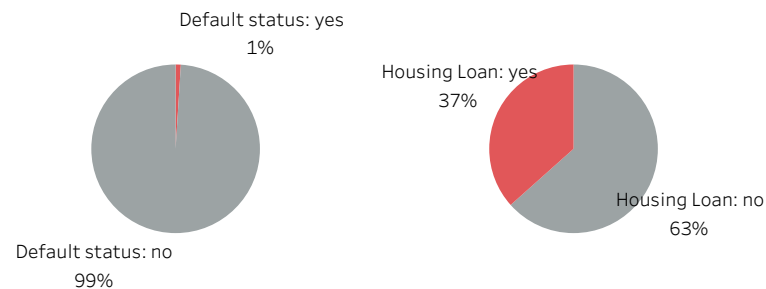
## # of Days since last contact in the previous campaign (in days)



## # of Contacts performed compared to the previous one (in %)



## Subscription by Default & Housing Loan Status



■ yes ■ no

As a result of analyzing customers who have achieved **positive outcomes** in bank marketing, they show a **high percentage** in single, highly educated, and non-working occupations such as students or retired.

In addition, the marketing that yielded **positive results** had a **call duration** more than twice that of the negative cases, typically spanning around 9 minutes on average.

Regarding marketing effectiveness, **the longer the time interval or the weaker the association with past marketing-related interactions**, the more favourable the marketing outcomes.

It shows that approximately 99% of customers who subscribed to marketing products did not experience **defaults**. However, the **housing loan** presence did not significantly impact this outcome.