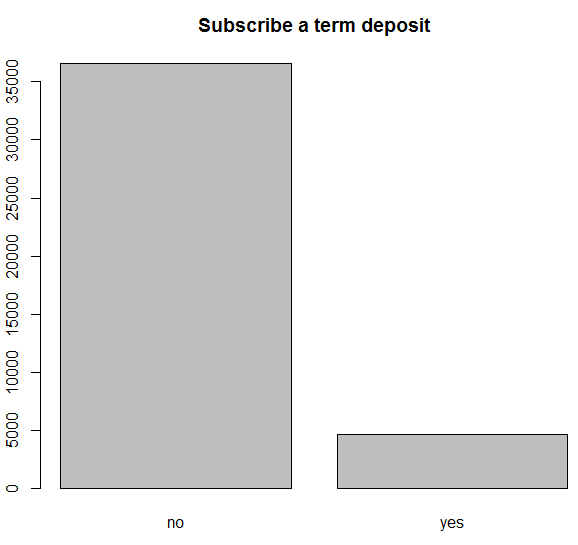
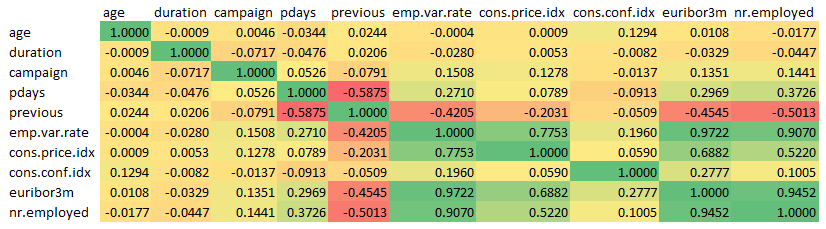
**Bank marketing – Exploratory Data Analysis**

**The spread of the dependent variable Y**



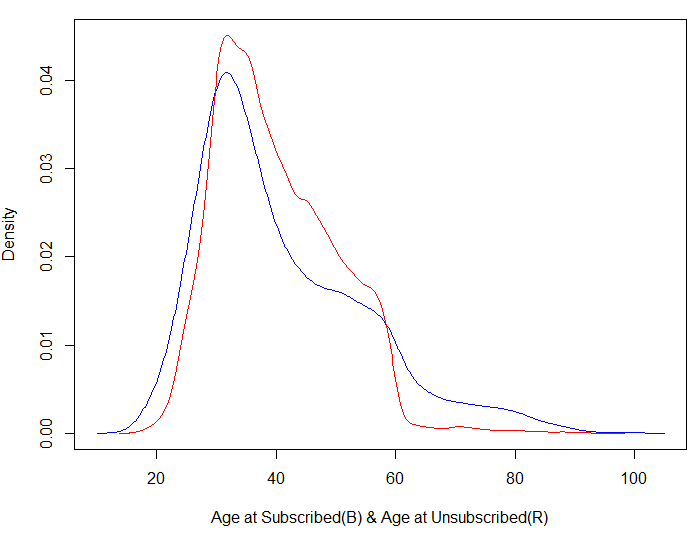
**Correlation matrix**



**Points:**

* ‘Previous’ feature has a Negative Correlation with Pdays, emp.var.rate, euribor3m & nr.employed
* Emp.var.rate , cons.price.idx, Euribor3m and nr.employed are correlated with each other

Here is a density plot that shows how the Age feature is split across the loan subscribed and loan unsubscribed

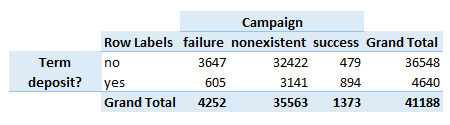


This density plot shows the Age of people who has subscribed the loan (In Blue) and those who have not subscribed the loan (In Red).

**Points:**

* Those who have not subscribed are mostly between the Age of 20 to 60
* And those who have subscribed are teens till very old people, which means in almost every age criteria there are people who has subscribed the loan.

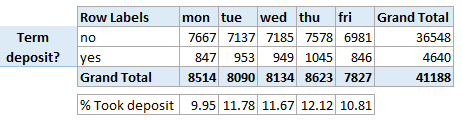
**Outcome of previous marketing campaign**



**Points:**

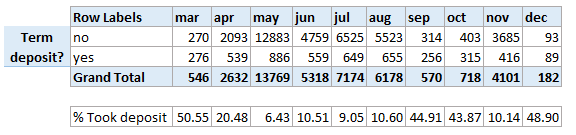
* In the above table, when the previous campaign was successful, 894 people out of 1373 (64%) have taken the term deposit.
* Hence marketing campaign benefits the Bank.

**Day of the week vs deposit taken**



It looks like only 10% of deposits were taken every day of the week.

**Month-wise count of term deposits**



**Points:**

* During March, Sept, Oct and Dec there were around 50% of term deposits taken
* Whereas during other months, only 10% of them has taken deposits