

Banking Campaign Performance Dashboard

Monitoring daily term-deposit campaign metrics and customer segments

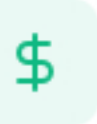
📅 Date range: Last 30 days

Run ID: latest (run_id: 2047) All Jobs Top Converters High Balance Segments

Total Customers (Current Run)
10,474
From latest pipeline run (run_id: 2047)



Total Balance
\$148.2M
Sum of customer balances

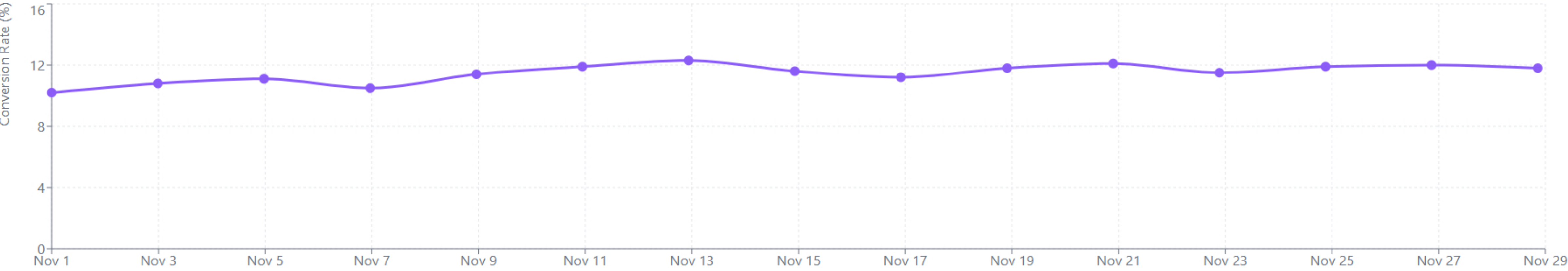


Deposit Conversion Rate
11.8%
% of customers subscribed to deposit



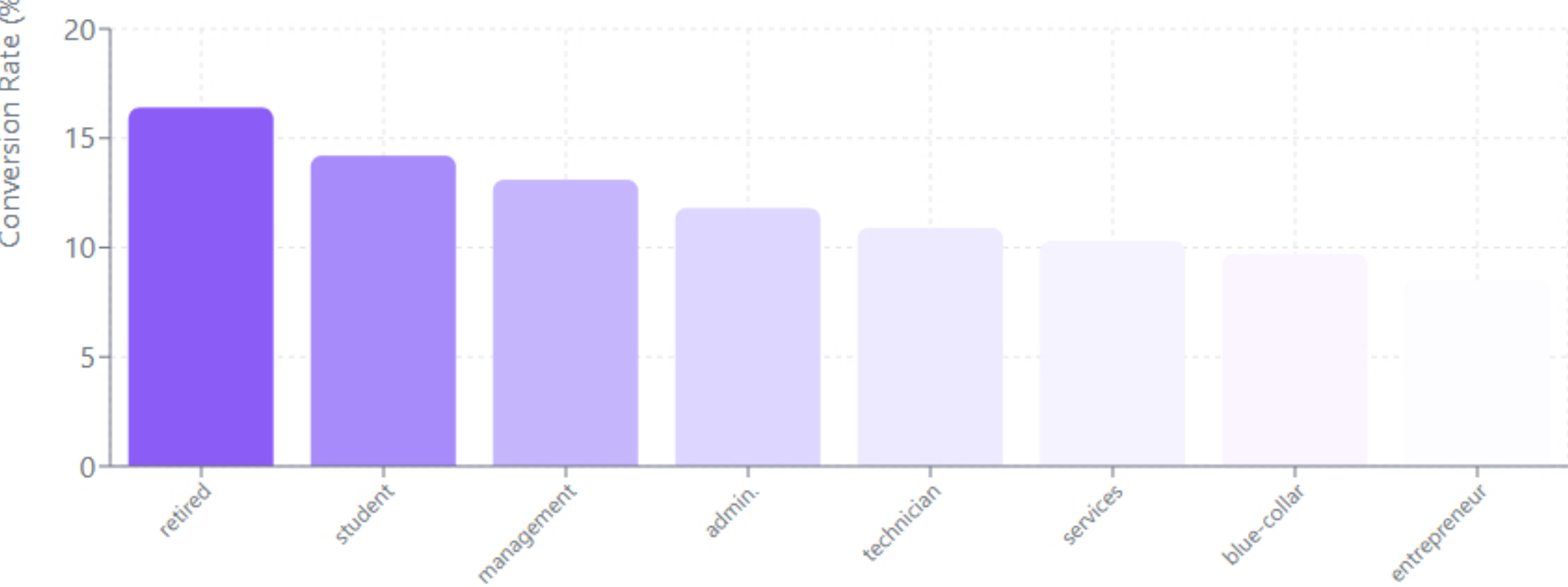
Daily Deposit Conversion Trend

Source: daily_summary



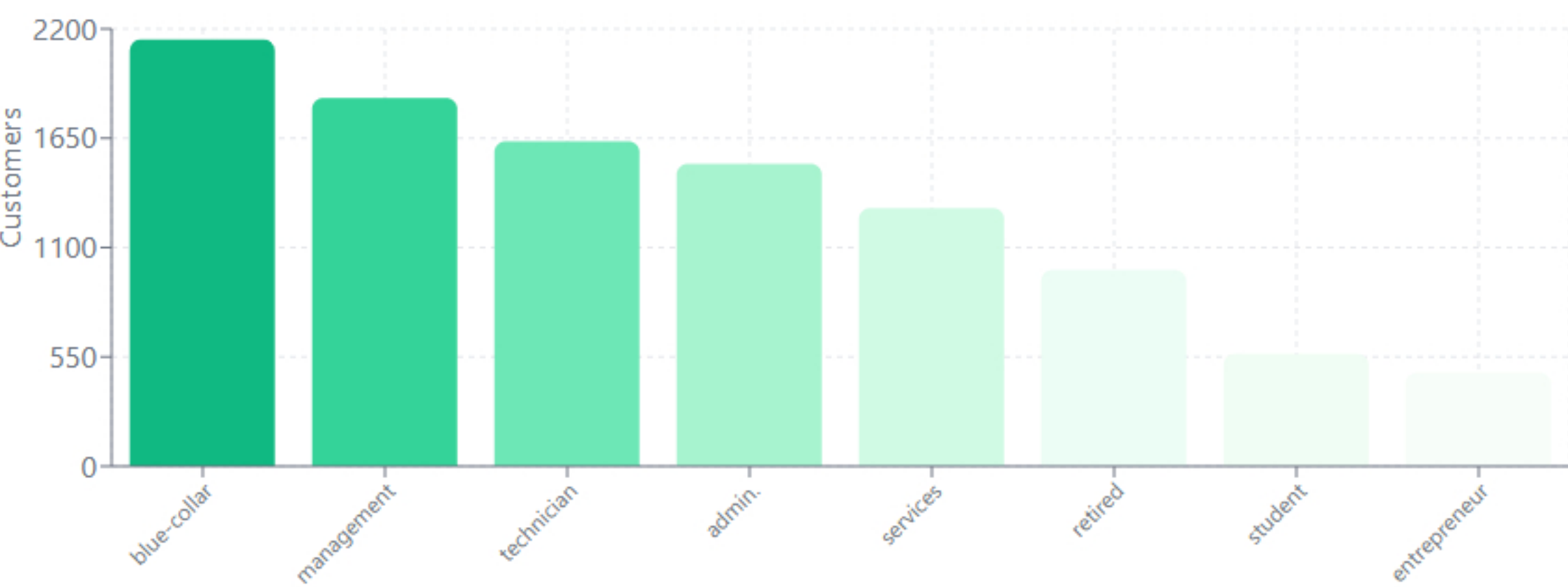
Conversion Rate by Job Role

Source: job_campaign_summary



Customer Count by Job Role

Source: job_campaign_summary



Job-Level Campaign Performance

Detailed metrics from job_campaign_summary

Job	Customer Count	Avg Balance	Total Balance	Deposit Yes Count	Conversion Rate
retired	987	\$18,450	\$18,210,150	162	16.4%
student	564	\$5,230	\$2,949,720	80	14.2%
management	1,852	\$21,340	\$39,521,680	243	13.1%
admin.	1,521	\$12,870	\$19,515,270	179	11.8%
technician	1,634	\$11,560	\$18,889,040	178	10.9%
services	1,298	\$9,840	\$12,772,320	134	10.3%
blue-collar	2,147	\$8,920	\$19,151,240	208	9.7%
entrepreneur	471	\$15,670	\$7,380,570	40	8.5%