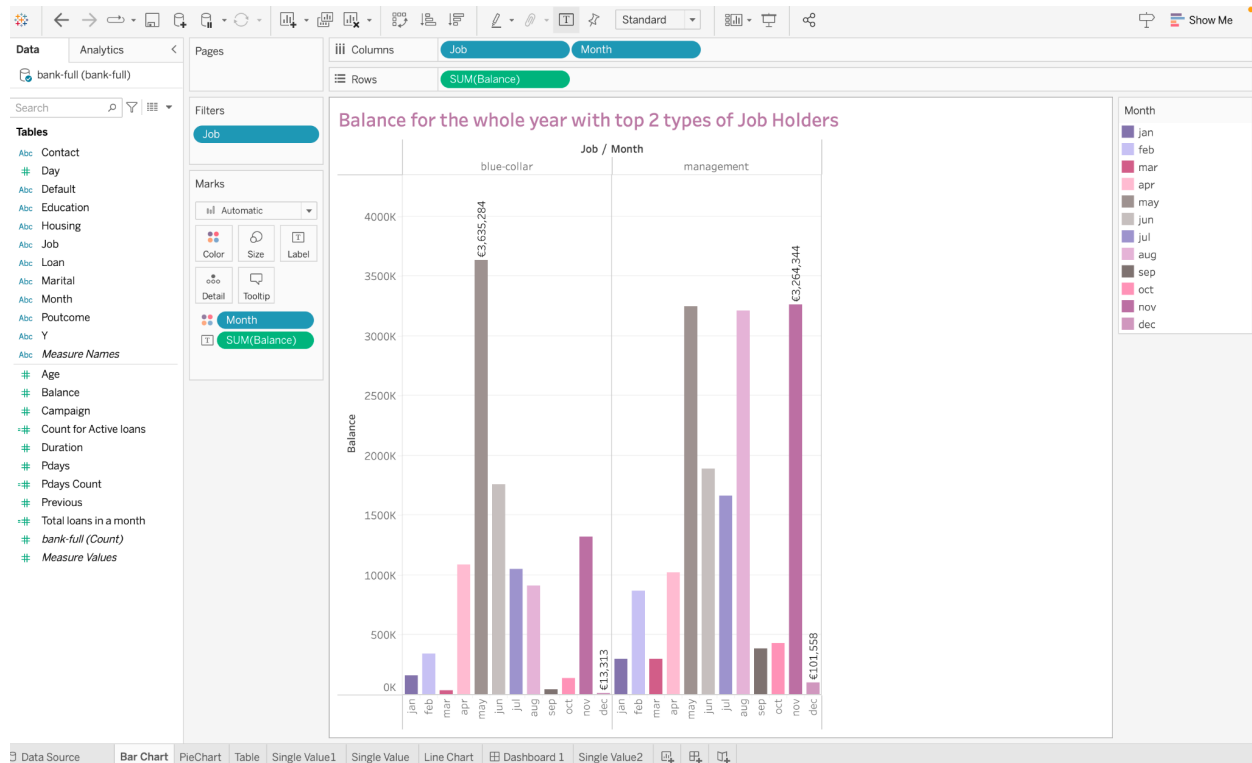


Storytelling thru Data Viz
Final Exam
VUDA SAI CHANDAN- 50495338

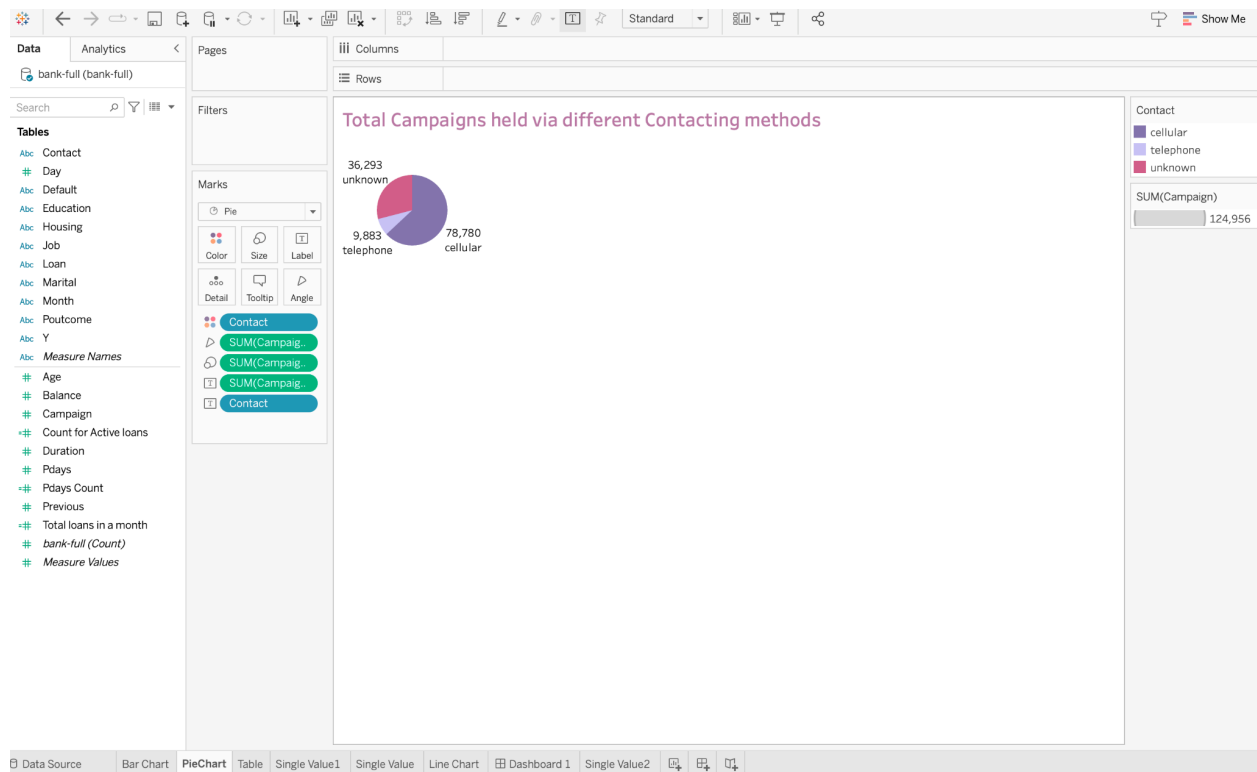
1. Bar Chart:



Description:

1. This bar graph presents a clear and insightful picture of the balance for the entire year among the top two job holders - **blue-collar and management**.
2. The Gestalt principles of proximity, similarity have been employed to ensure that the information is conveyed effectively.
3. I have used proximity to group the bar graphs representing each month's balance for both job holder categories. This allows us to easily identify the respective performances month by month.
4. Utilizing similarity, I have color-coded the bars of both job holders differently, making it effortless to distinguish between them.
5. For the blue-collar job holders, the balance is highest during the **May** month and lowest in **Dec** month.
6. For the management job holders, the balance is highest during **Nov** month and lowest in **Dec** month.

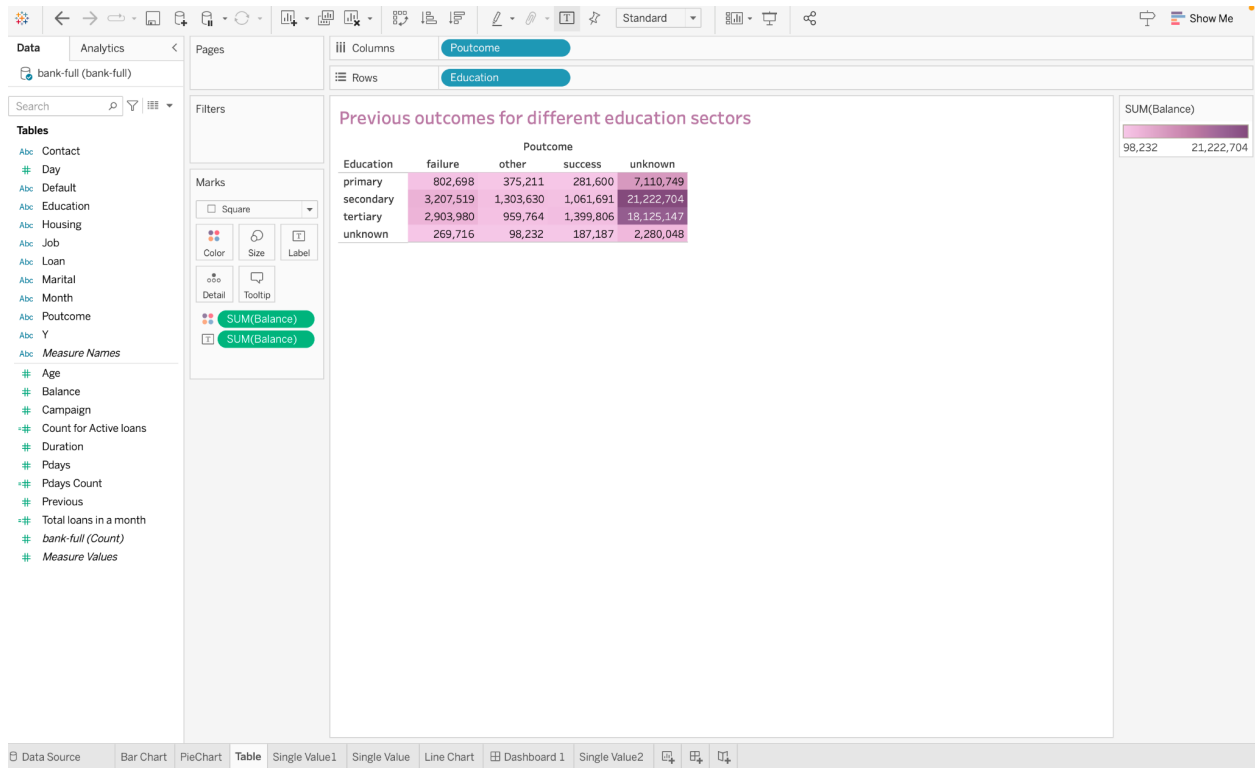
2. PieChart:



Description:

1. The pie chart effectively illustrates the distribution of total campaigns conducted through different contacting methods: **"telephone," "cellular," and "unknown."**
2. By using the gestalt principles of similarity, the pie-chart segments are color coded based on similarity to represent the contacting methods. This allows you to easily differentiate between "telephone," "cellular," and "unknown" methods.
3. The thoughtful consideration of audience preferences, color choice, labeling, data limitation, and quantity/total display ensures that one can easily interpret and draw valuable insights from this visualization.
4. From the three contacting methods, cellular mode has the highest proportion with a total campaigns of **78,780**.
5. The unknown mode has the 2nd highest contacting campaigns with a total of **36,293**.
6. The telephone mode has the 3rd highest contacting campaigns with a total of **9,883**.

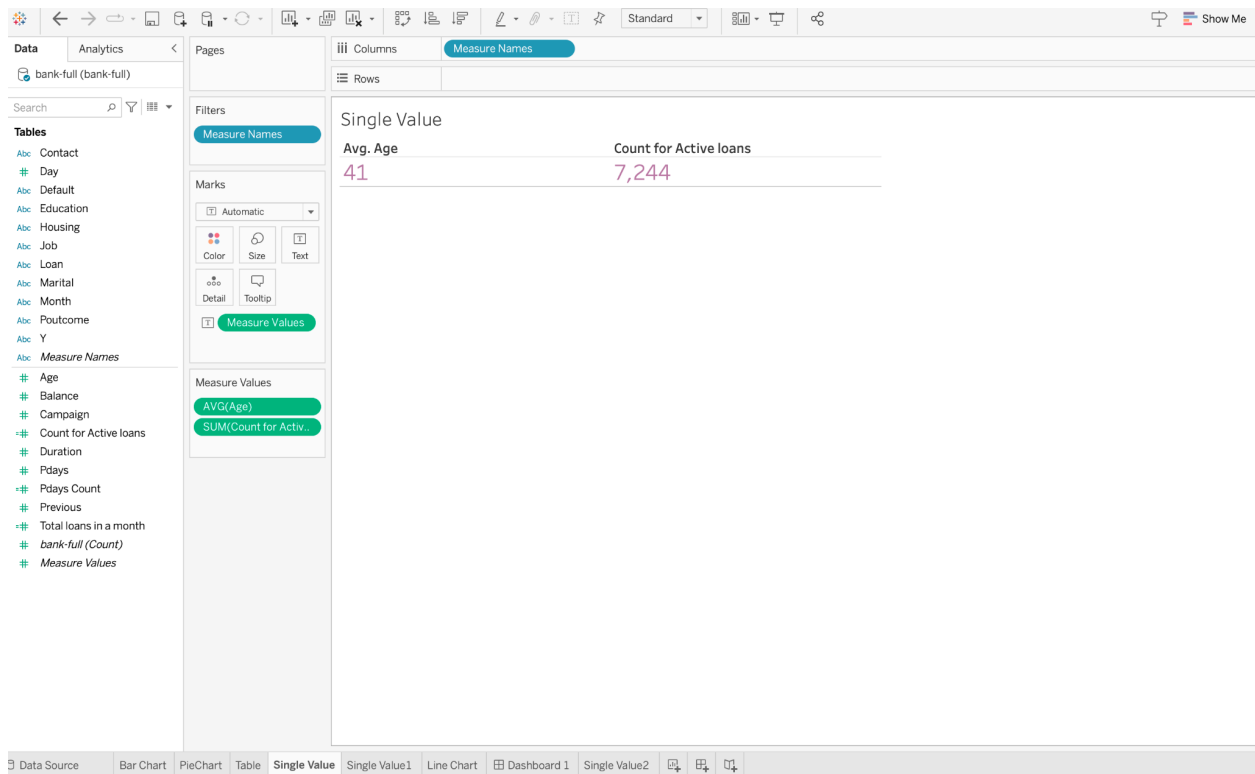
3. Table:



Description:

1. This table effectively presents the previous outcomes for different education sectors: "primary," "secondary," "tertiary," and "unknown."
2. By using gestalt principles, I have organized the data in a structured and coherent manner.
3. For all the different educational sectors, failure is highest among all the outcomes.
4. The success outcome is highest in tertiary education sectors from rest.
5. The secondary and tertiary education sector has the highest unknown previous outcomes among all which are **21,222,704 and 18,125,147**.
6. This enables us to gain valuable insights into the performance of each education sector and make informed decisions based on the presented information.

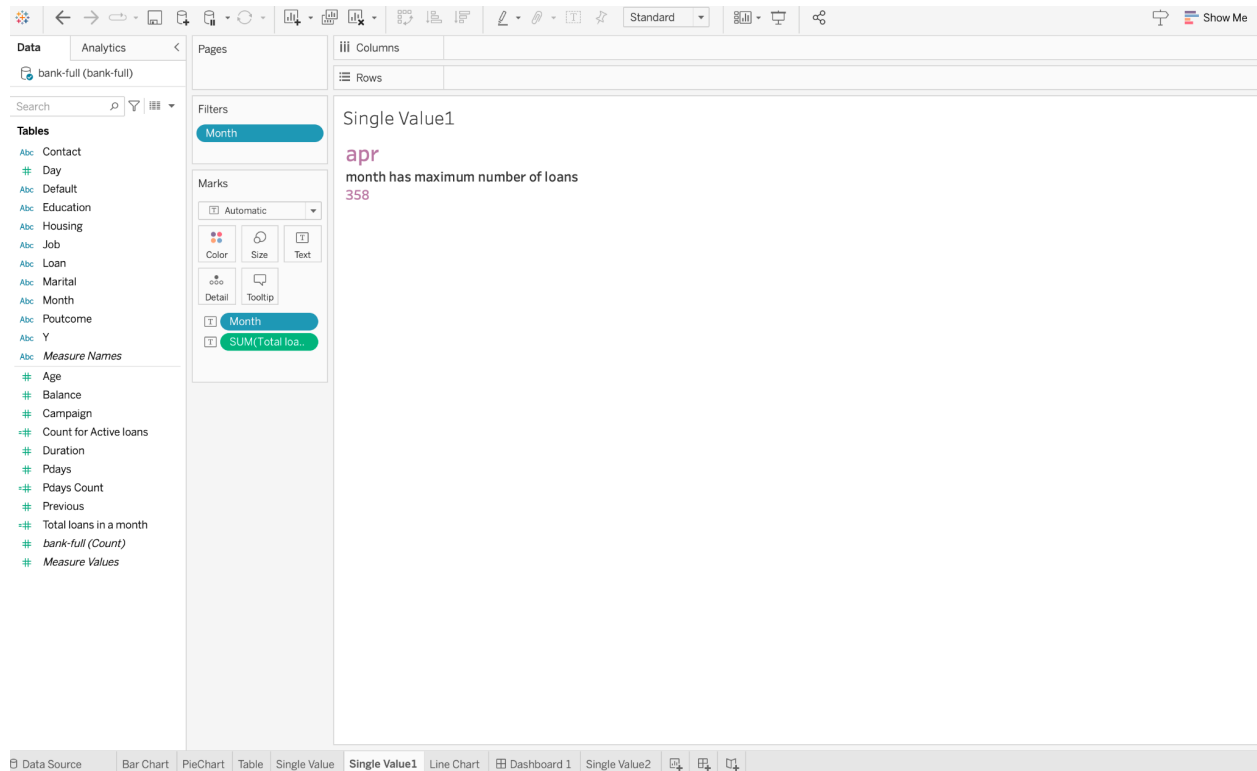
4. SingleValue:



Description:

1. The single line chart presents the relationship between average age and count for active loans.
2. By considering the Gestalt principle of continuity, we can easily trace the trends in average age and count of active loans from start to finish.
3. We can gain important insights into the pattern of active loans and find potential causes affecting the borrower population by tracking the changing trends of these two variables over time.
4. From the above single value chart, we can say that Total Count for Active loans is **7,244**.
5. The Average age for the people with the most active loans is **41**.
6. The design also considers audience preferences, labeling accurately and providing simple design.

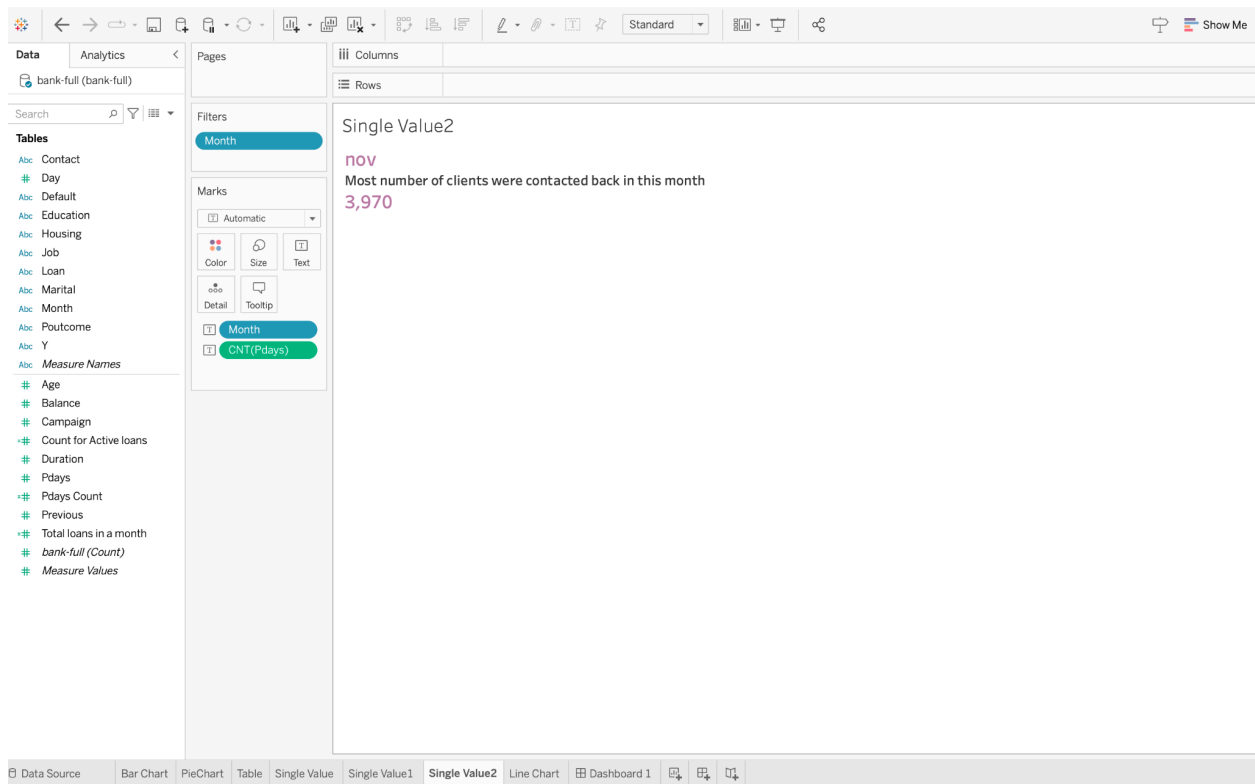
5. SingleValue1:



Description:

1. We can find patterns and insights in the loan activity data by using the single line chart, which effectively determines the **month with the most loans**.
2. By considering the Gestalt principle of continuity, we can easily identify the trends in the loan applications over different periods of time.
3. The design also considers audience preferences, labeling accurately and providing simple design and highlighting the peak month.
4. From the above single value chart, we can say that April has the maximum number of loans.
5. The total number of loans in April month is **358**.

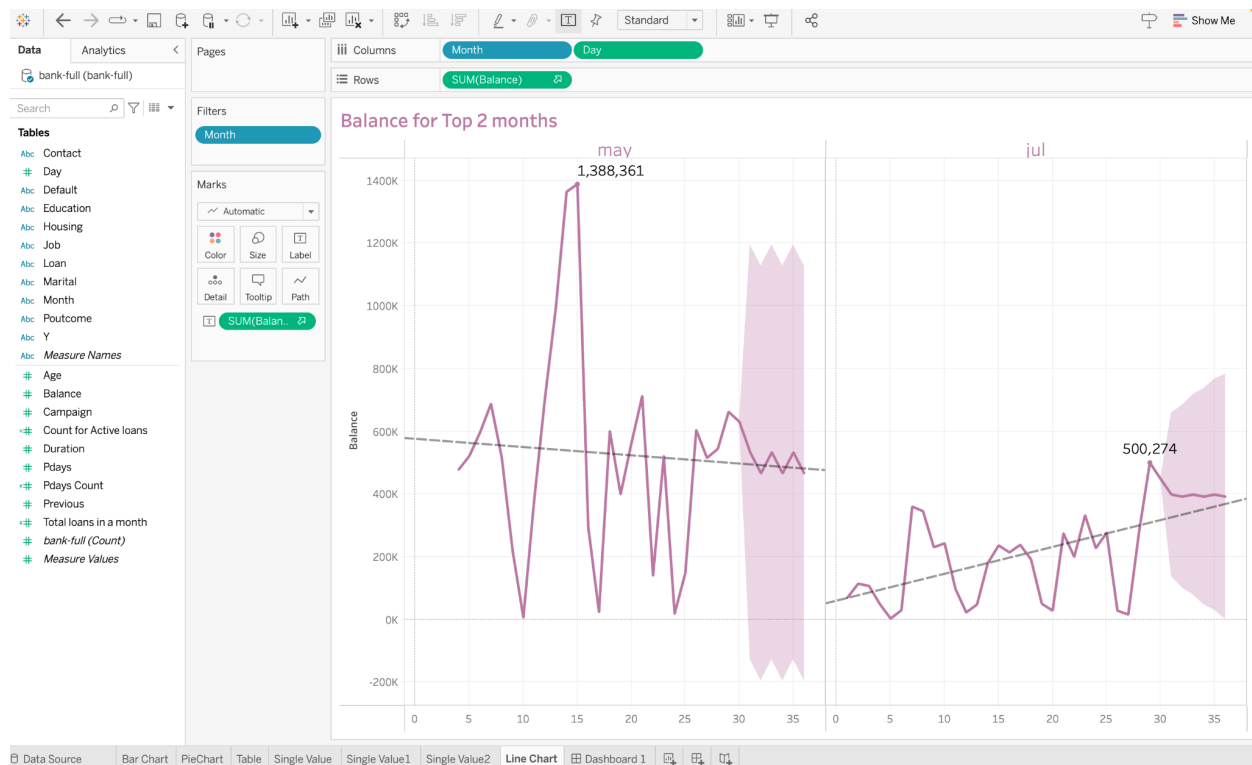
6. SingleValue2:



Description:

1. The above Single line graph shows the months with the highest number of clients who responded to contact, illustrating patterns and insights in client communication efforts.
2. By considering the Gestalt principle of continuity, we can say that, there is a smooth representation showing the trends in client contact backs and identifying the most successful months.
3. The single-line chart explores us to discover the most successful periods for client follow-ups and gain valuable insights into effective communication strategies.
4. From the above single-value chart, we can say that, during the **November** month, most clients contacted back and communicated for follow-ups and made a valuable trust among them.
5. The Total number of clients that were contacted in November month is **3,970**.
6. The design also considers audience preferences, labeling accurately and providing simple design and highlighting the peak month.

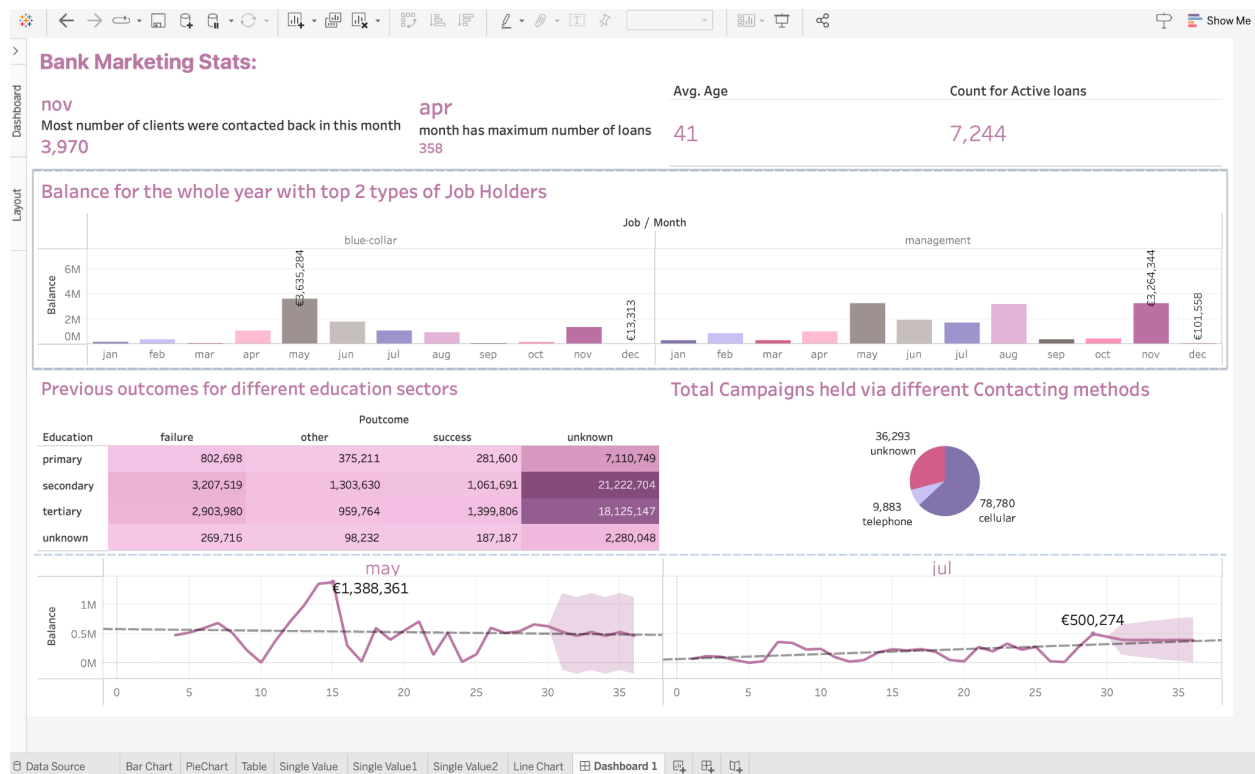
7. LineChart:



Description:

1. The line chart efficiently illustrates the balance trends for the top two months, revealing financial trends and insights during these crucial intervals.
2. By considering the Gestalt principle of continuity, we can say that, the financial trends for the top two months can be easily followed.
3. The design also considers audience preferences, labeling accurately and providing simple design and highlighting the top 2 months.
4. From the above line chart, we have top two months which are **May and July**, where the balance in the account is at its peaks.
5. Tha balance during the May month is **€1,388,361** which is the highest.
6. Tha balance during the July month is **€500,274** which is the highest.

Dashboard:



Description:

1. The above comprehensive dashboard is a combination of different visuals which are bar chart, pie chart, three single value charts, table and line chart.
2. The bar graph shows the balance for the whole year among blue-collar and management job holders.
3. The pie chart showcasing the total campaigns held via different contacting methods.
4. Three single line charts with different strategies providing us more insights over the banking data.
5. The table presents the previous outcomes for different education sectors: "primary," "secondary," "tertiary," and "unknown."
6. The line chart gives the balance trends for the top two months, revealing financial trends and insights during these crucial intervals.
7. By incorporating these visualizations, gives us a complete picture of the bank's marketing data, enabling us to make data-driven decisions with ease.

1 page write-up:

I started by analyzing the dataset to find the major variables and trends that would be essential to the bank's marketing performance before creating the visuals for the "Bank Marketing Stats" dashboard. I chose five main visualizations to highlight multiple aspects of the bank's marketing initiatives after carefully choosing the data points: a bar graph, a pie chart, and a single value chart, table and line graph.

During the creation process, I encountered a few challenges on how to represent the data so that, audience can make a good story of it. To mention a few, the data provided is incomplete and I found some inconsistencies in data. So, I had to filter and clean the data to provide an accurate and meaningful representation. Selecting the appropriate visualization types caused another difficulty. I had to think about the type of data I had and the story I wanted to present to the audience. I made the visualization very simple to avoid the confusion to the audience.

Despite the difficulties, the visualizations gave useful information about the bank's marketing effectiveness. The bar graph displayed which months saw significant changes in the balance trends for management and blue-collar job holders over the course of the year. When the economy is doing well, this information could be used to modify marketing strategies to particular target groups.

The pie chart displayed a clear breakdown of campaigns carried out using various methods of contact. The bank could efficiently allocate resources and optimise marketing efforts by determining the best communication channels.

The month with the most loans was highlighted on the single value chart, probably indicating an increase in demand during that time. The line chart gives the balance trends for the top two months, revealing financial trends and insights during these crucial intervals. The table presents the previous outcomes for different education sectors: "primary," "secondary," "tertiary," and "unknown."

