

Marketing Funnel & Conversion Analysis Report

(Bank Marketing Campaign Dataset)

1. Problem Statement

This project analyzes the effectiveness of a bank marketing campaign to understand customer conversion behavior and identify key factors influencing subscription to term deposits.

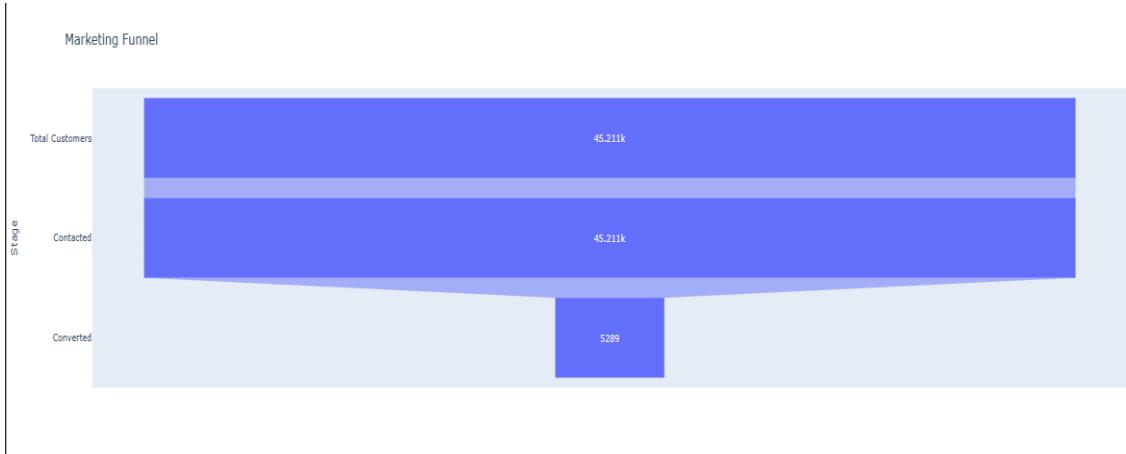
2. Dataset Overview

The dataset contains 45211 customer records. The overall conversion rate is 11.7%.

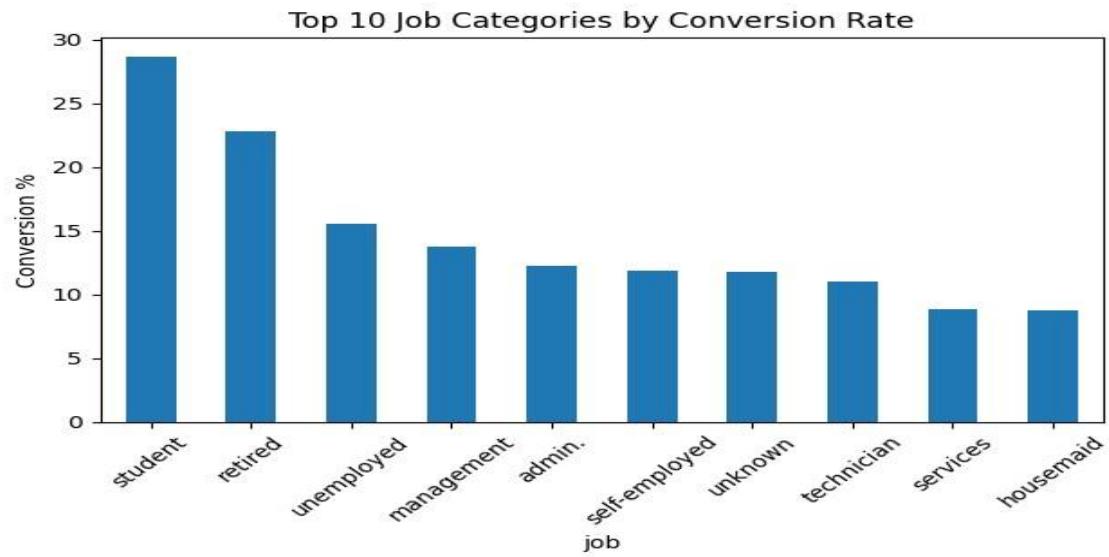
3. Marketing Funnel Summary

Metric	Value
Total Customers	45211
Converted Customers	5289
Overall Conversion Rate (%)	11.7

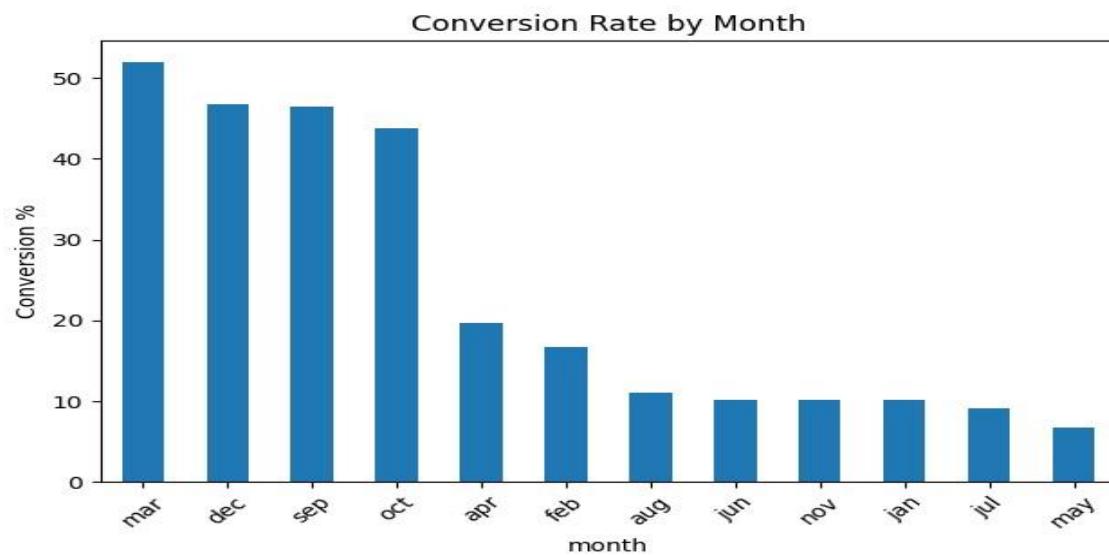
4. Funnel Chart



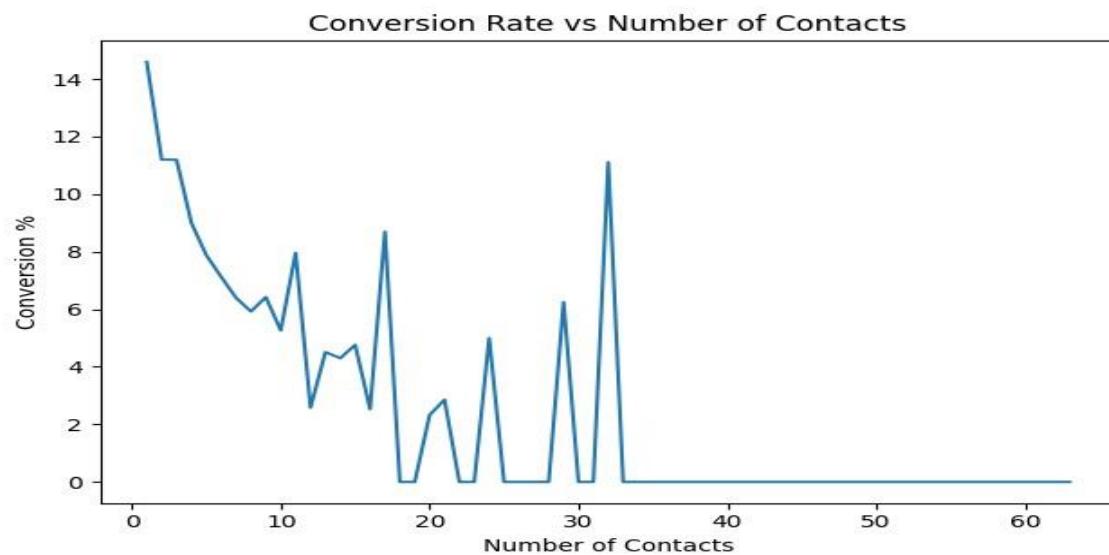
5. Conversion by Job



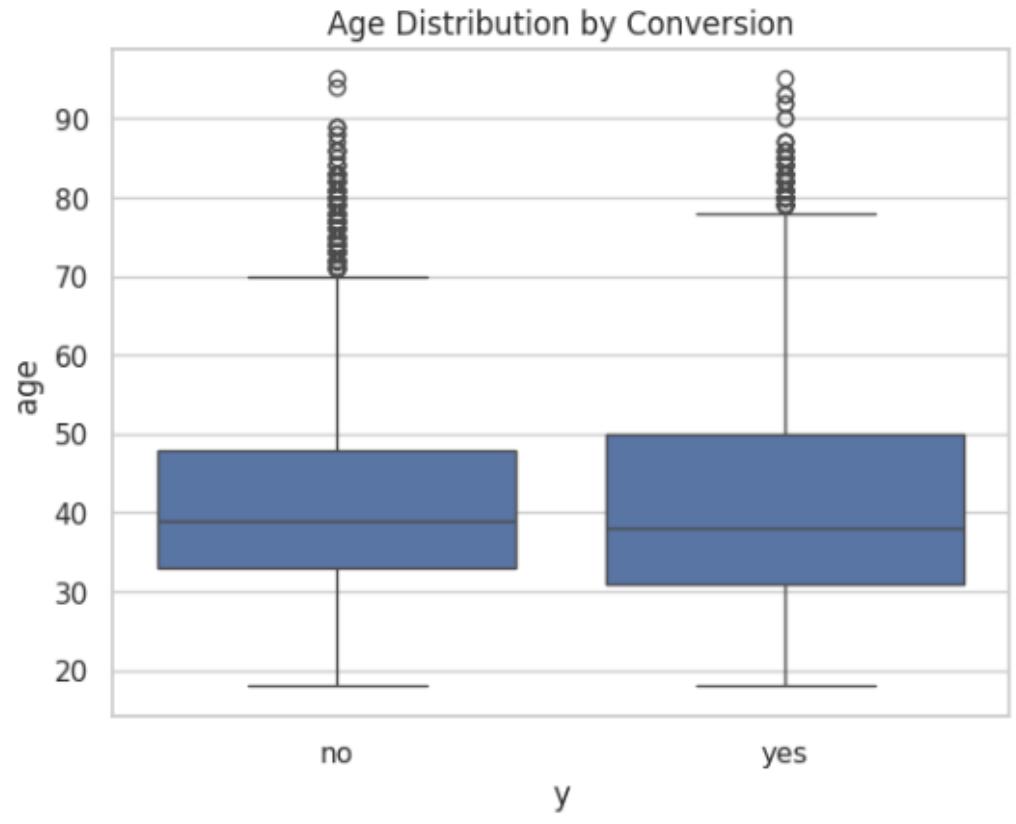
6. Conversion by Month



7. Campaign Contact Impact



8. Age vs Conversion



9. ===== KPI SUMMARY =====

Total Customers: 45211

Converted Customers: 5289

Overall Conversion Rate: 11.7 %

Best Performing Month: mar

Best Performing Job: student

Best Contact Type: cellular

10. Key Insights

- Overall campaign conversion rate is 11.7%.
- Certain job categories demonstrate significantly higher subscription rates.
- Conversion varies across months, indicating seasonal influence.
- Increasing the number of campaign contacts beyond a certain threshold reduces effectiveness.

11. Business Recommendations

- Focus marketing efforts on high-performing customer segments.
- Optimize number of follow-up calls to avoid customer fatigue.
- Schedule campaigns during high-performing months.
- Adopt data-driven targeting strategies to improve ROI.