



DIRECT MARKETING CAMPAIGN DASHBOARD

Data Analyst: Chibuikem Ochemba

4,251
No. of Customers

€6,431,836
Total Balance

age group

adult	elderly
senior	young adult

job

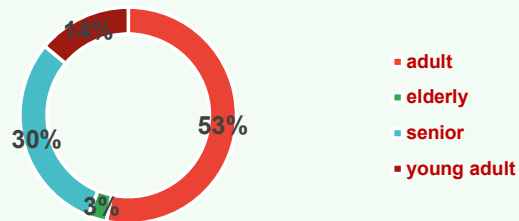
admin.	blue-collar
entrepreneur	housemaid

month

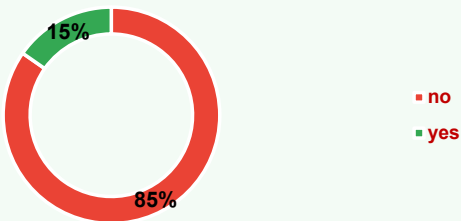
jan	feb	mar	apr	may	jun
jul	aug	sep	oct	nov	dec

Demographics

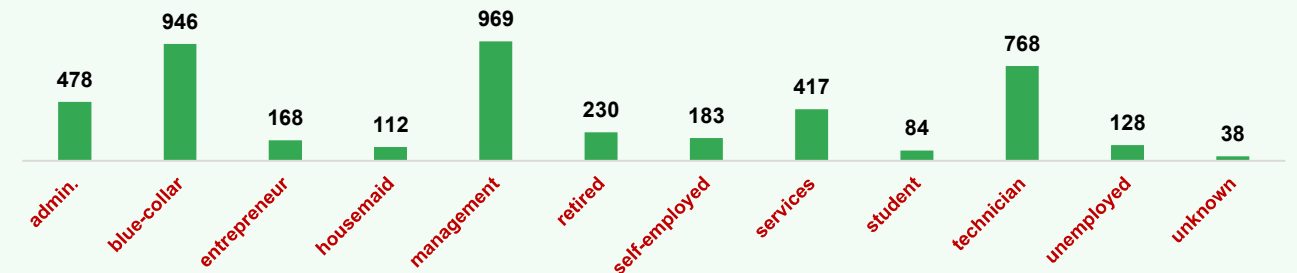
Age Group Distribution



Loan Distribution



Job Type Distribution



Financial Behaviour

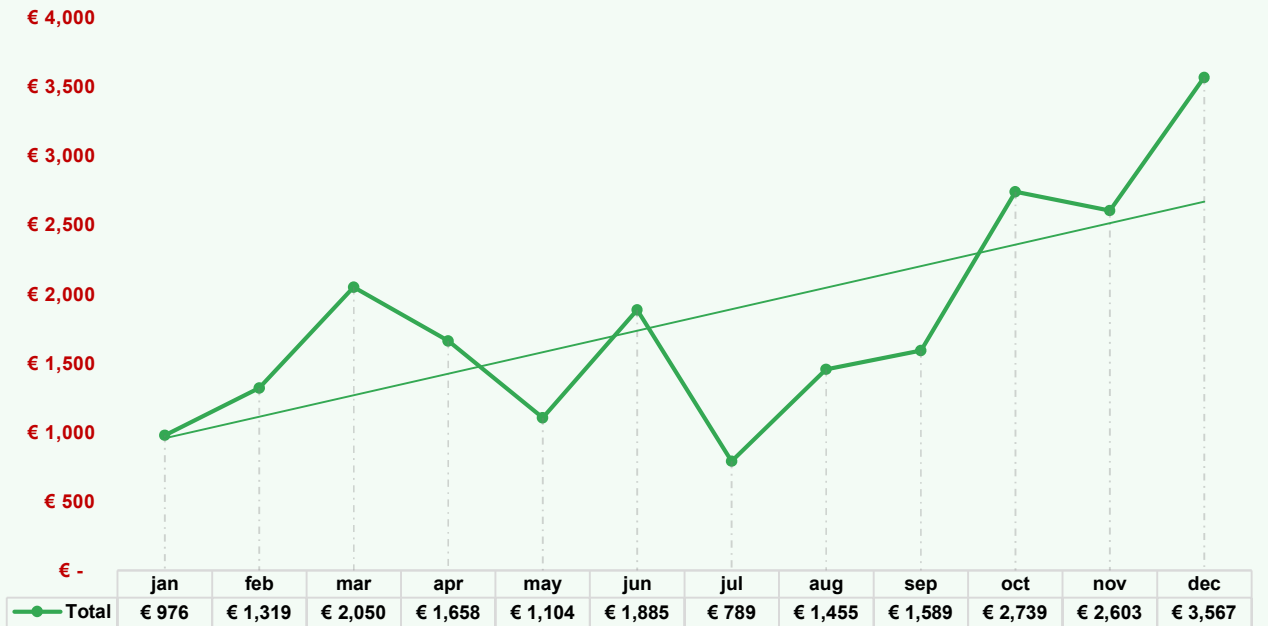
Average Balance by Age Group



Average Balance of Customers with Loans



Monthly Average Balance Trend



Marketing Campaign

Campaign Outcome Distribution



Campaign Outcome by Contact Channel



Campaign Outcome by Contact Channel

