

Project BANK

Customer Segmentation

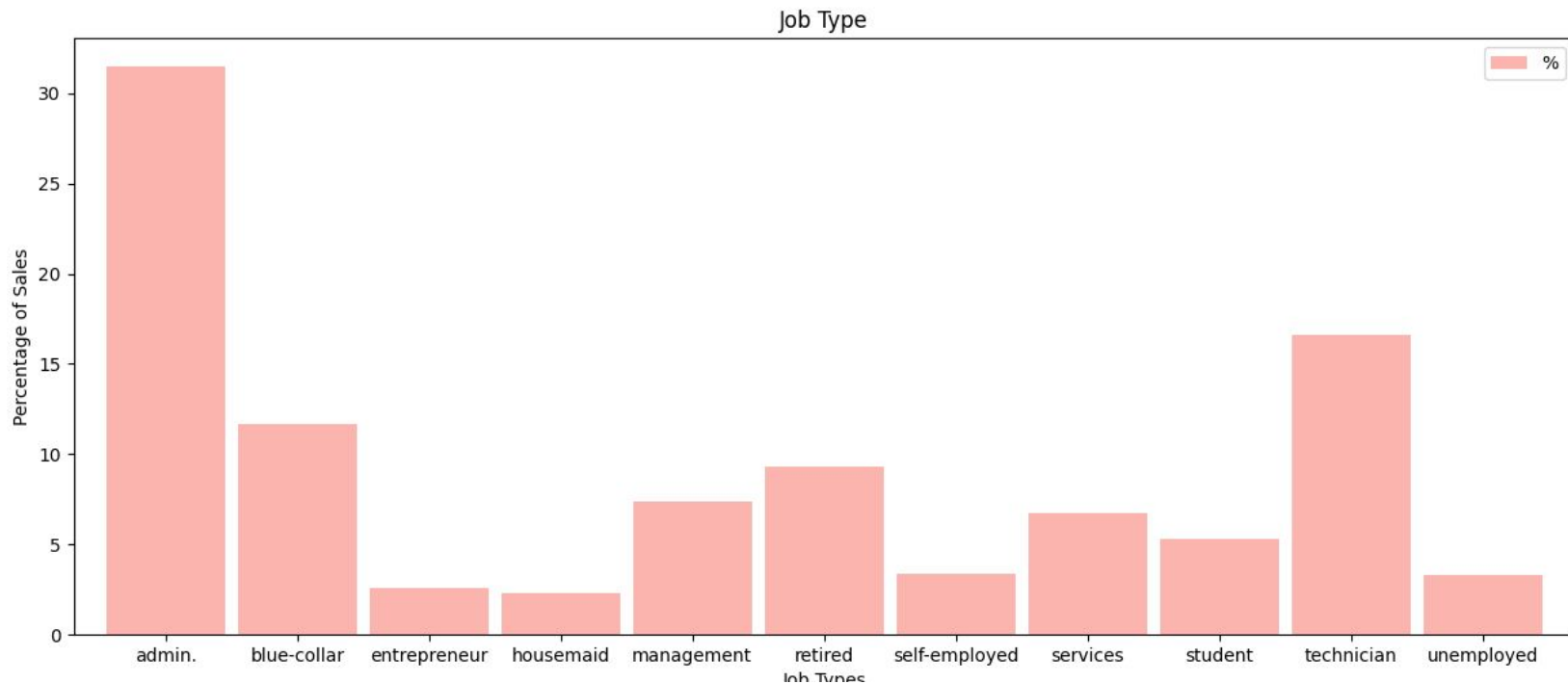
What is done?

- Analysed the data from previous marketing campaigns for our bank's term deposit product
- Looked into the possible link between age groups and purchasing behaviour of term deposit product
- Compared these age groups in terms of education, marital status and job type for more insights

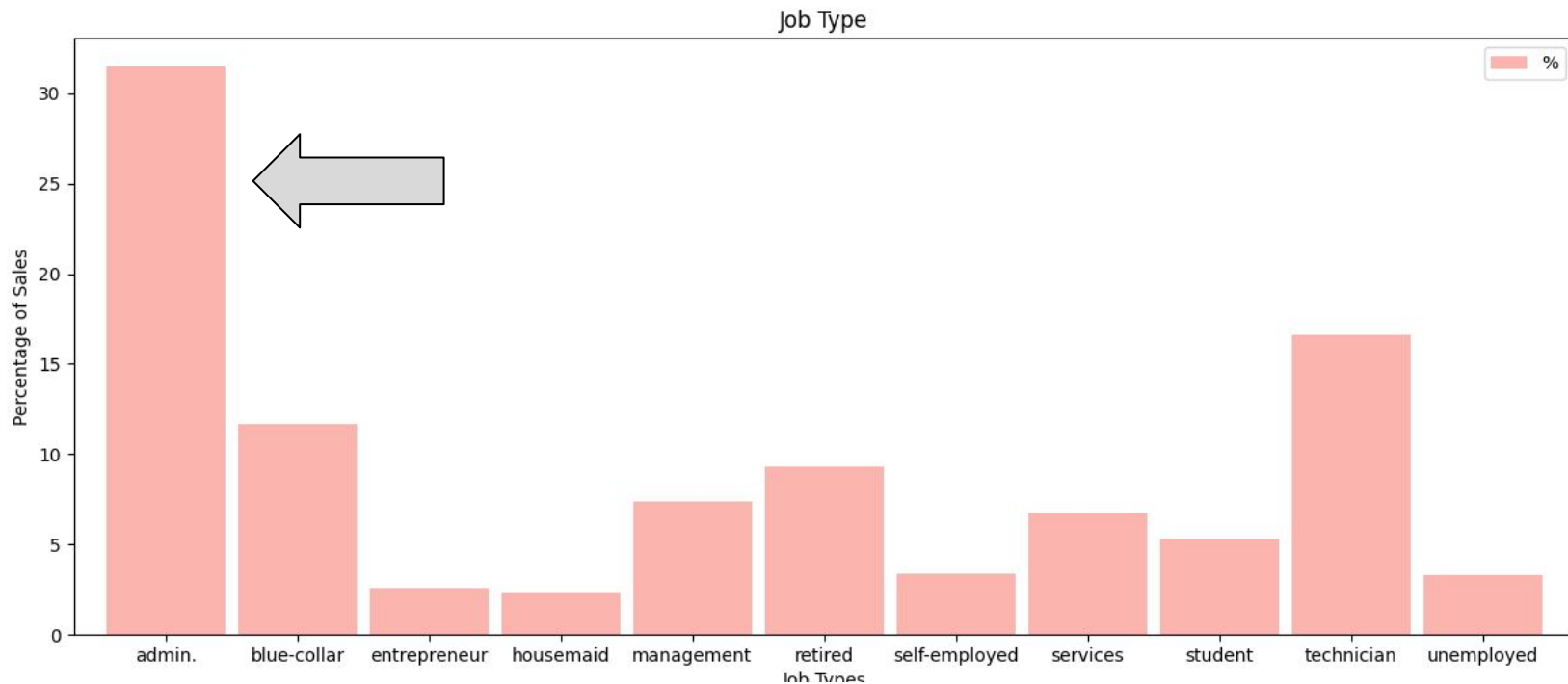
Why?

- Give insights to the marketing team on previous marketing campaigns
- Help creating a stronger marketing campaign next time with enhanced targeting

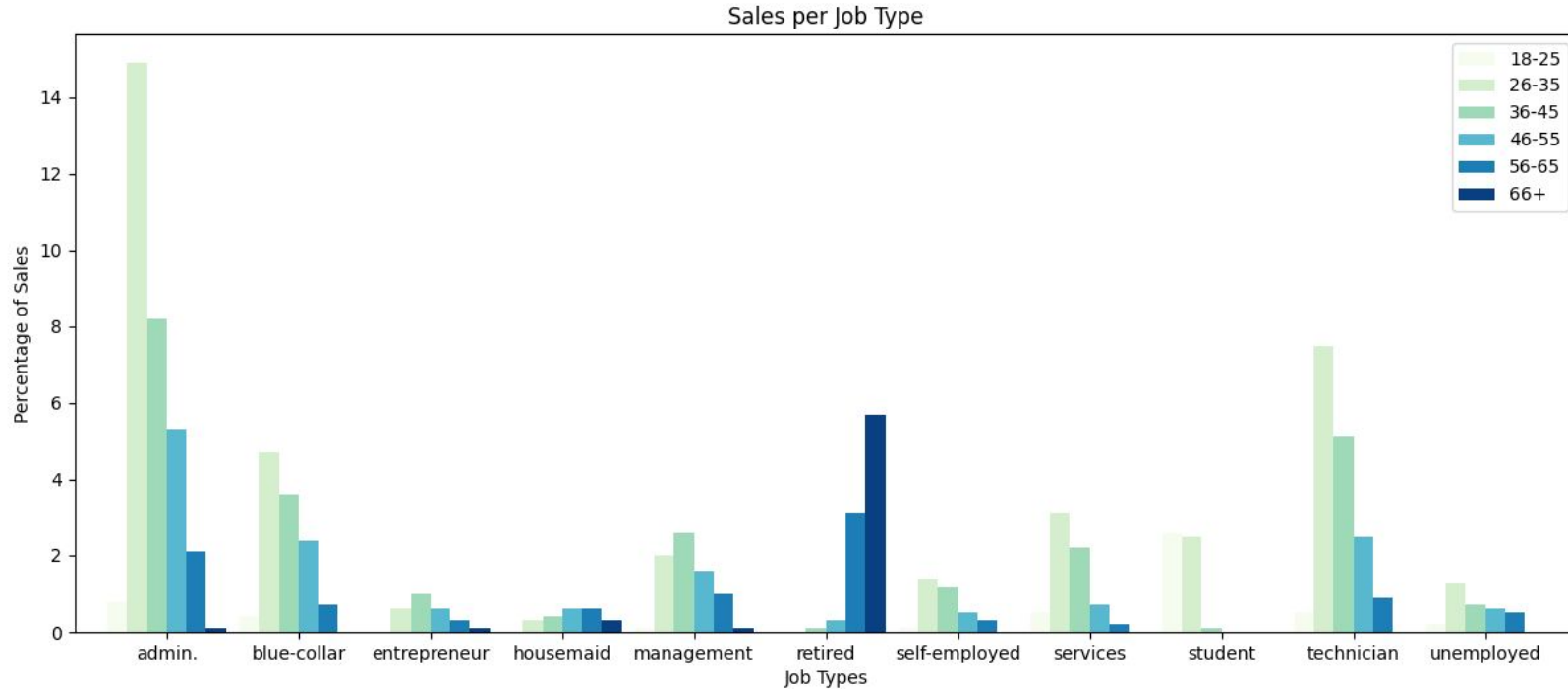
Sales % by Job Type



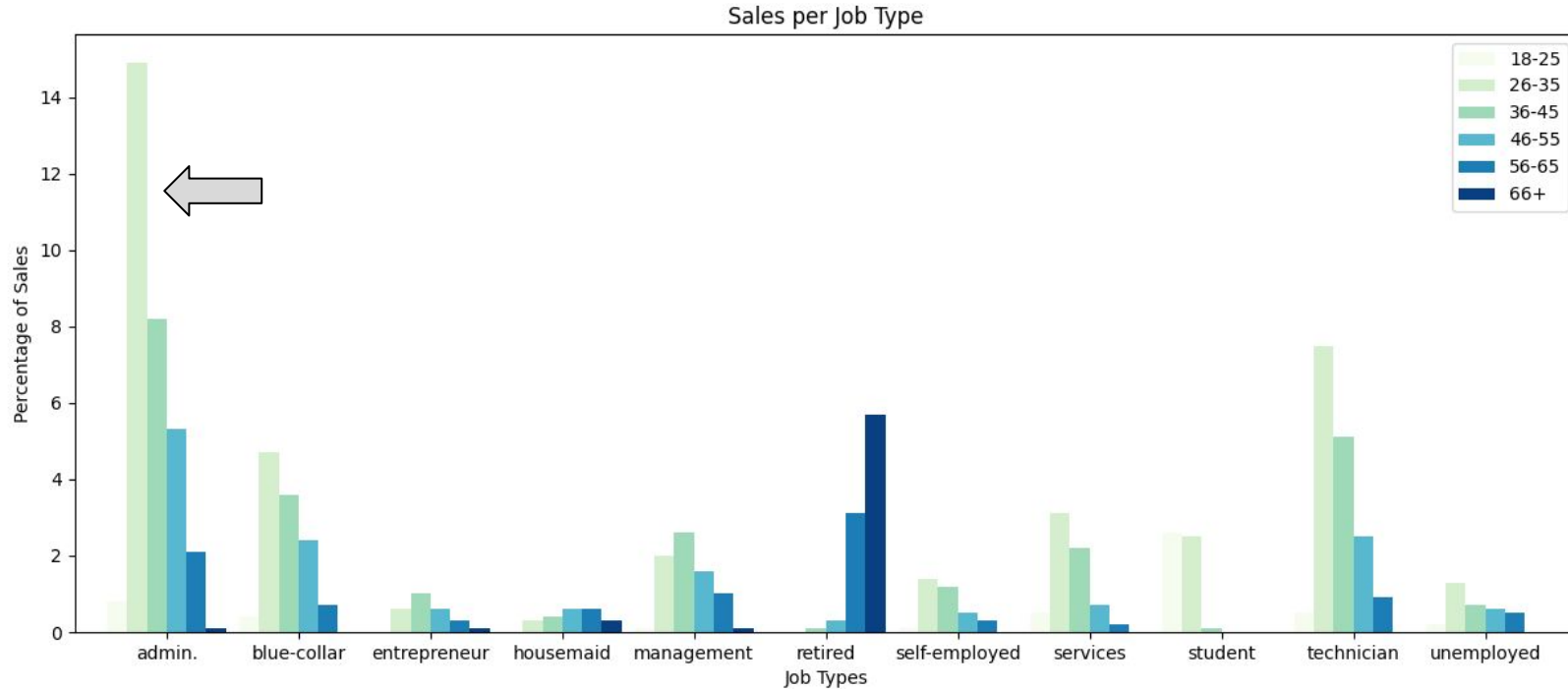
Sales % by Job Type



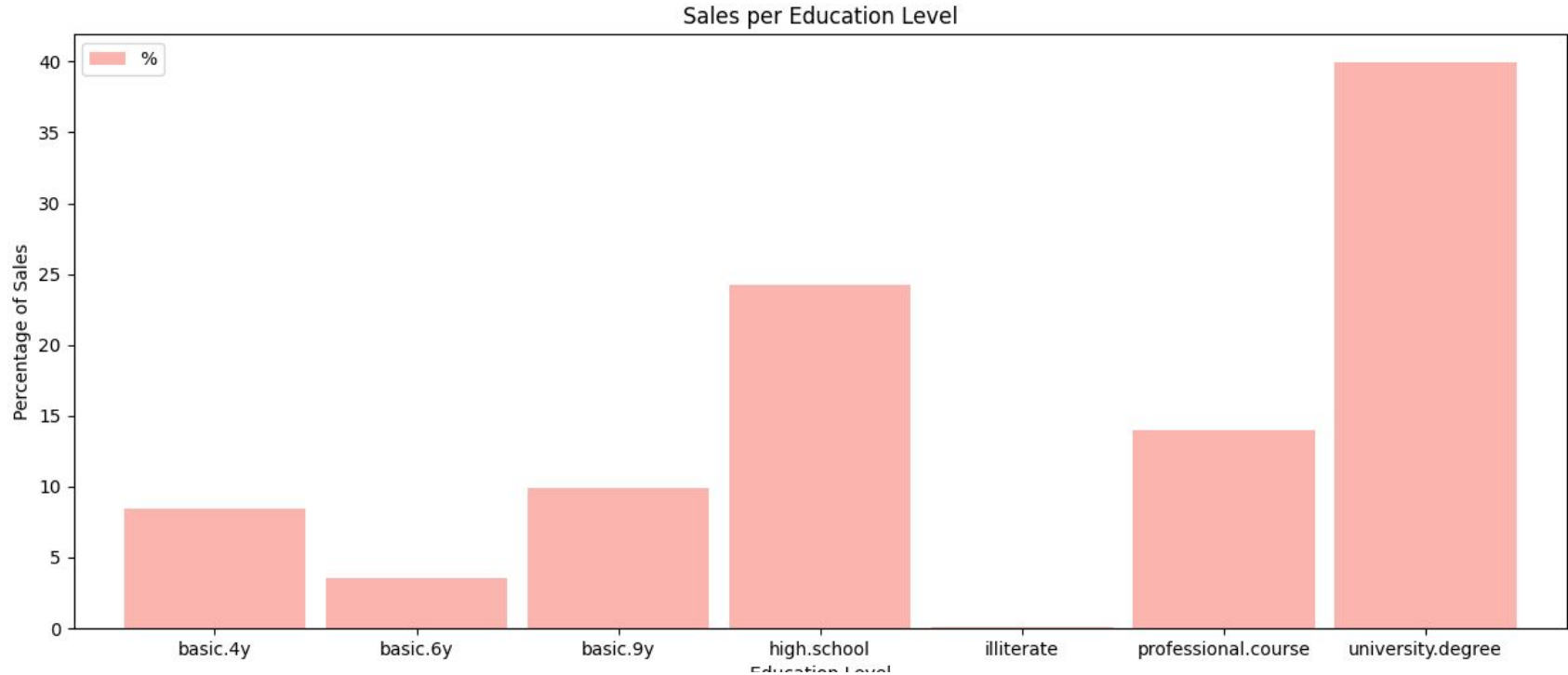
Sales % by Job Types and Age Groups



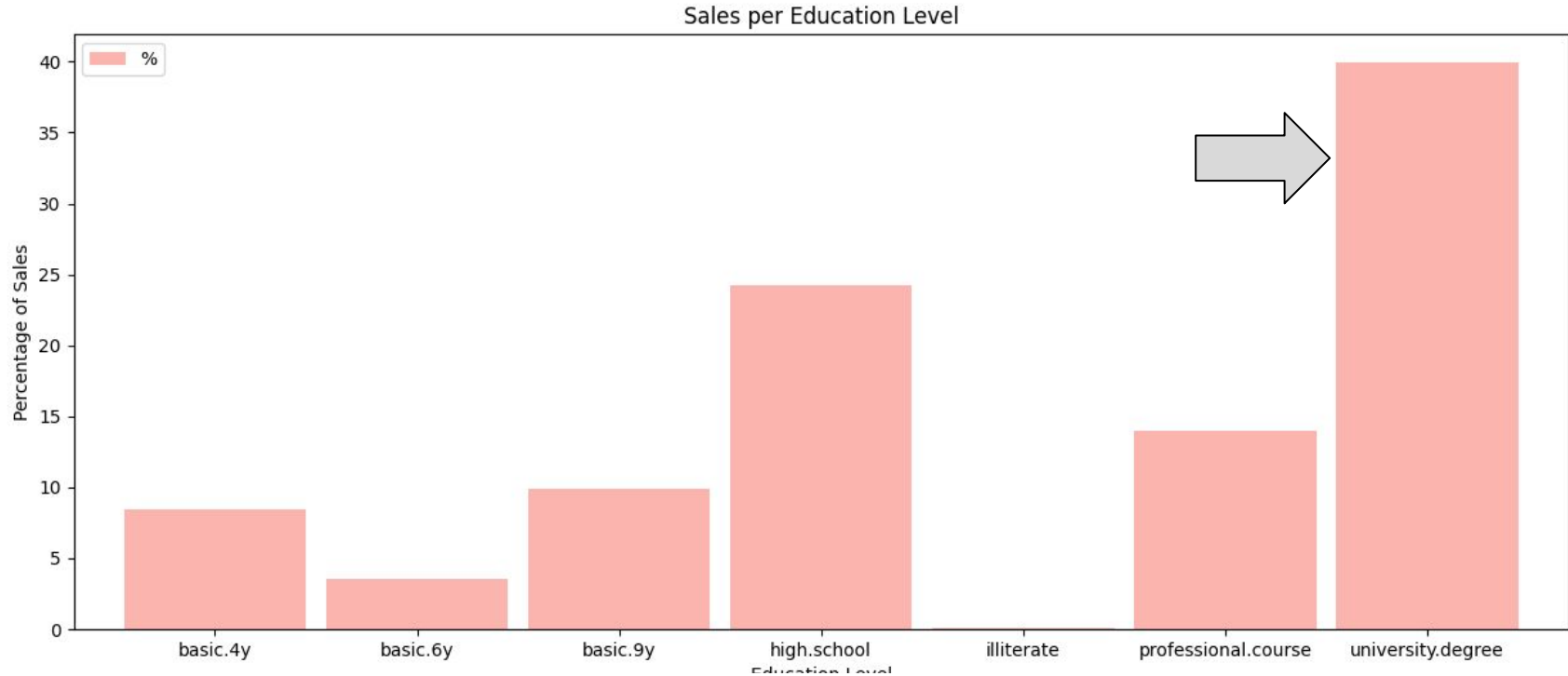
Sales % by Job Types and Age Groups



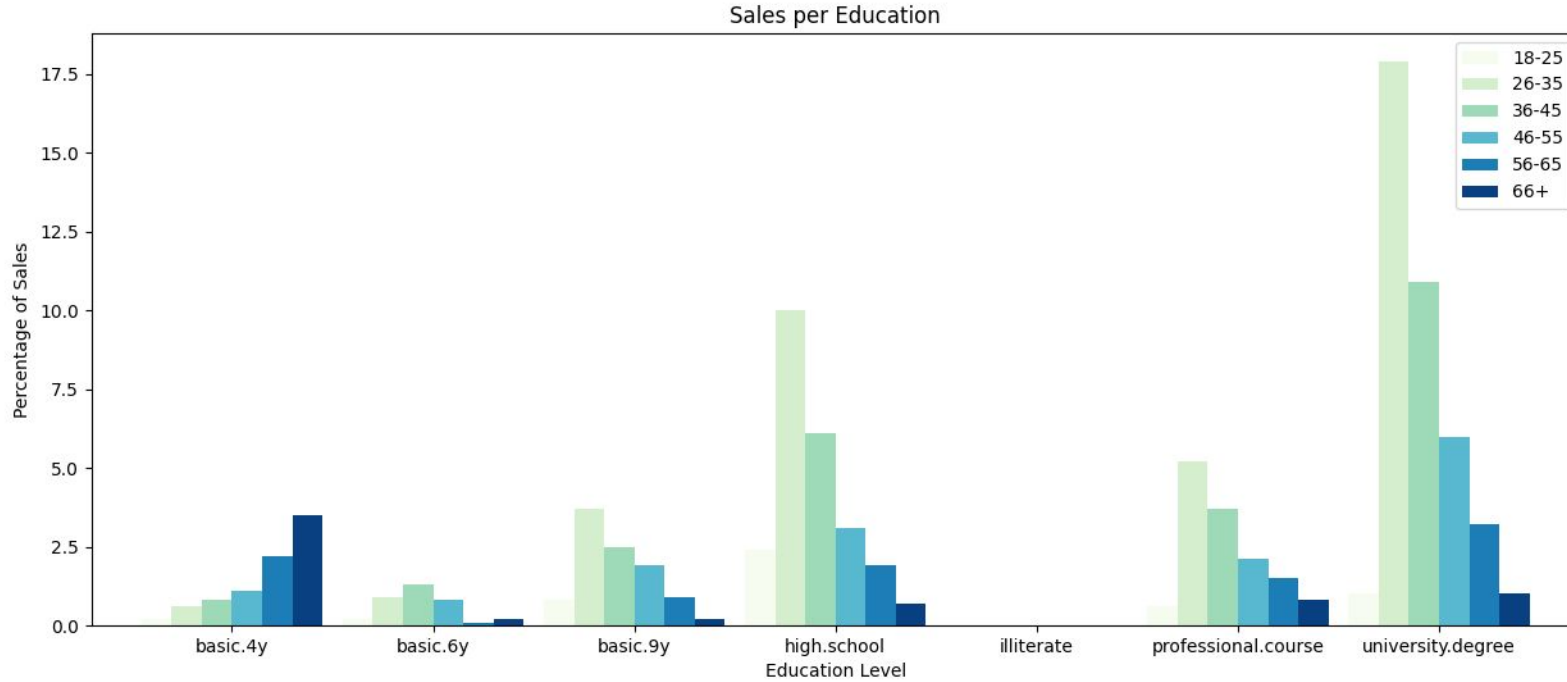
Sales % by Education Level



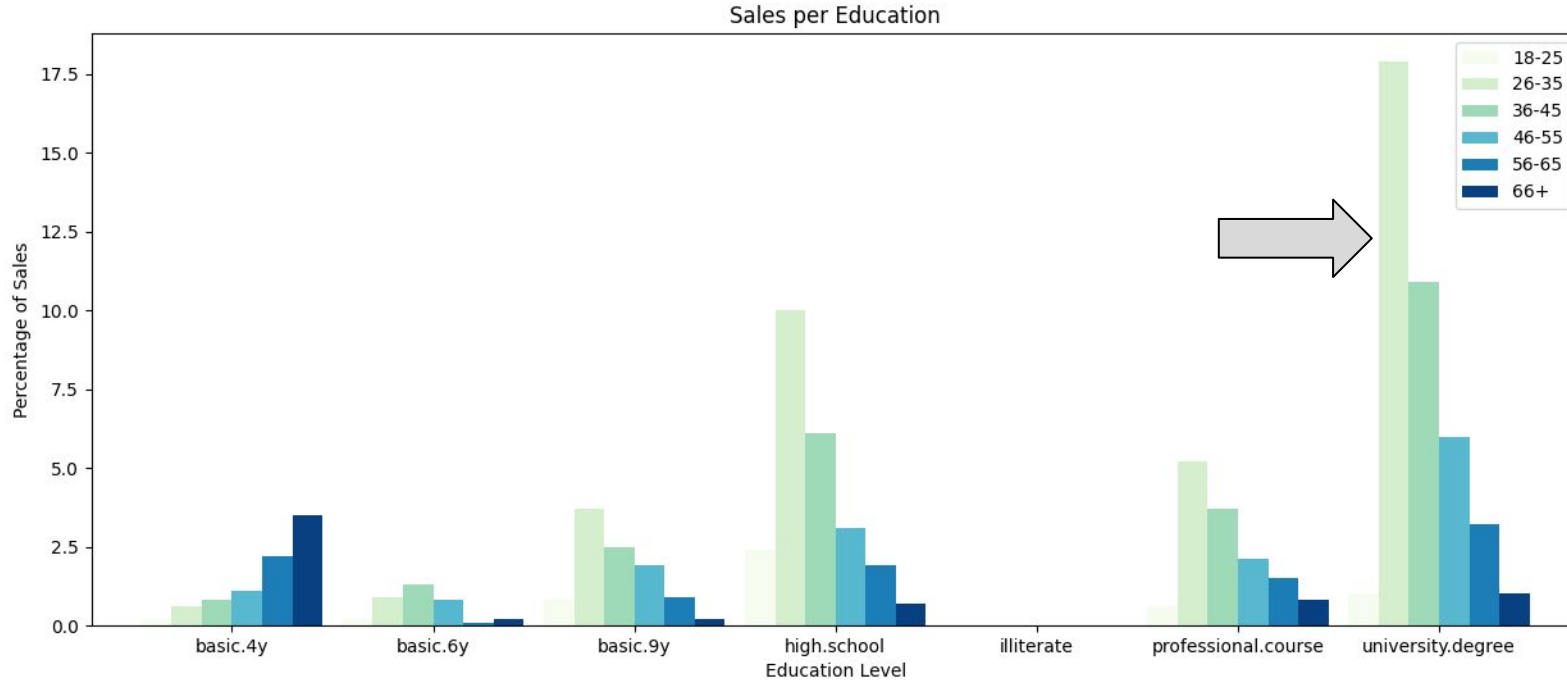
Sales % by Education Level



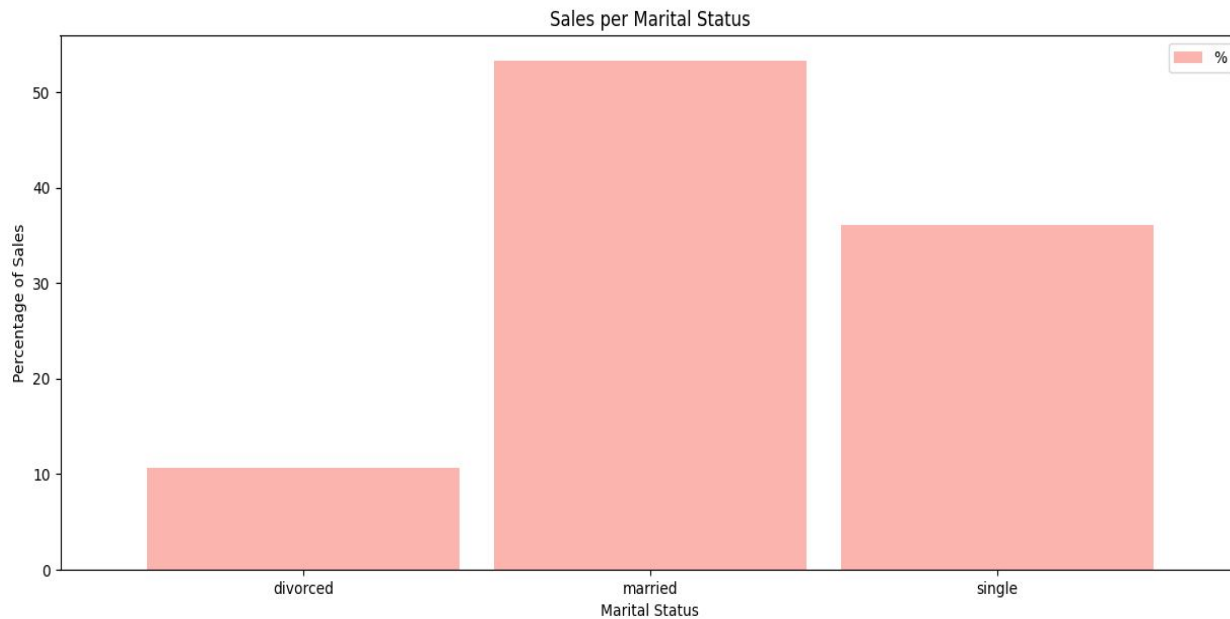
Sales % by Education Level and Age Groups



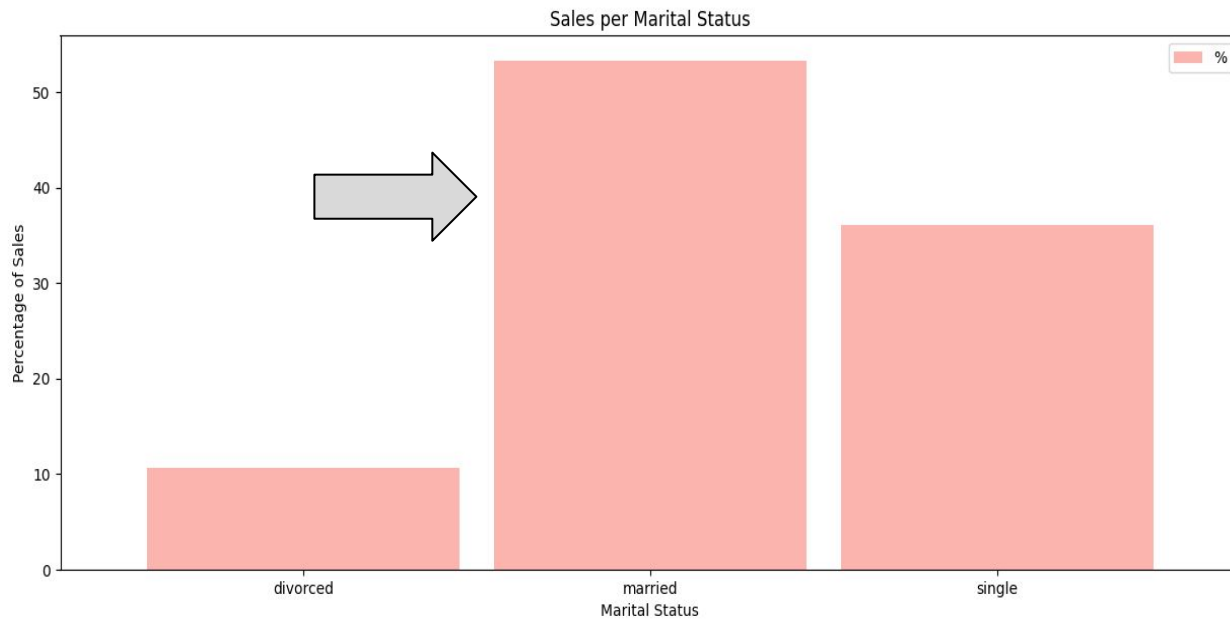
Sales % by Education Level and Age Groups



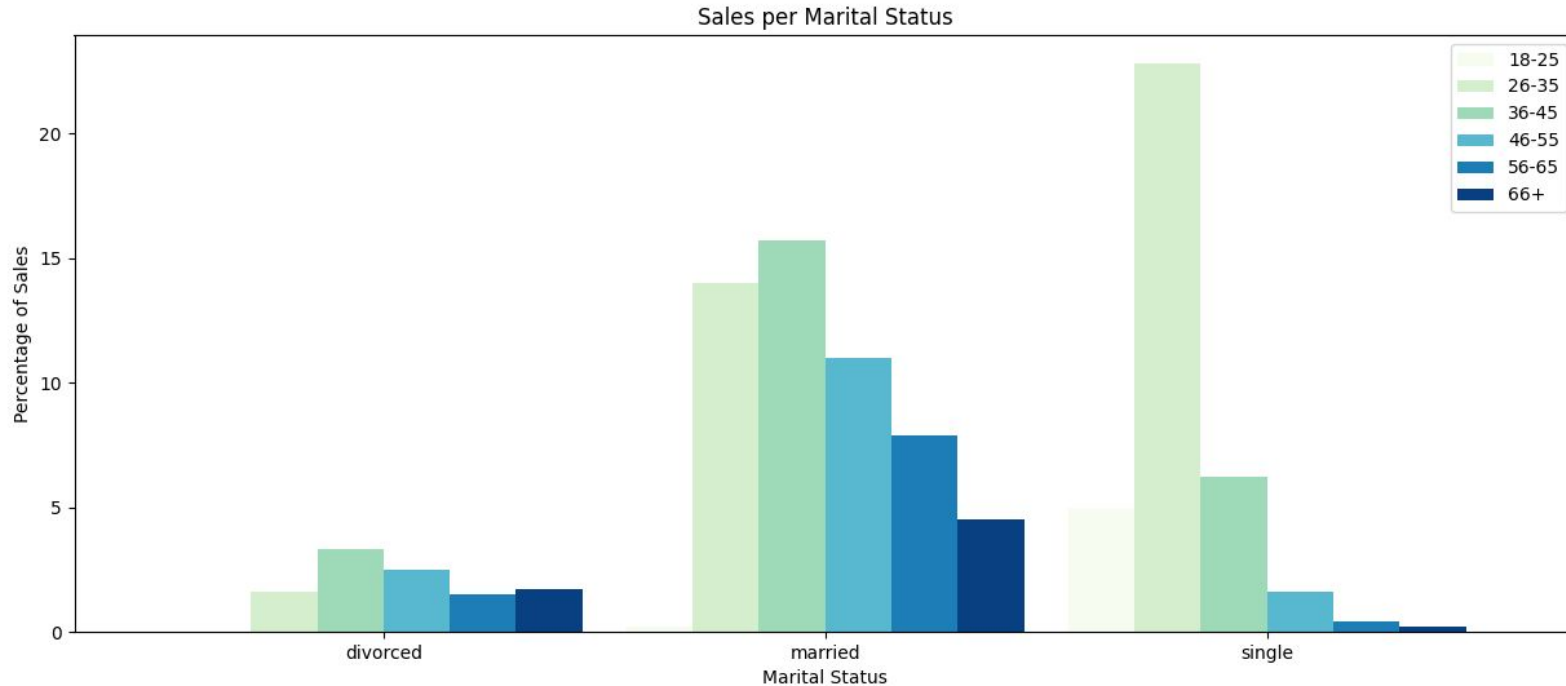
Sales % by Marital Status



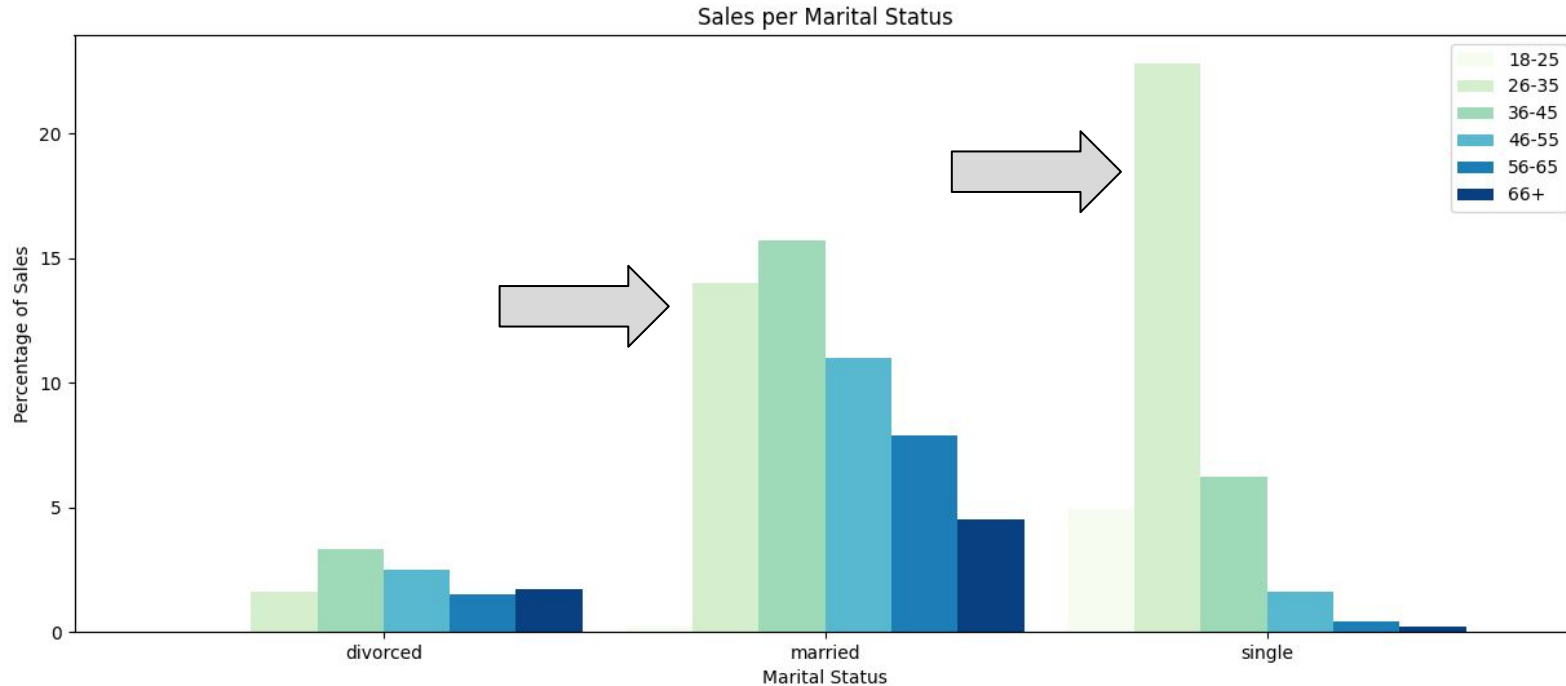
Sales % by Marital Status



Sales % by Marital Status and Age Groups



Sales % by Marital Status and Age Groups



Conclusions

- Administrators job type, age group 26–35
- University Graduates, age group 26–35
- Married Couples, all age groups; Single People age group 26–35

Thank You

Questions?