

# Project BANK

**Customer Segmentation**

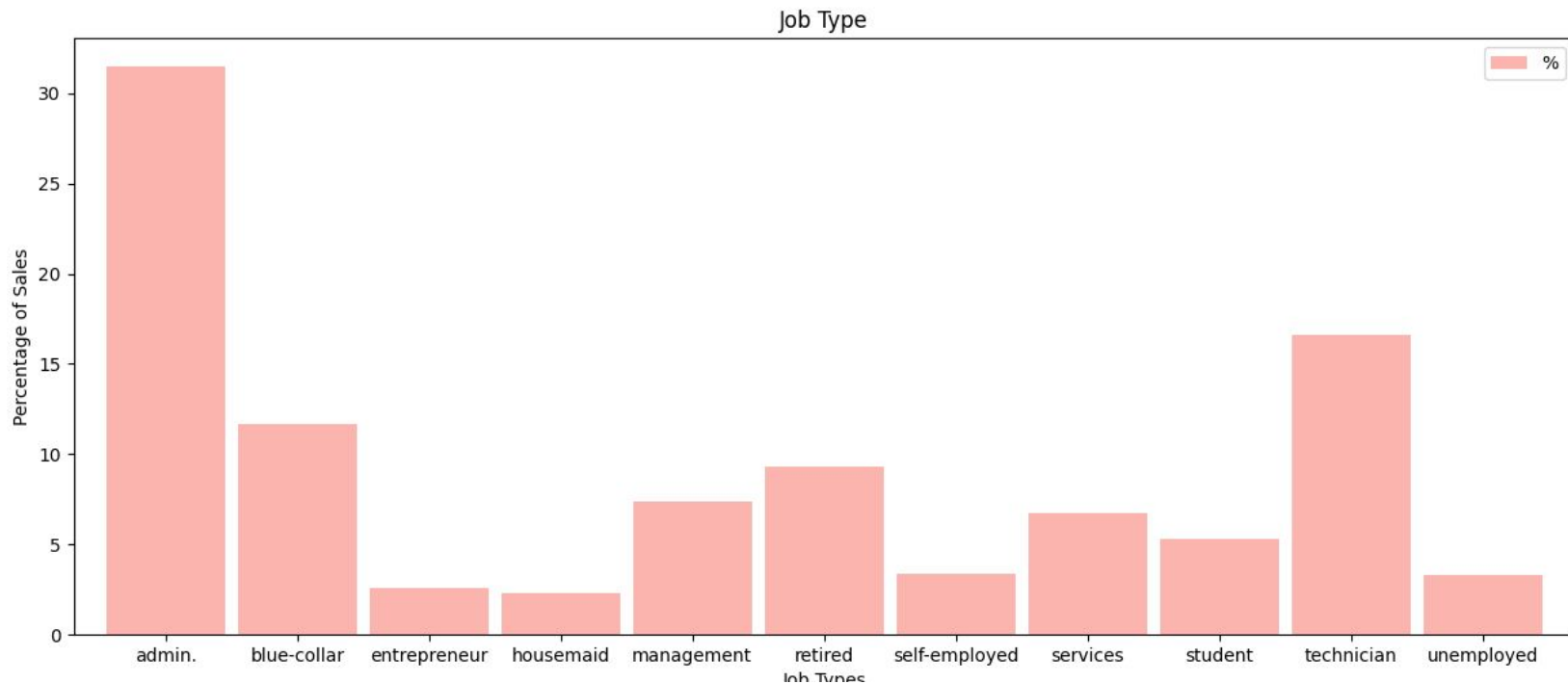
# What is done?

- 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

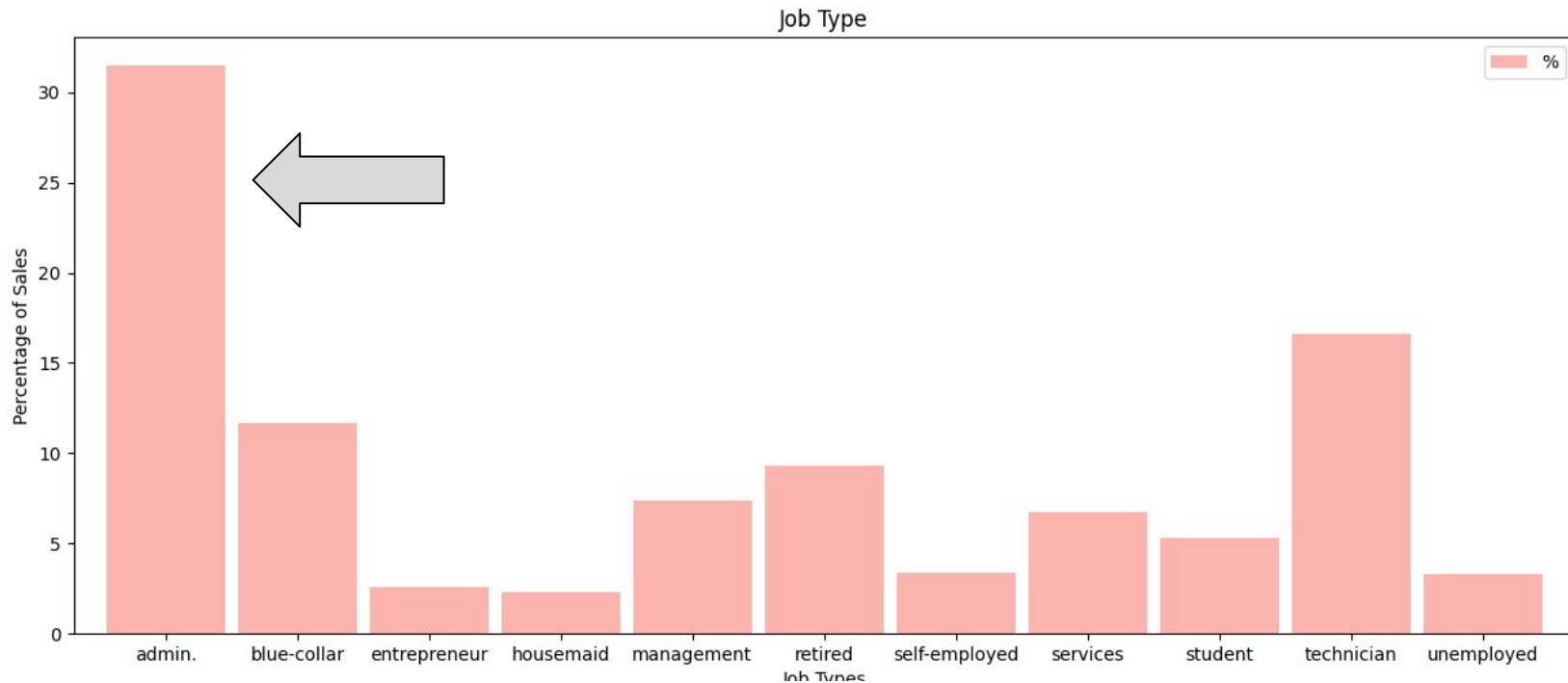
## Why?

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

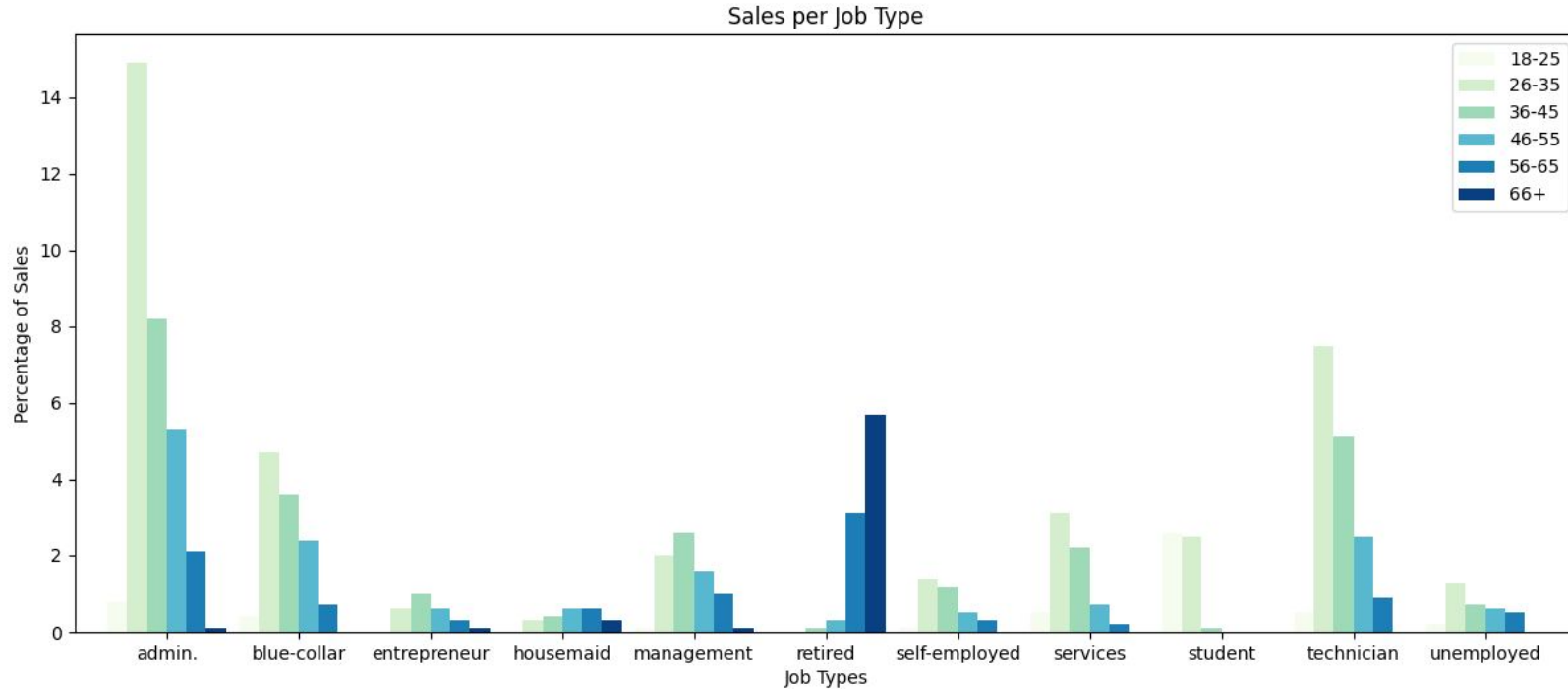
# Sales % by Job Type



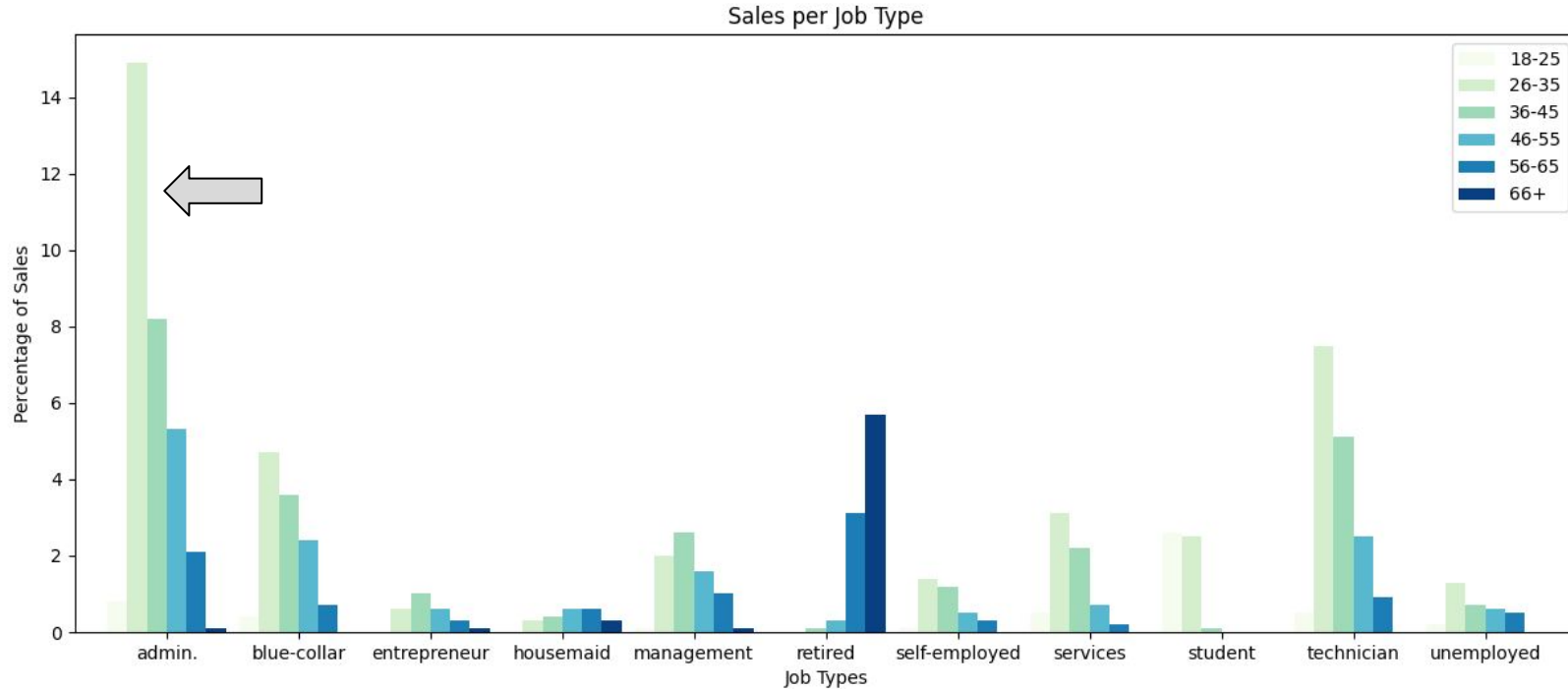
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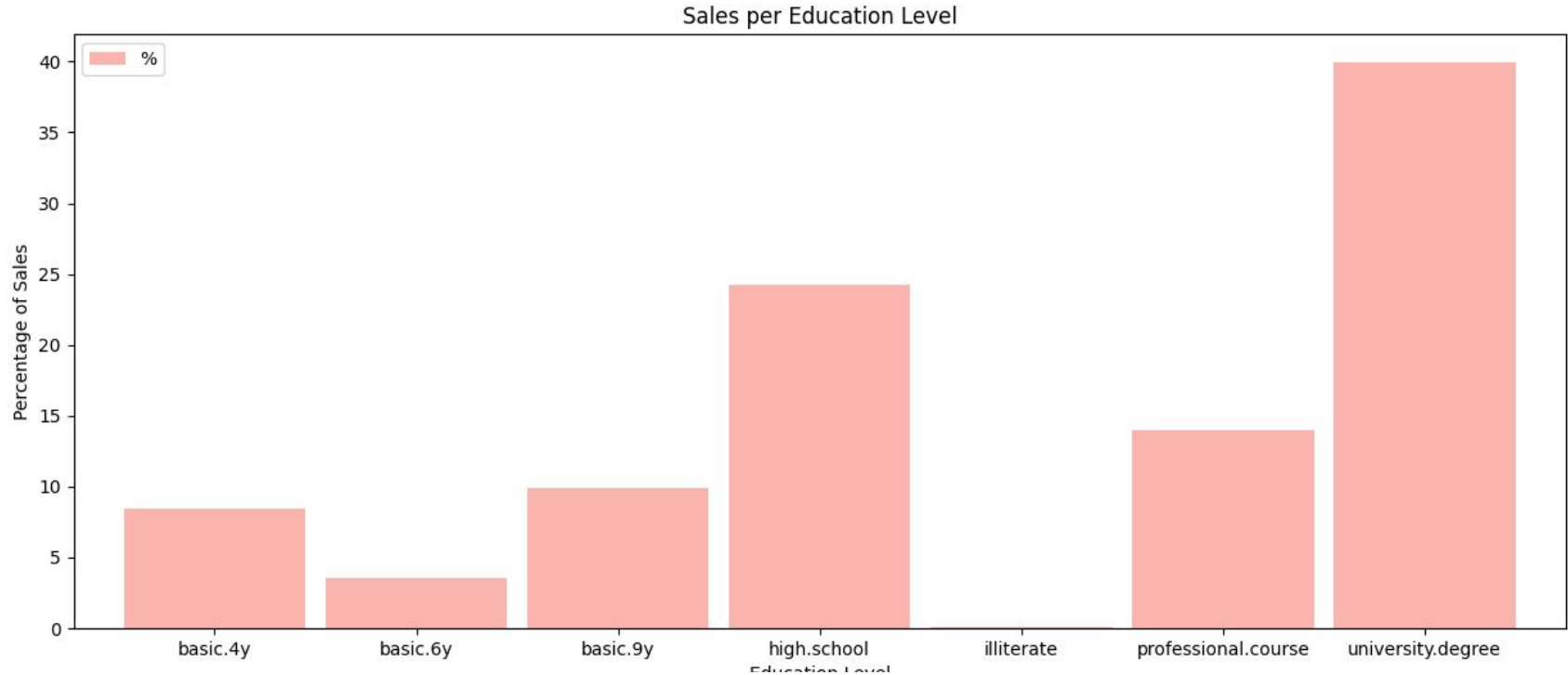
# Sales % by Job Types and Age Groups



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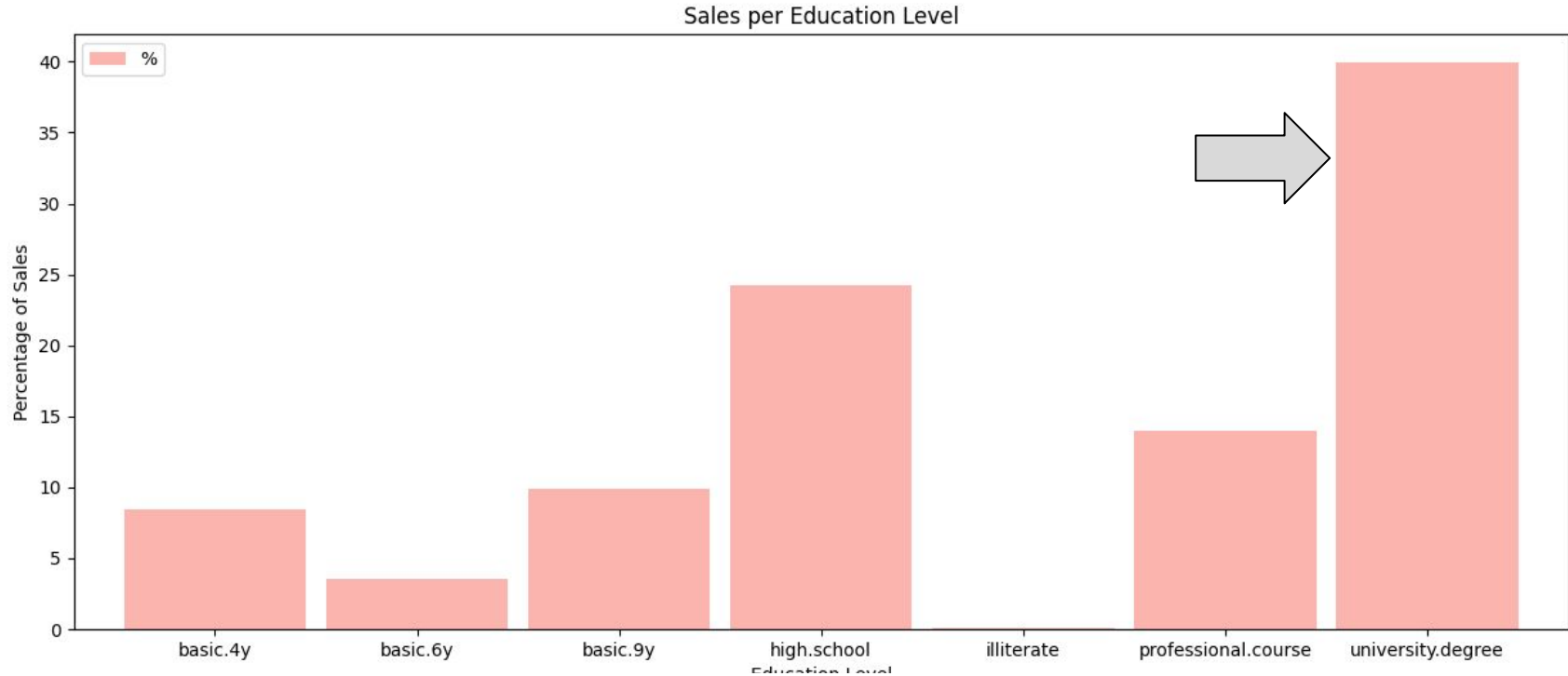


# Sales % by Education Level

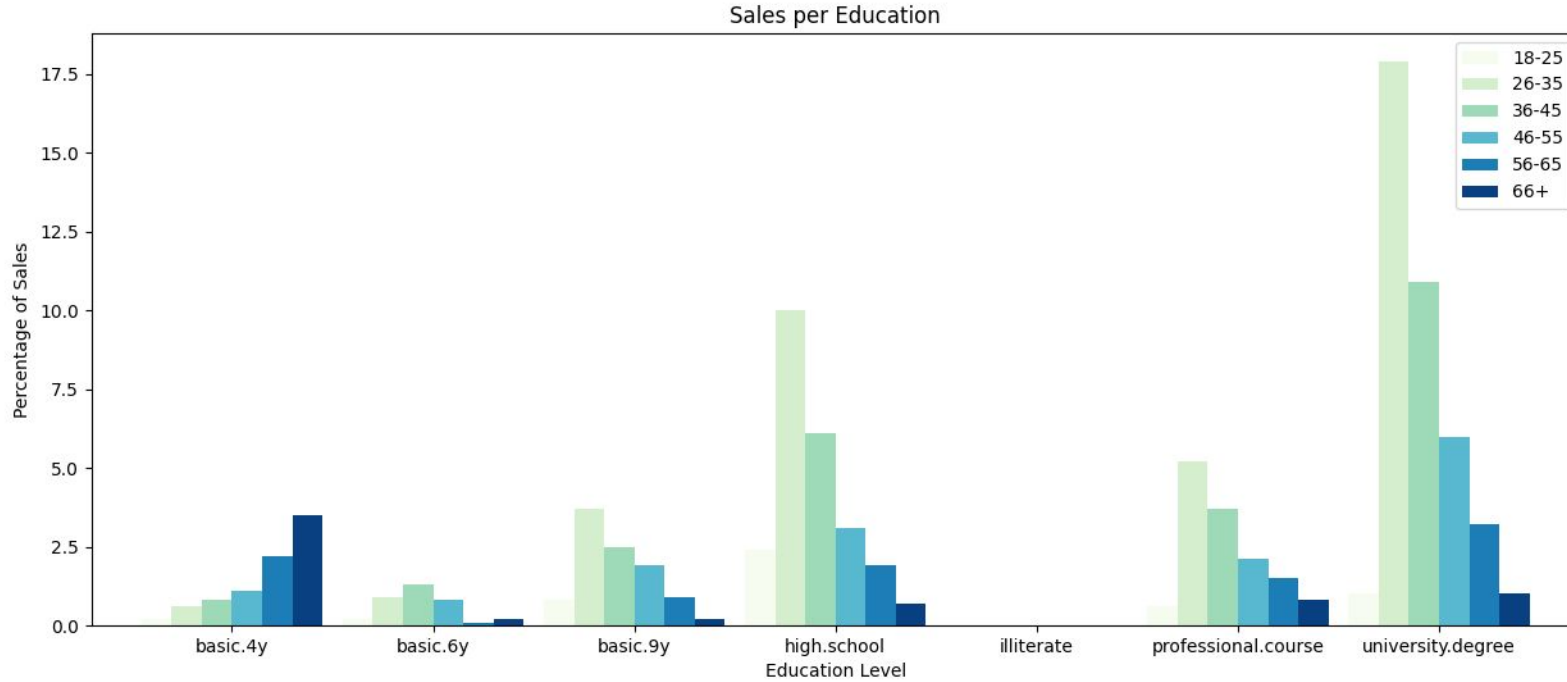




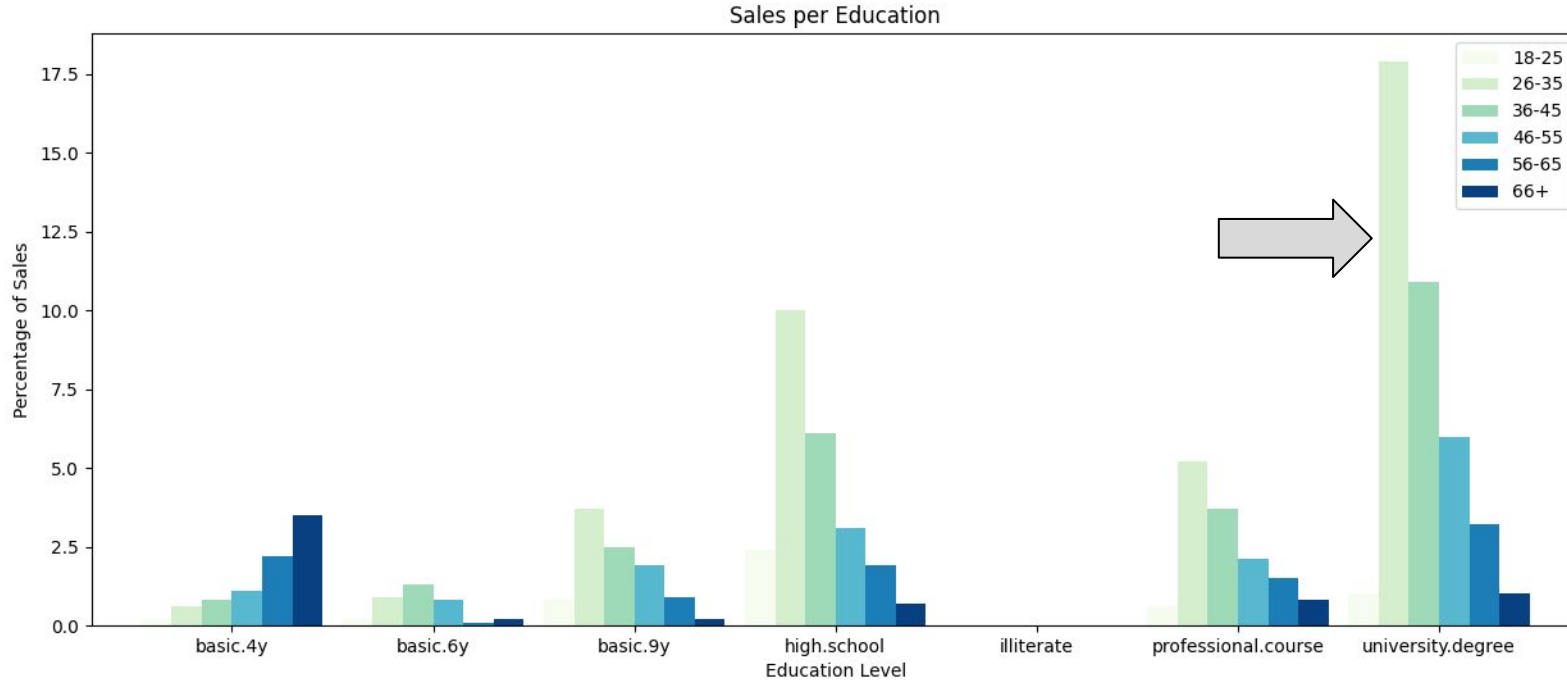
# Sales % by Education Level



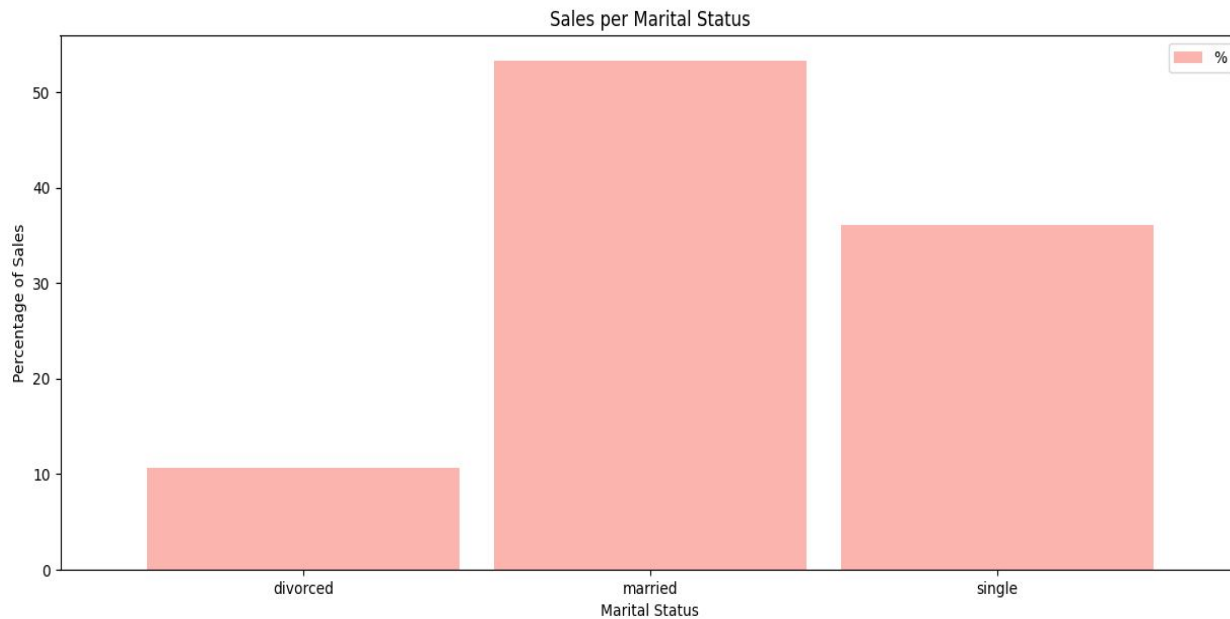
# Sales % by Education Level and Age Groups



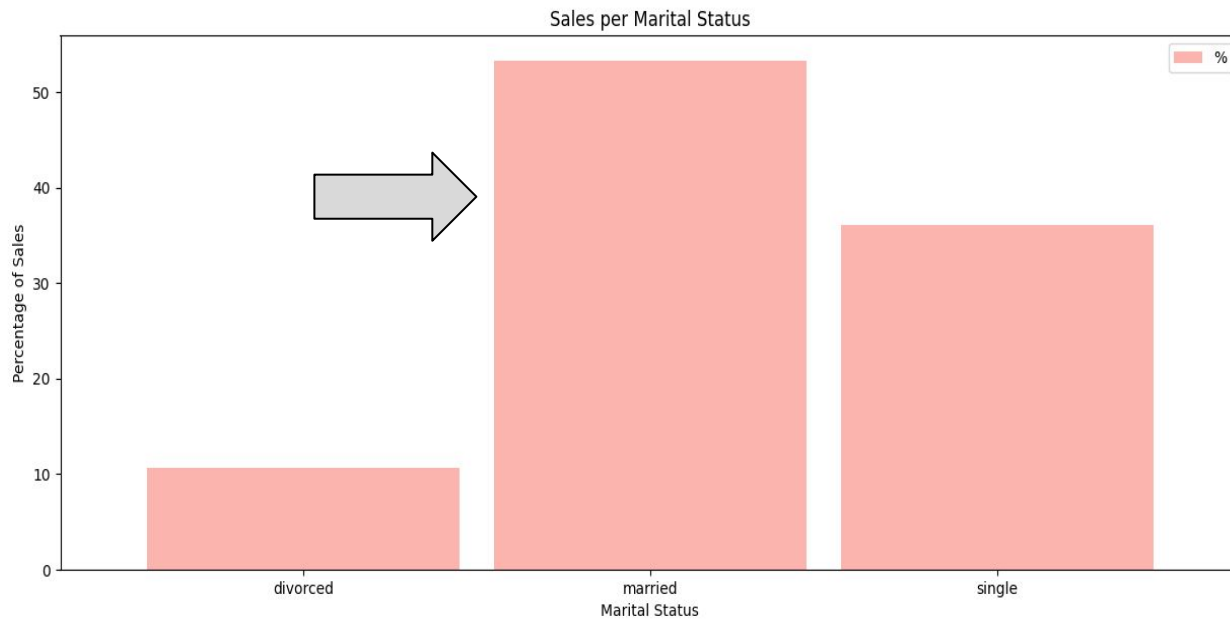
# Sales % by Education Level and Age Groups



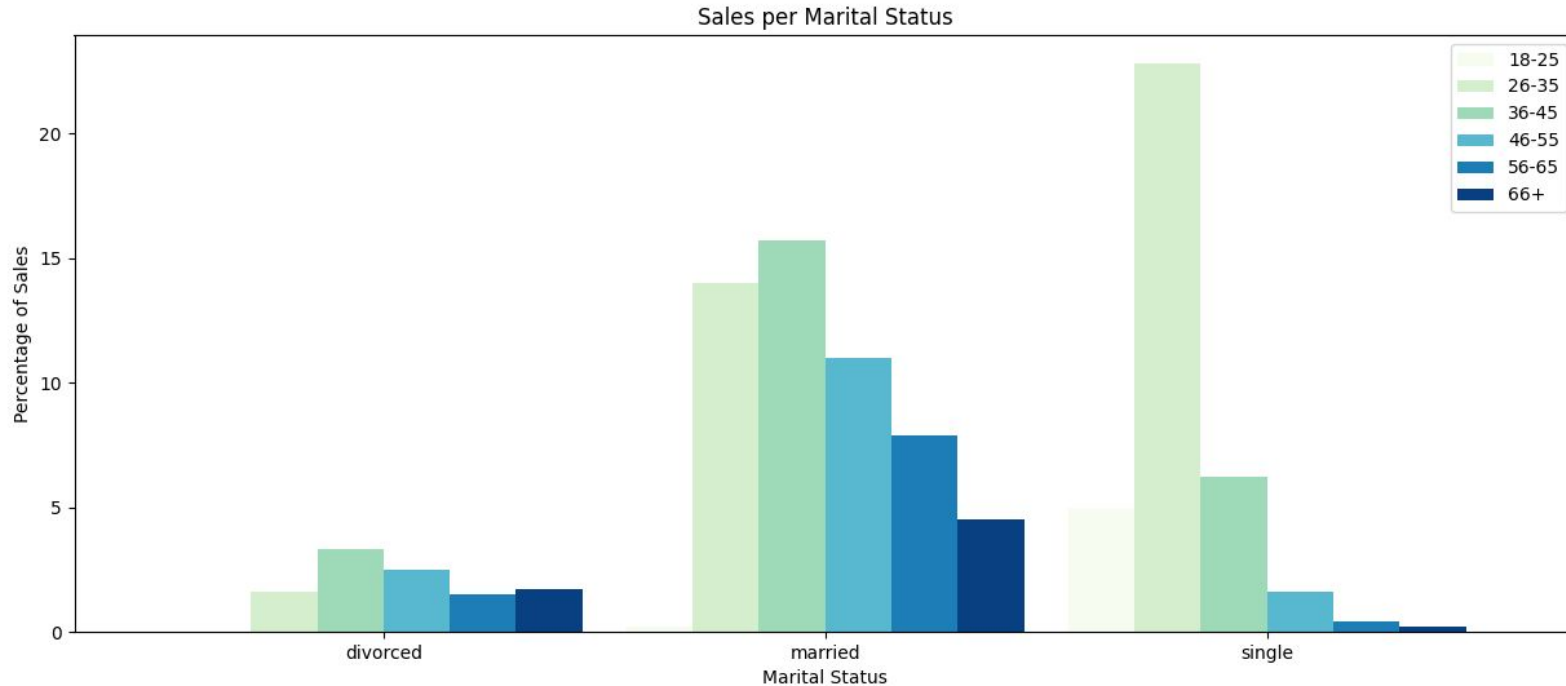
# Sales % by Marital Status



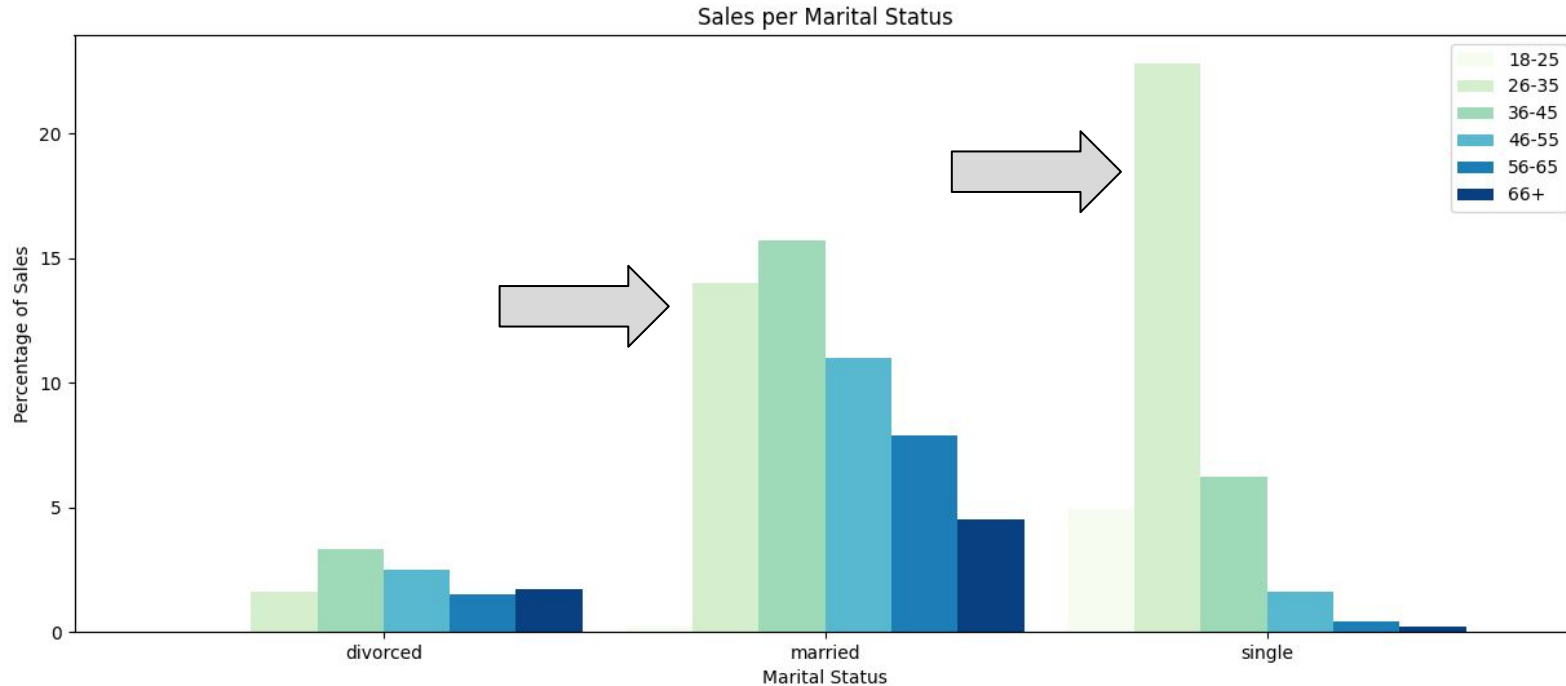
# Sales % by Marital Status



# Sales % by Marital Status and Age Groups



# Sales % by Marital Status and Age Groups



# Conclusions

*Last marketing campaign was successful for below groups:*

- 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?