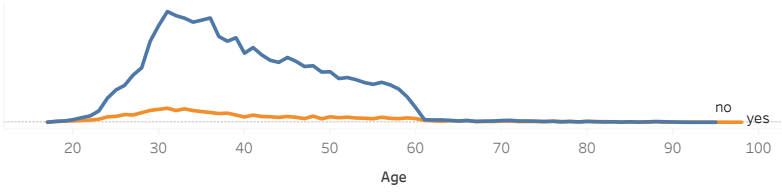
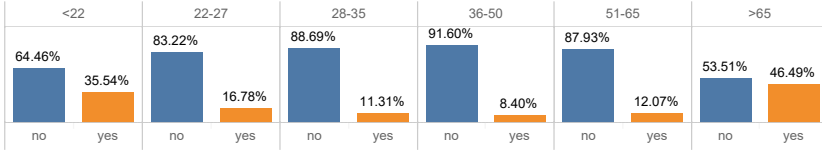


Customer Demographics

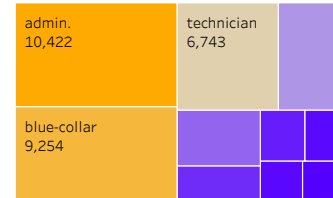
Subscription trend by Age



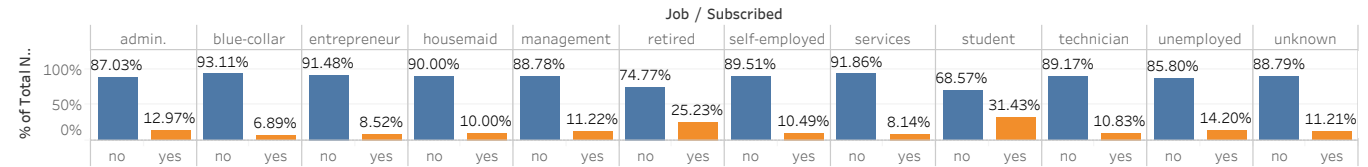
Sub % by Age



Customer Occupation

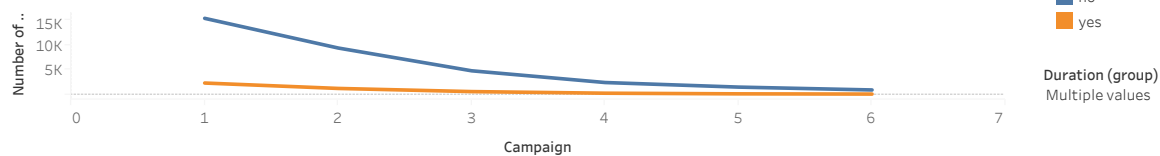


Jobs

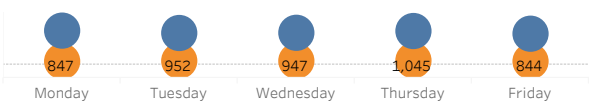


Campaign Metrics

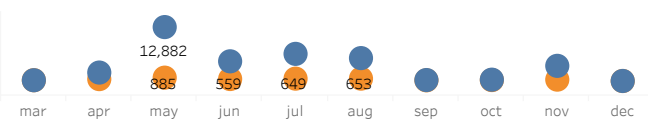
Trend of Calls in the Campaign



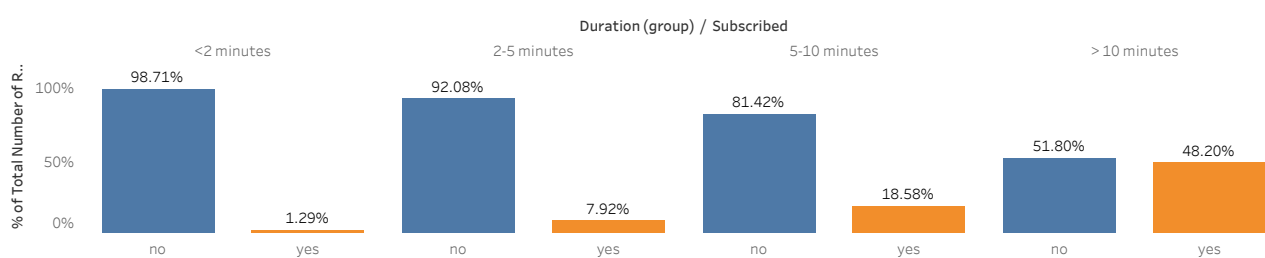
Subscribers by Days of Week



Subscribers in Months



Call Duration in the Campaign



Bank Marketing Insights

Introduction and Overview of the Dataset	Data Description	Stakeholders	Solution Scenarios	Initial Observation	Finding Customization Trends	Subscription Responses by Age Groups	Responses during Days of W..
--	------------------	--------------	--------------------	---------------------	------------------------------	--------------------------------------	------------------------------

Overview:

This dashboard is aimed to monitor performance of a Banks Direct Marketing Campaigns. The campaign is to sign-up banks existing customers for long deposit products offered by the bank.

Scope:

The dashboards will display subscriber statistics based on customer demographics and campaign metrics.

The inferences from dashboard can be used to formulate hypothesis for further analysis and cannot be used to to make campaign decisions at gross level.

Financial information of customer will neither be used nor displayed in the dashboard.

Bank Marketing Insights

Introduction and Overview of the Dataset	Data Description	Stakeholders	Solution Scenarios	Initial Observation	Finding Customization Trends	Subscription Responses by Age Groups	Responses during Days of W..
--	------------------	--------------	--------------------	---------------------	------------------------------	--------------------------------------	------------------------------

Data Source:

Kaggle: <https://www.kaggle.com/volodymyrgavrysh/bank-marketing-campaigns-dataset>

Observations: 30474, Supervised(Subscribed - Yes/ No)

Variables: 12
Numeric: Age, Duration, Calls.
Categorical: Job, Education, Marital Status, Weekday, Month, Loan, Housing, poutcome, campaign...

Bank Marketing Insights

Introduction and Overview of the Dataset	Data Description	Stakeholders	Solution Scenarios	Initial Observation	Finding Customization Trends	Subscription Responses by Age Groups	Responses during Days of W..
--	------------------	--------------	--------------------	---------------------	------------------------------	--------------------------------------	------------------------------

Stakeholders

- Upper Management:** Evaluate campaign performance and make decisions.
- Marketing Team:** Evaluate and plan other campaigns.
- Sales Manager:** Define targets for sales representatives and structure sales pipeline.
- Sales Representatives:** Monitor and track customer activity and customize startegies for conversion.
- Analyst/ Datascientist:** Derive initial insights from the dashboard to formulate further hypothesis for model building.
- Designer:** Customize dashboard views and deliver insights in a visually appealing manner tuned to target audience.

Bank Marketing Insights

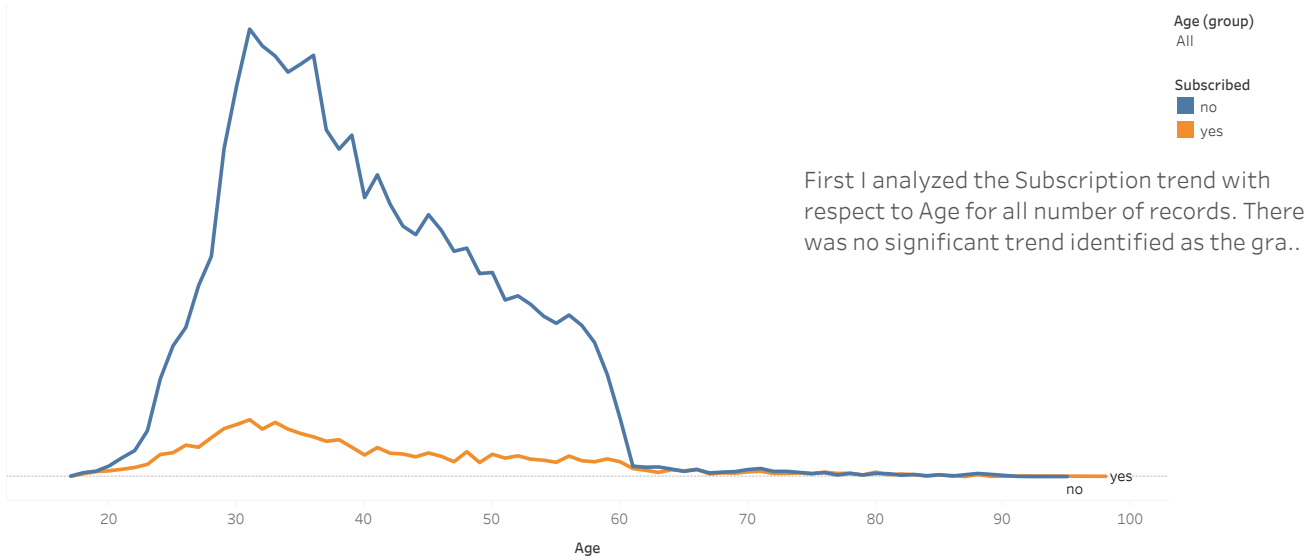
Introduction and Overview of the Dataset	Data Description	Stakeholders	Solution Scenarios	Initial Observation	Finding Customization Trends	Subscription Responses by Age Groups	Responses during Days of W..
--	------------------	--------------	--------------------	---------------------	------------------------------	--------------------------------------	------------------------------

Solution Scenarios:

1. Find combinations of Customer & Campaign variable values and develop customer trageting strategies.
2. Develop sales pipeline and define actions and metrics for performance evaluation of sales representatives and customer stages.

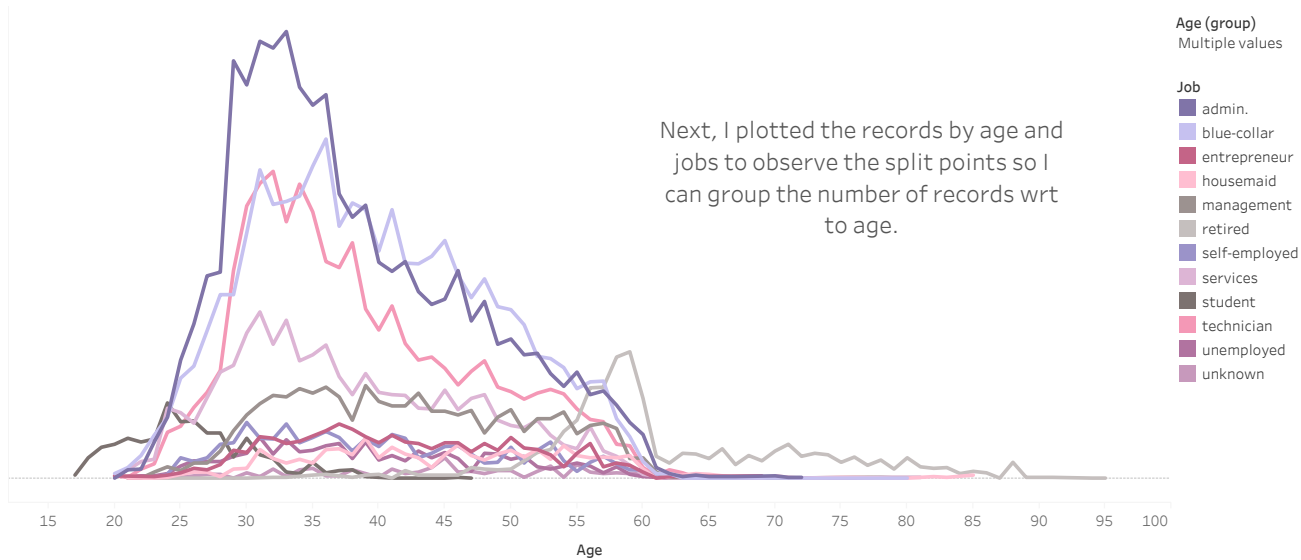
Bank Marketing Insights

Int ro d..	Data Description	Stakeholders	Solution Scenarios	Initial Observation	Finding Customization Trends	Subscription Responses by Age Groups	Responses during Days of Week	Respo nses d urin..
------------------	------------------	--------------	--------------------	---------------------	---------------------------------	--	----------------------------------	---------------------------



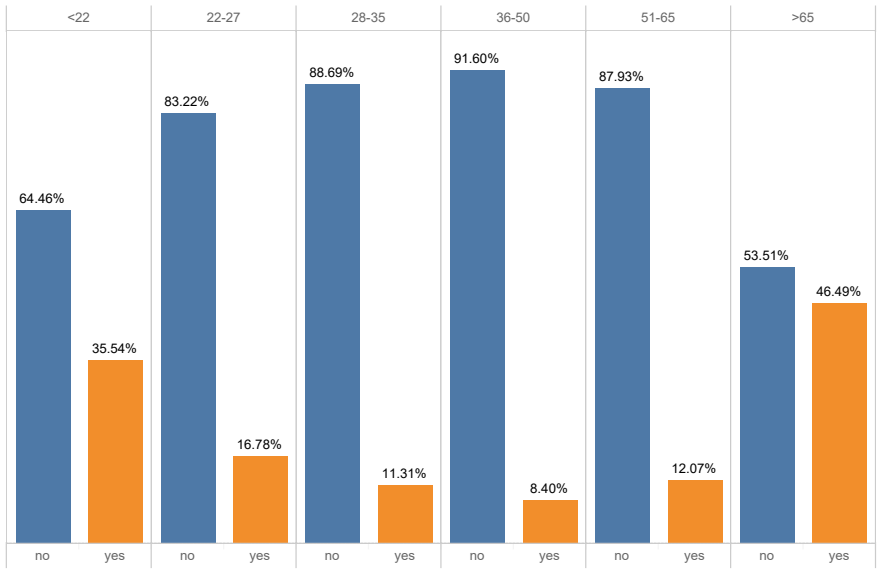
Bank Marketing Insights

Da ta D..	Stakeholders	Solution Scenarios	Initial Observation	Finding Customization Trends	Subscription Responses by Age Groups	Responses during Days of Week	Responses during Month	Respo nses Dura..
-----------------	--------------	--------------------	---------------------	------------------------------	--------------------------------------	-------------------------------	------------------------	-------------------------



Bank Marketing Insights

St ak e..	Solution Scenarios	Initial Observation	Finding Customization Trends	Subscription Responses by Age Groups	Responses during Days of Week	Responses during Month	Responses Duration by Jobs and Age	Insign ts
-----------------	--------------------	---------------------	------------------------------	--------------------------------------	-------------------------------	------------------------	------------------------------------	--------------



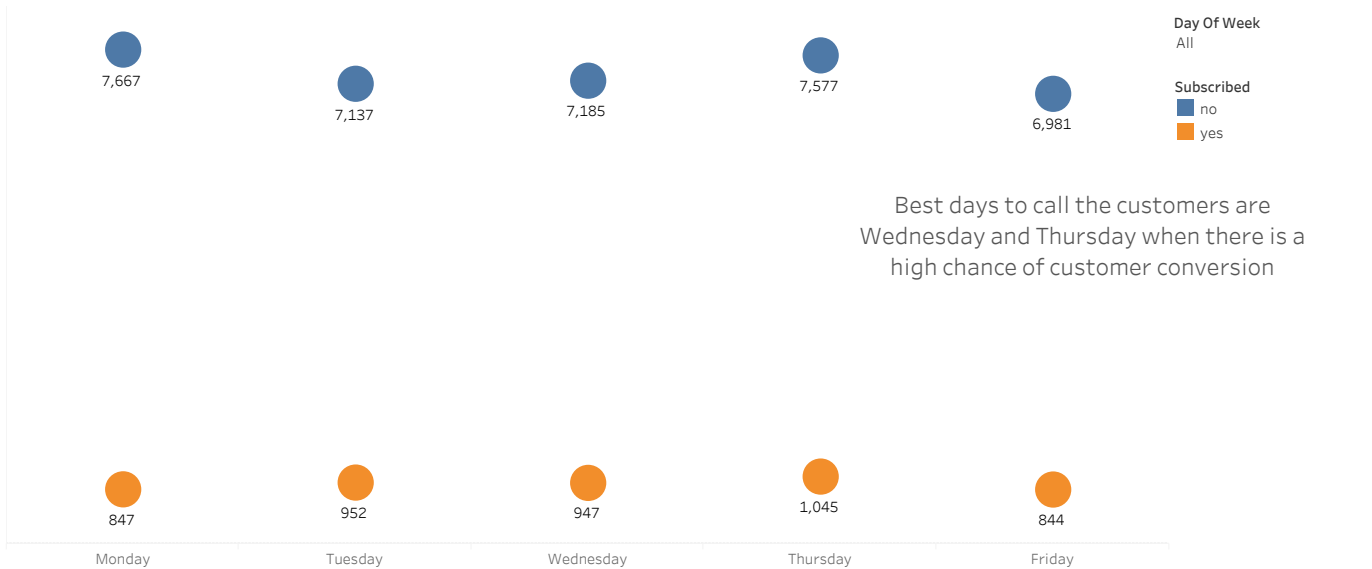
Age (group)
Multiple values

Subscribed
no
yes

Majority of the customers who do not subscribe are young (less than 30).

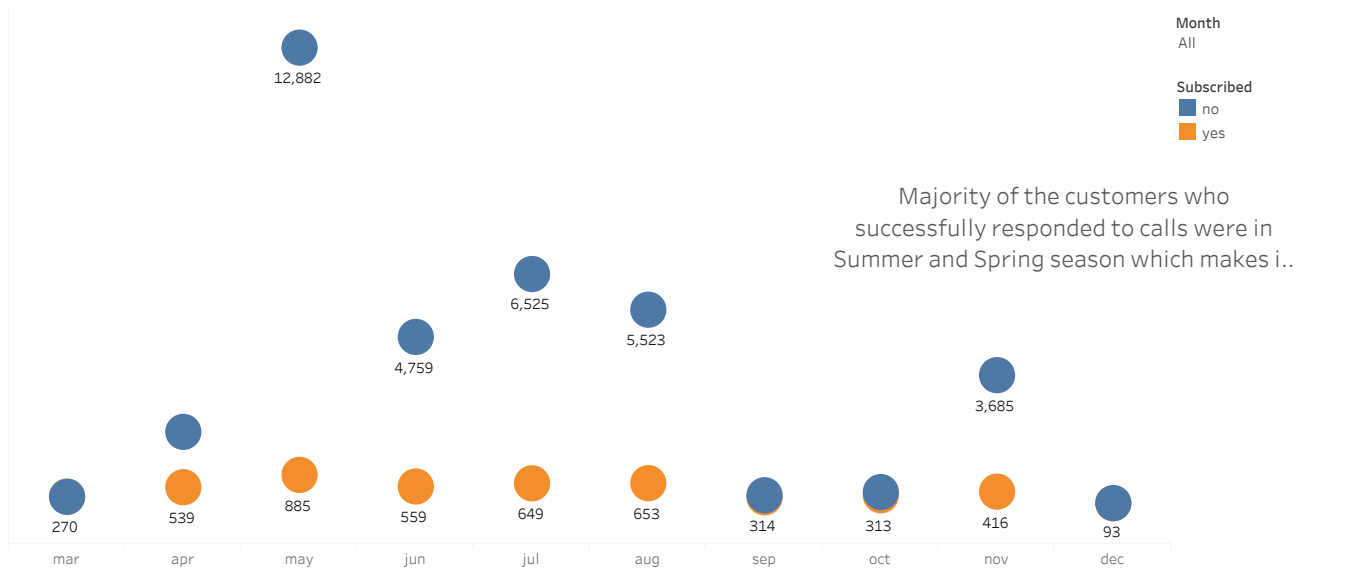
Bank Marketing Insights

Solution Scenarios	Initial Observation	Finding Customization Trends	Subscription Responses by Age Groups	Responses during Days of Week	Responses during Month	Responses Duration by Jobs and Age	Insights
--------------------	---------------------	------------------------------	--------------------------------------	-------------------------------	------------------------	------------------------------------	----------



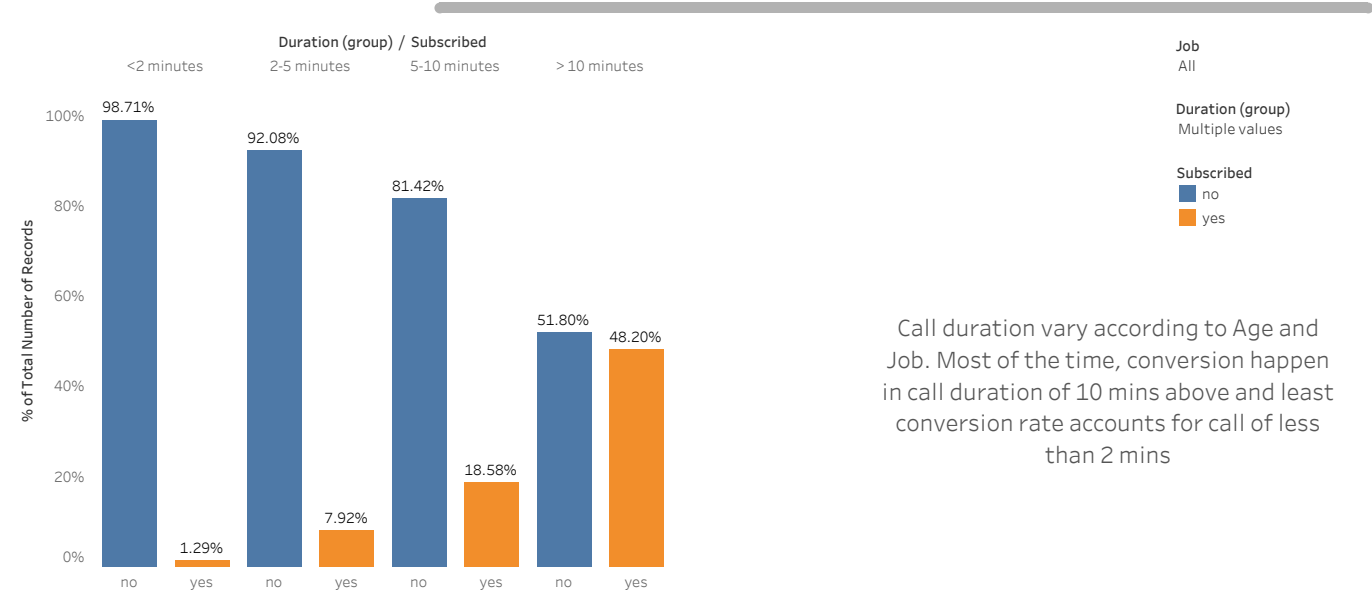
Bank Marketing Insights

Solution Scenarios	Initial Observation	Finding Customization Trends	Subscription Responses by Age Groups	Responses during Days of Week	Responses during Month	Responses Duration by Jobs and Age	Insights
--------------------	---------------------	------------------------------	--------------------------------------	-------------------------------	------------------------	------------------------------------	----------



Bank Marketing Insights

Solution Scenarios	Initial Observation	Finding Customization Trends	Subscription Responses by Age Groups	Responses during Days of Week	Responses during Month	Responses Duration by Jobs and Age	Insights
--------------------	---------------------	------------------------------	--------------------------------------	-------------------------------	------------------------	------------------------------------	----------



Bank Marketing Insights

Solution Scenarios	Initial Observation	Finding Customization Trends	Subscription Responses by Age Groups	Responses during Days of Week	Responses during Month	Responses Duration by Jobs and Age	Insights
--------------------	---------------------	------------------------------	--------------------------------------	-------------------------------	------------------------	------------------------------------	----------

Insights:

- Catch them young before 30 years age
- Call on Wednesdays & Thursdays
- Call during Spring & Summer months
- Expect call length to vary by jobs..