**SQL PROJECT**

**FINANCIAL DATASET**

This project entails 250,001 records of bank marketing datasets. It contains customer demographic and financial information along with details of past campaigns.

Here are some possible **business questions** you can ask from this dataset:

1. **Customer Demographic and Segmentation**
   1. Which age groups are more likely to respond positively to marketing campaigns?
   2. How does marital status or education level influence customer responses?
2. **Financial Insights**
   1. Do customers with higher account balances respond more to campaigns compared to those with lower or negative balances?
   2. Is there any relationship between loan or housing loan status and campaign success?
3. **Campaign Effectiveness**
   1. What is the average campaign success rate across different job types?
   2. How does the number of previous contacts (campaign, previous days) affect customer response?
4. **Communication Strategy**
   1. Which contact method (cellular vs unknown) yields higher conversion rates?
   2. Does the duration of the last call significantly impact the probability of success?
5. **Predictive / Optimization Questions**
   1. Can we predict whether a customer will subscribe to a product/service based on their demographics and past campaign history?
   2. What is the best combination of factors (age, job, balance, loan status) for identifying high-potential leads?