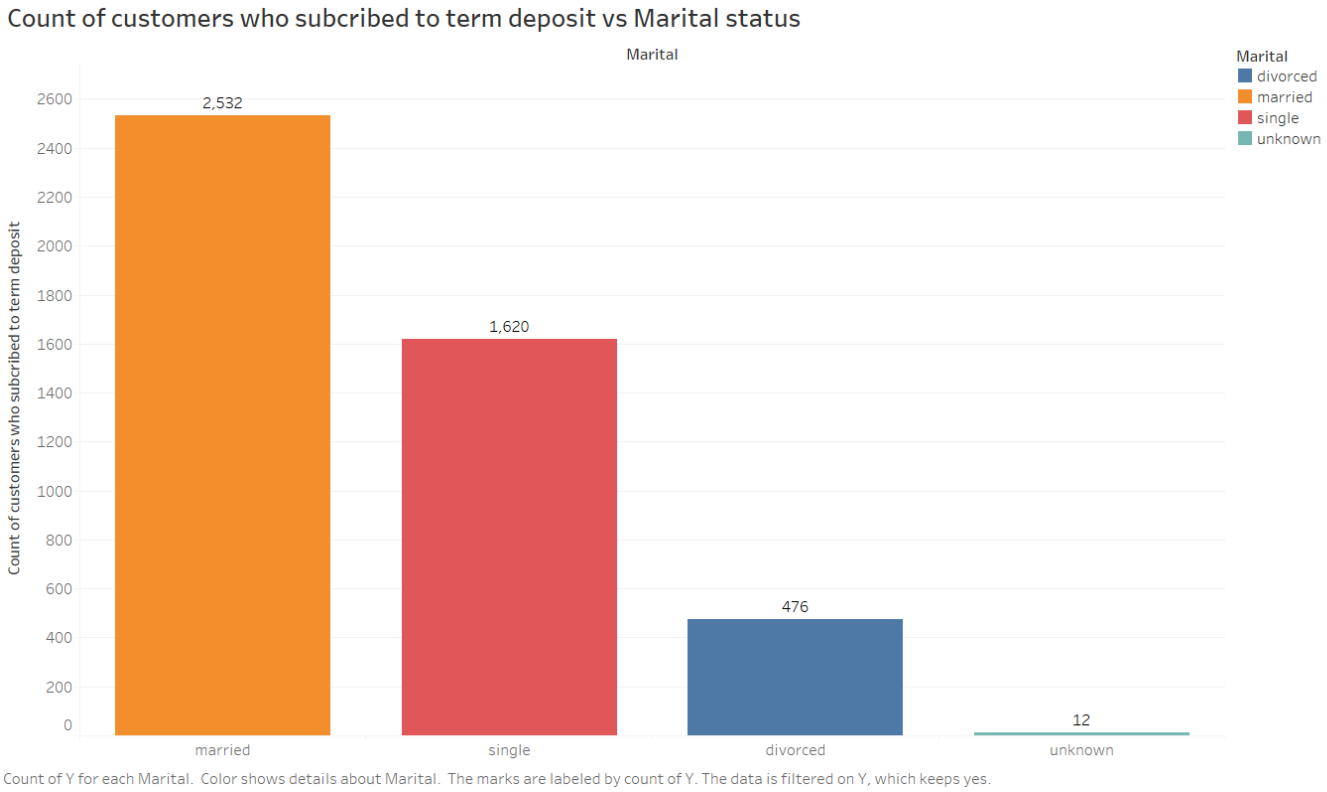
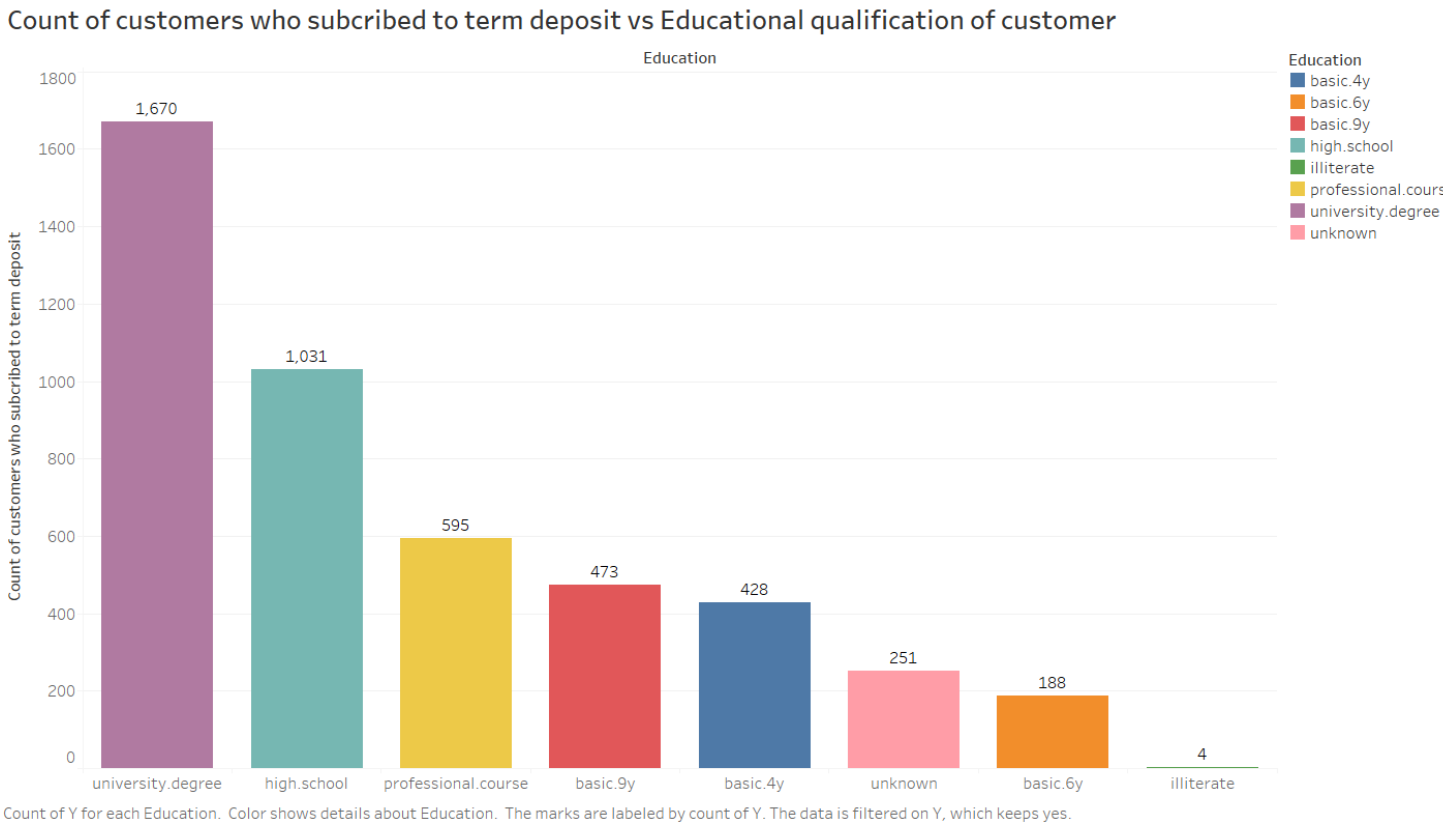
The data is related with direct marketing campaigns of a Portuguese banking institution. The marketing campaigns were based on phone calls. Often, more than one contact to the same client was required, in order to access if the product (bank term deposit) would be ('yes') or not ('no') subscribed.

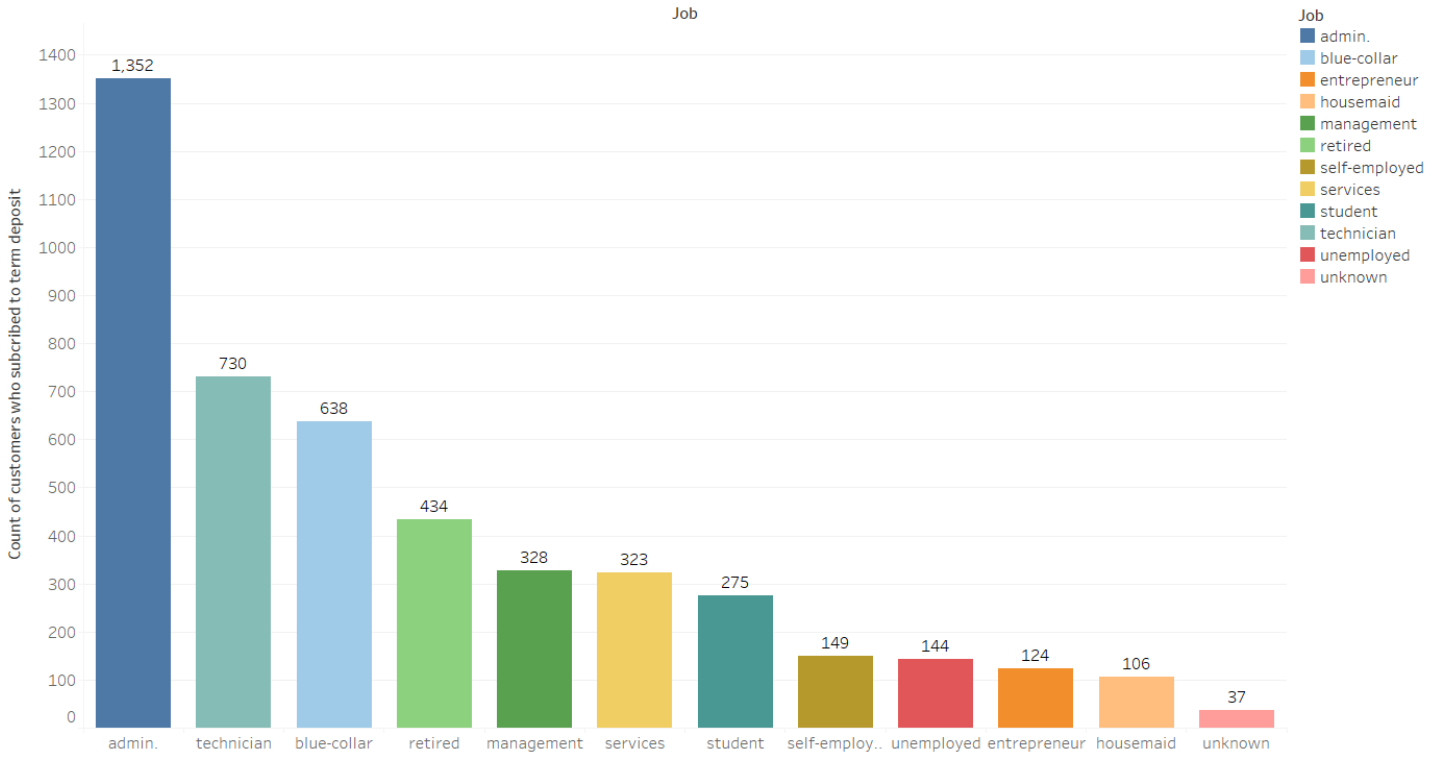


Maximum number of consumers who subscribe to the term deposit are married.



Maximum number of consumers who subscribe to the term deposit have a university degree.

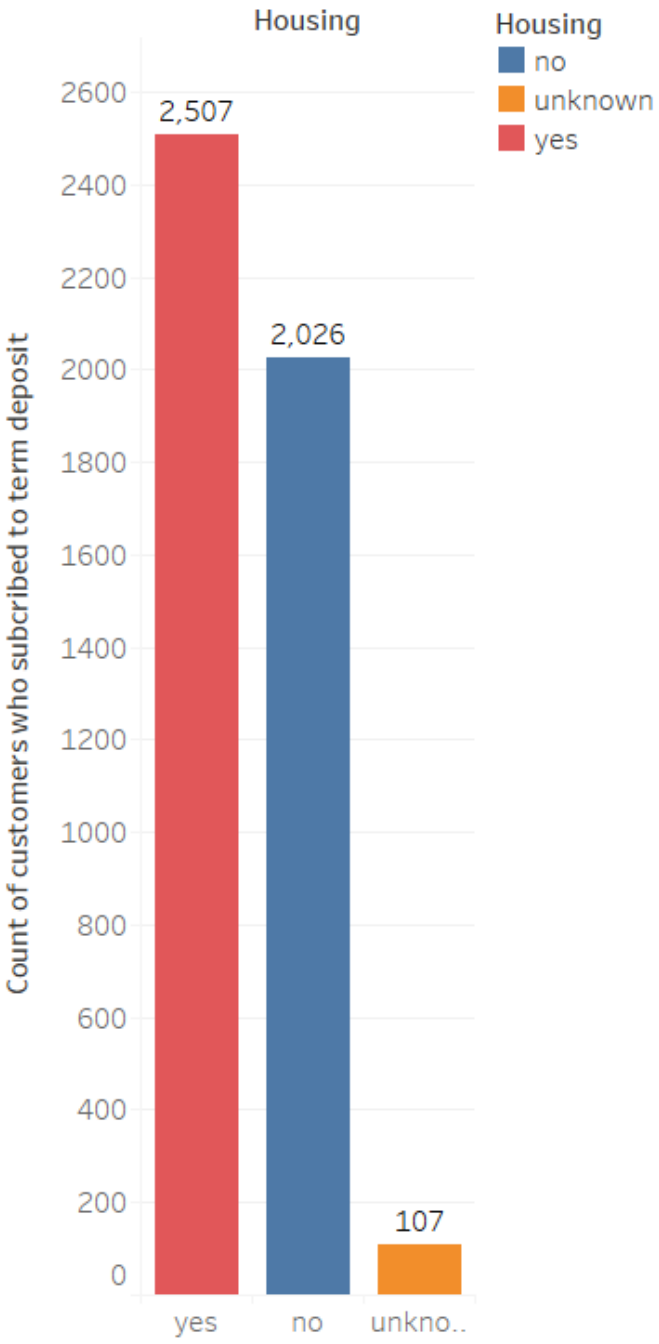
Count of customers who subcribed to term deposit vs profession of customer



Count of Y for each Job. Color shows details about Job. The marks are labeled by count of Y. The data is filtered on Y, which keeps yes.

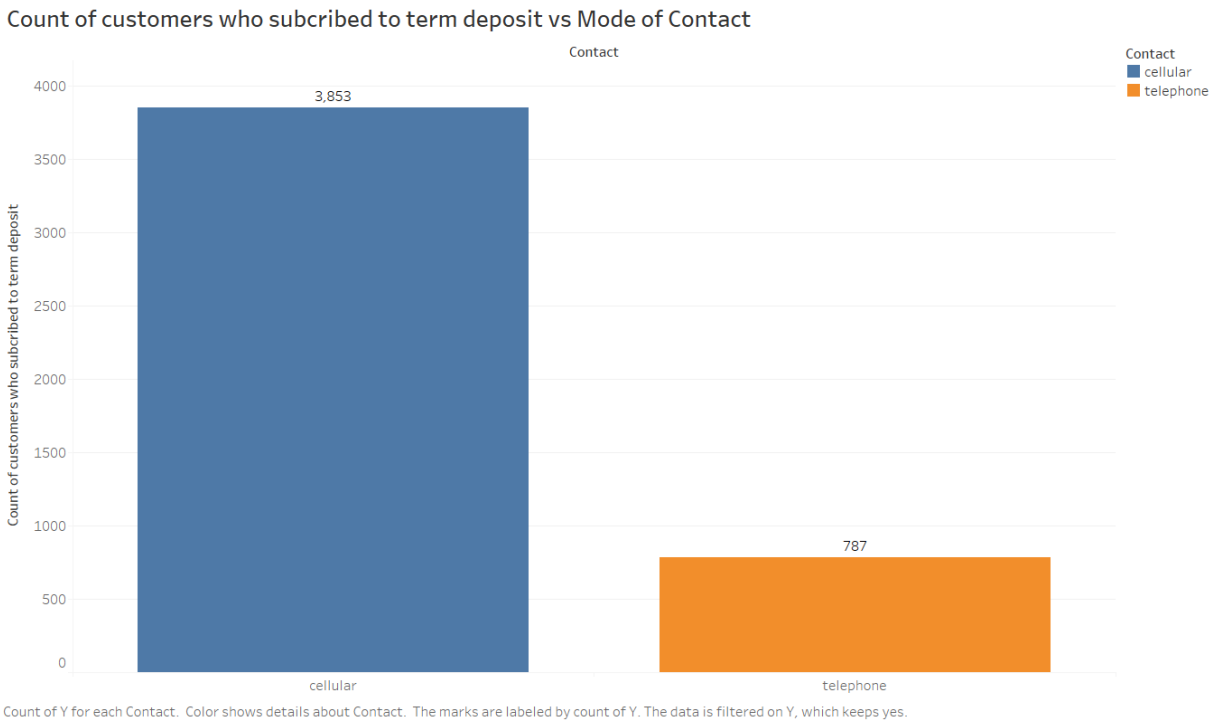
Maximum number of consumers who subscribe to the term deposit possess an administrative profession.

Count of customers who subcribed to term deposit vs Has housing loan?Yes or no

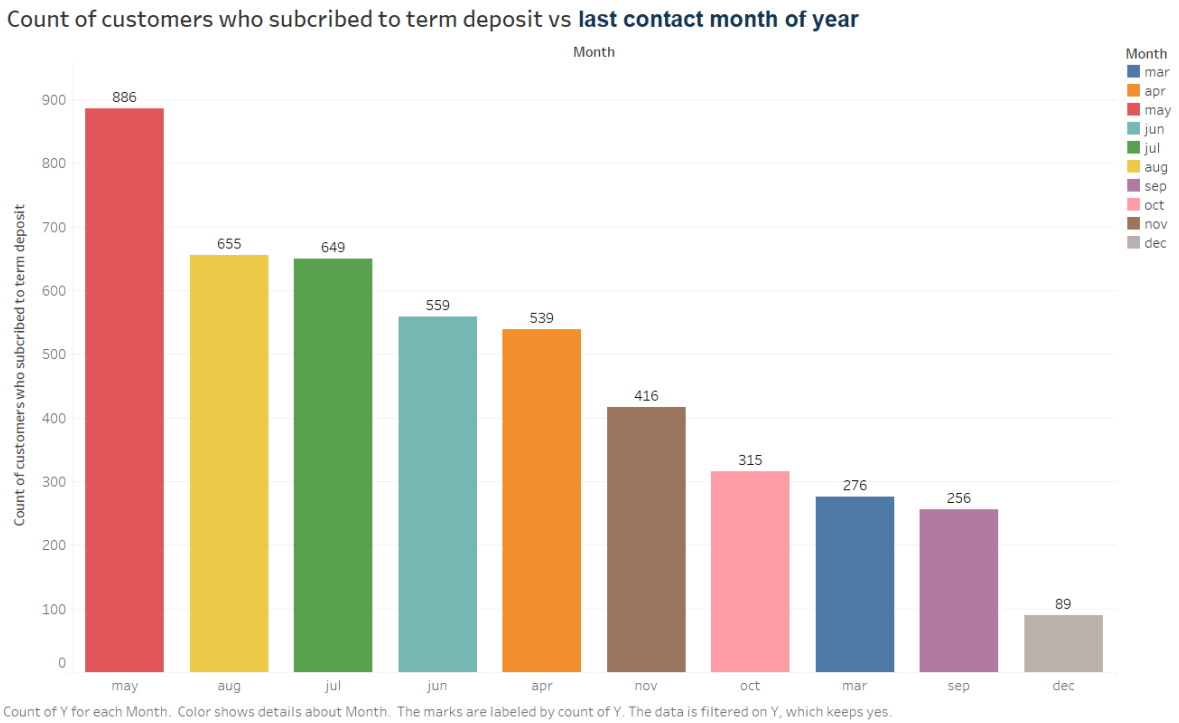


Count of Y for each Housing. Color shows details about Housing. The marks are labeled by count of Y. The data is filtered on Y, which keeps yes.

Customers with no previous housing loans to tend to subscribe to the bank deposit.

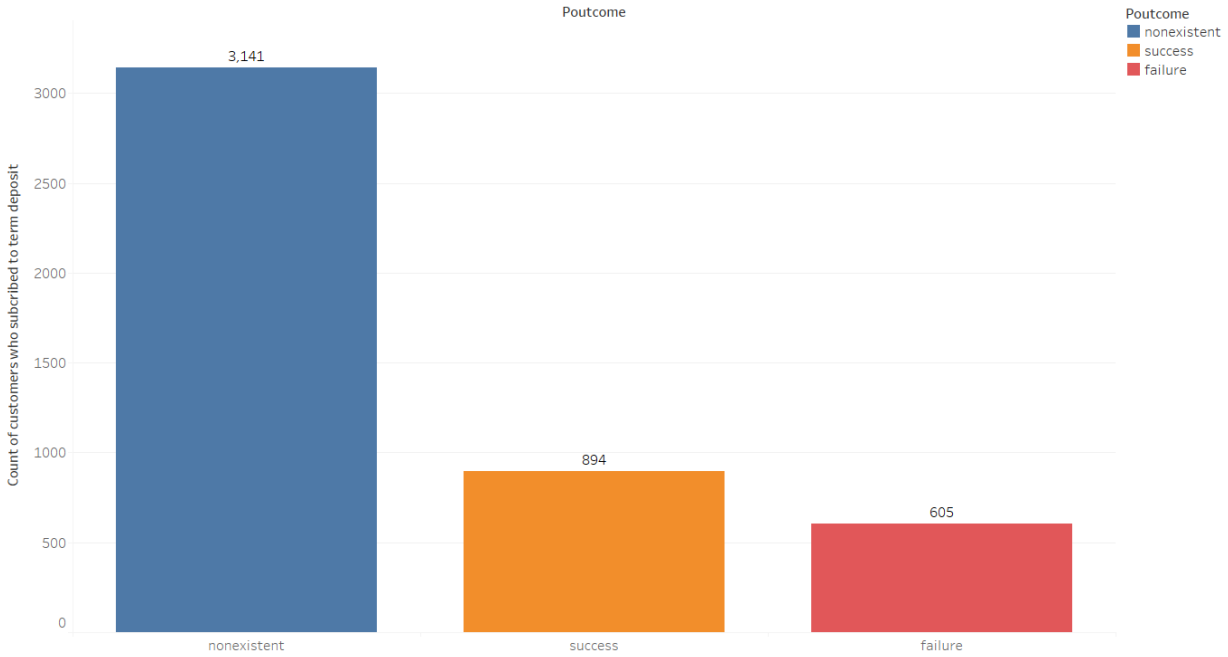


Establishing contact with a customer by means of cellular devices has a high impact on the marketing campaign as the maximum number of customers who subscribed to the term deposits were contacted via a cellular device.



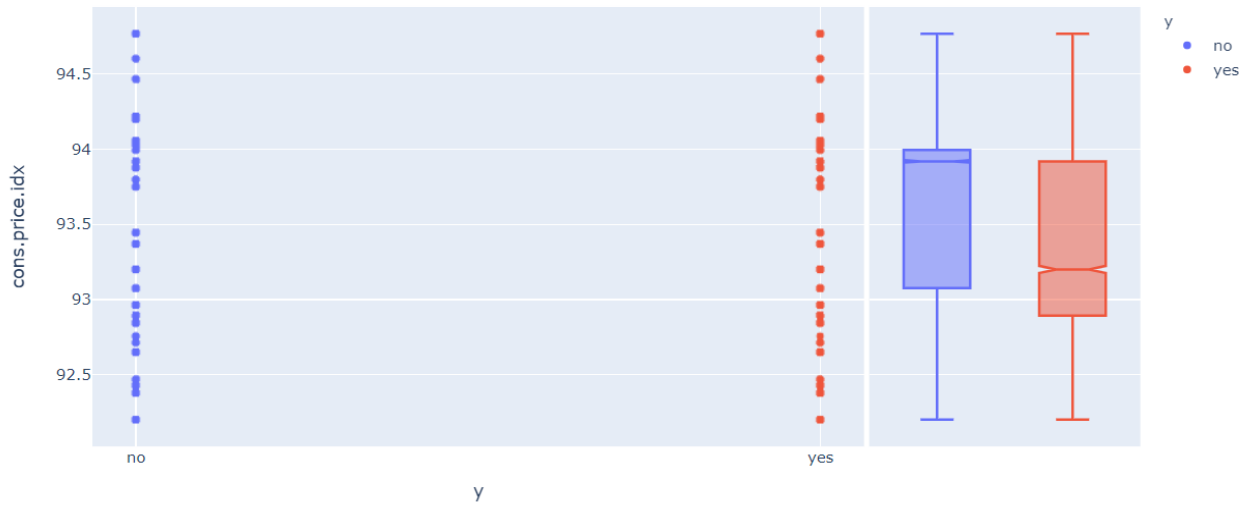
The contact month of May has a maximum turnover with regards to the number of customers subscribing to the term deposit.

Count of customers who subcribed to term deposit vs Outcome of previous marketing campaign



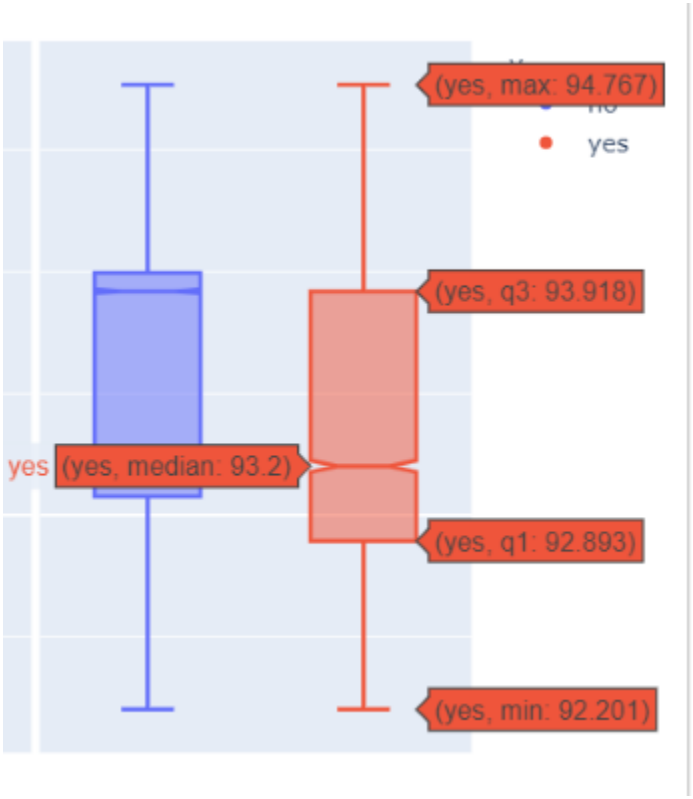
Count of Y for each Poutcome. Color shows details about Poutcome. The marks are labeled by count of Y. The data is filtered on Y, which keeps yes.

consumer price index vs customer subscribed to deposit?Yes or No

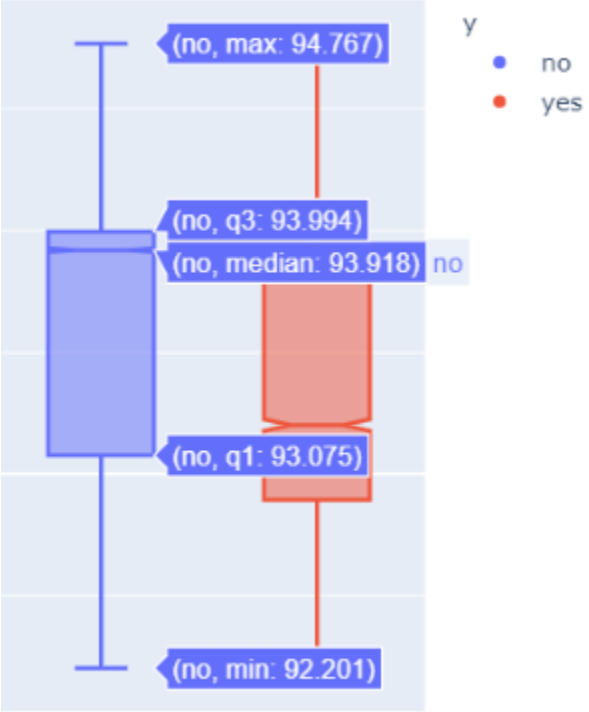


Key metrics of each subgroup:

- Consumer price index distribution for people who made a deposit



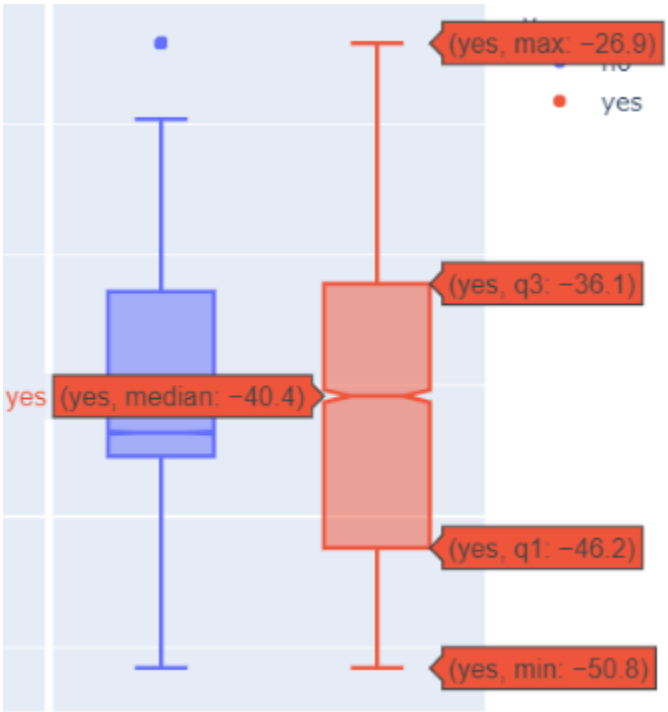
- Consumer price index distribution for people who did not make a deposit



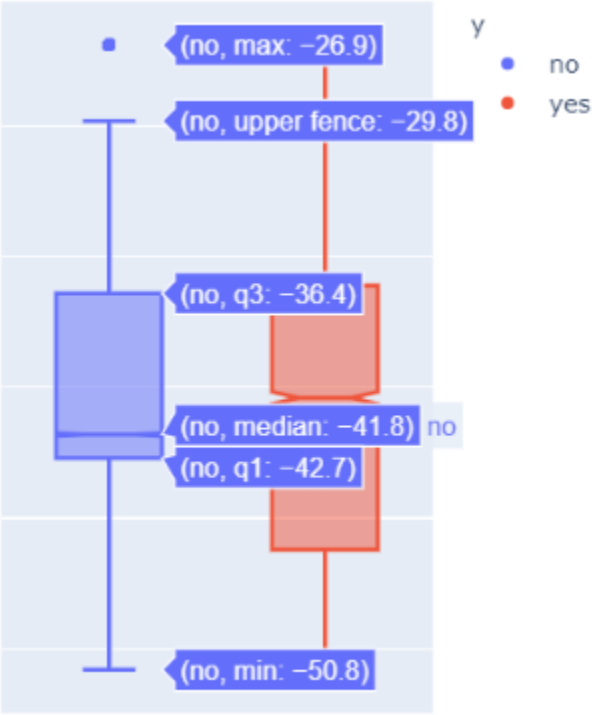
A higher median consumer price index for people who did not make a deposit indicates that the higher CPI maybe a possible deterrent for people to make additional financial deposits in banking institutions.

Key metrics of each subgroup:

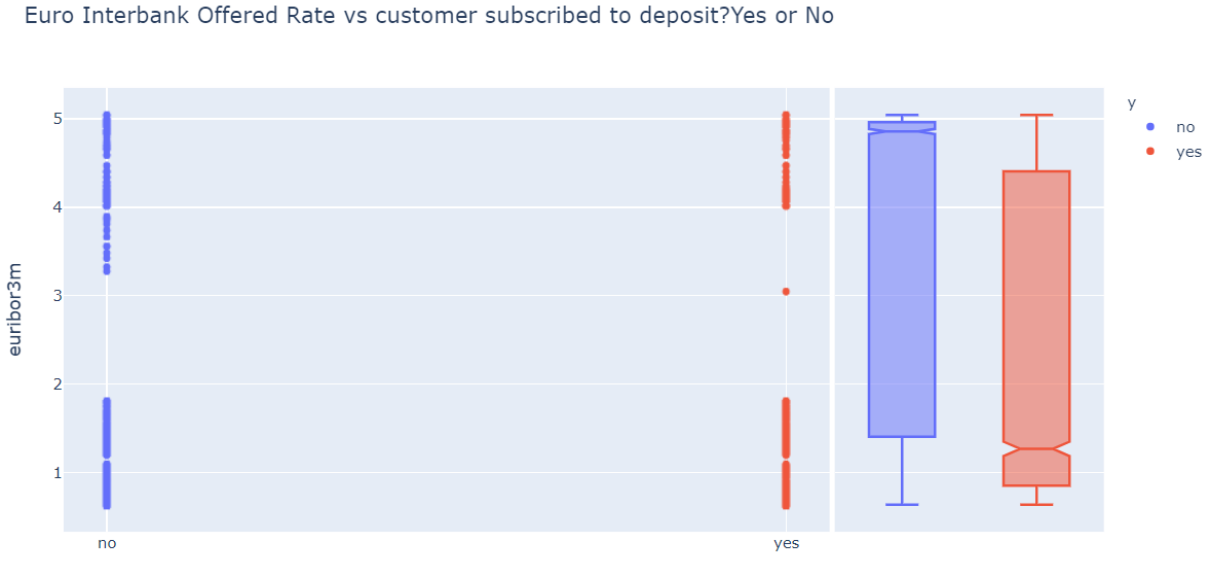
- Consumer confidence index distribution for people who made a deposit



- Consumer confidence index distribution for people who did not make a deposit

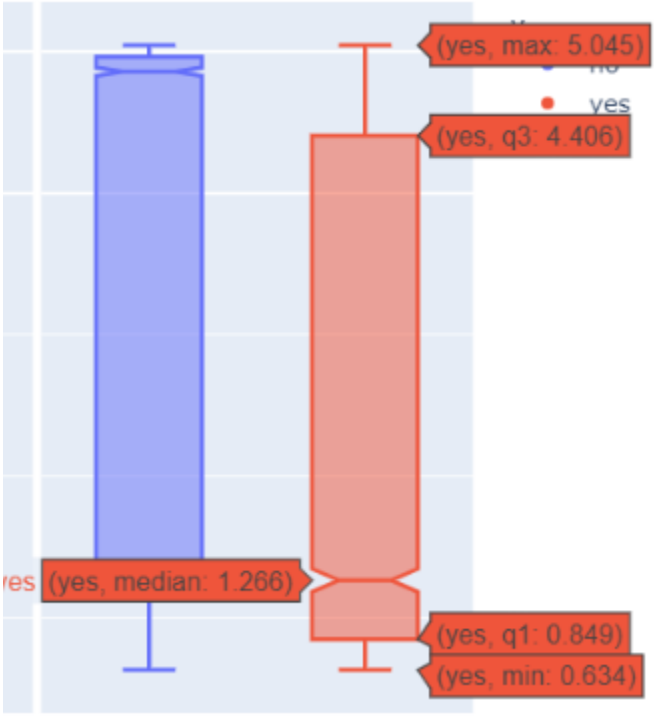


Impact of the euribor rate calculated quarterly on customer's propensity to make a deposit

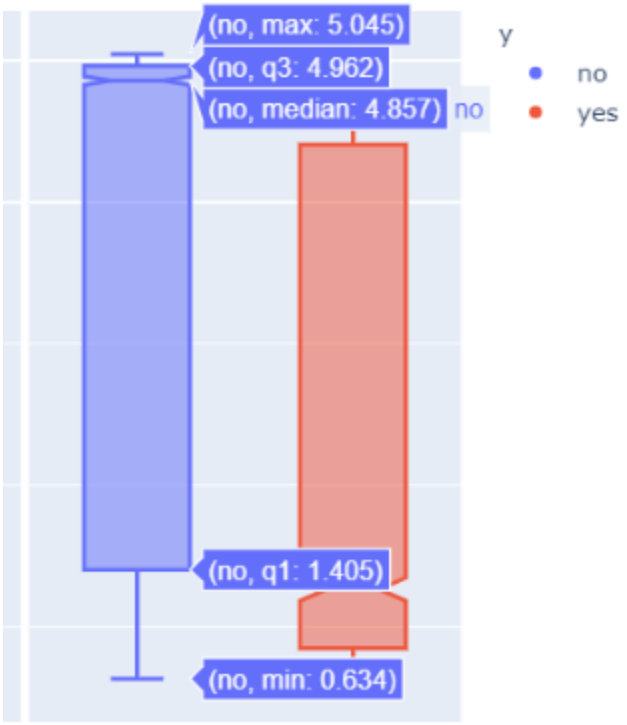


Key metrics of each subgroup:

- Eurobim rate distributions for people who made a deposit:



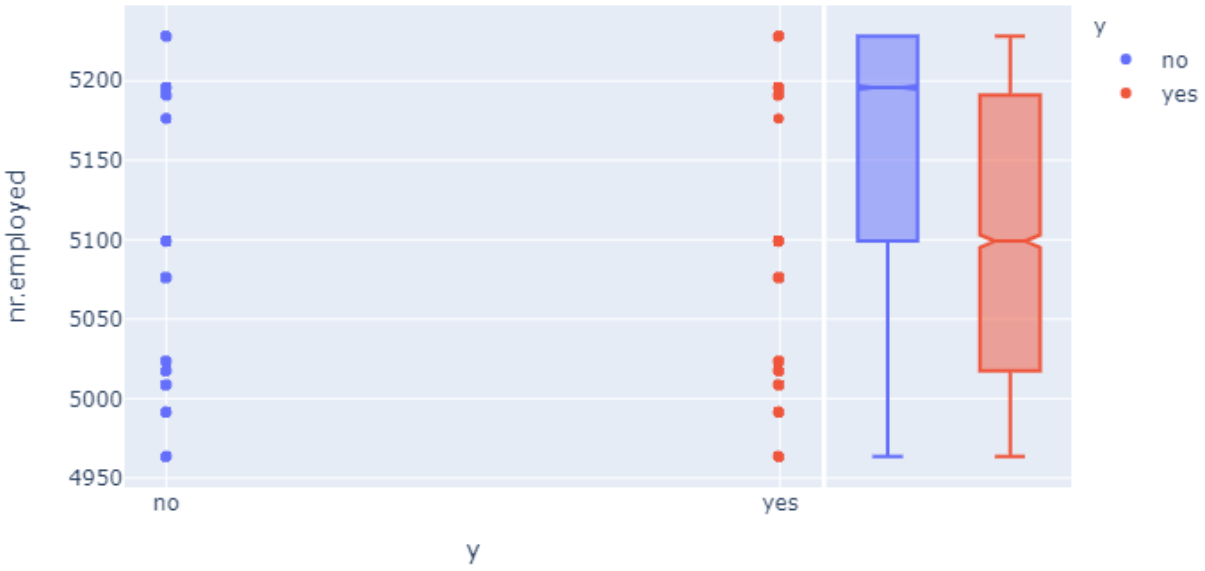
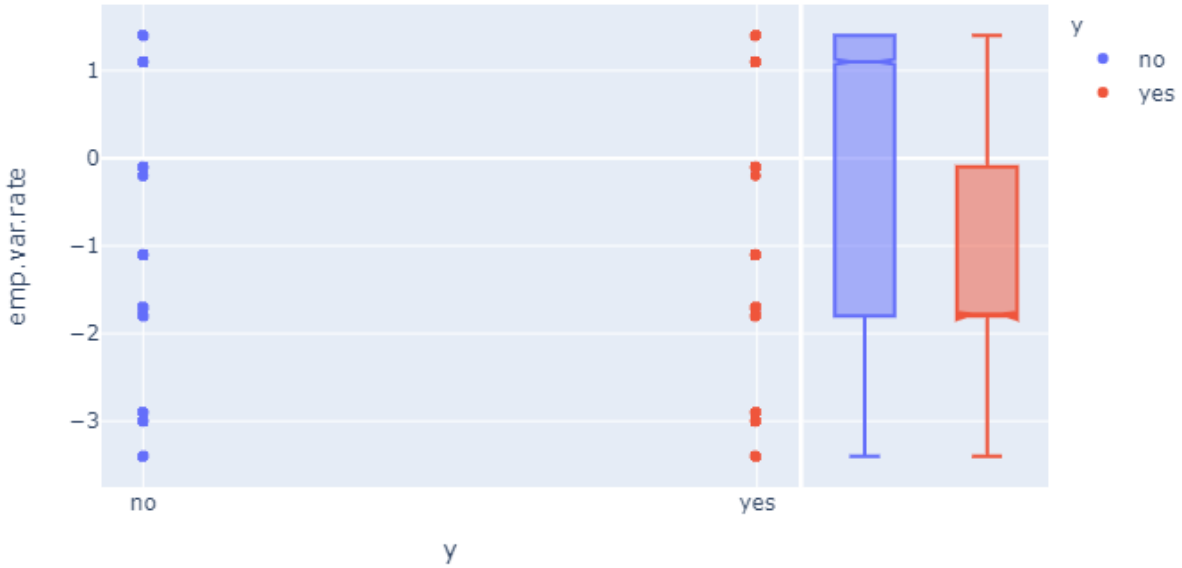
- Eurobim rate distributions for consumers who did not make a deposit:



The eurobim rate makes a

drastic difference in the consumers propensity to make a deposit if we compare the median values and the spread.

number of employees indicator vs customer subscribed to deposit?Yes or No



employment variation rate vs customer subscribed to deposit?Yes or No