

Term Deposit Campaign Performance Overview

32K

Total Customers

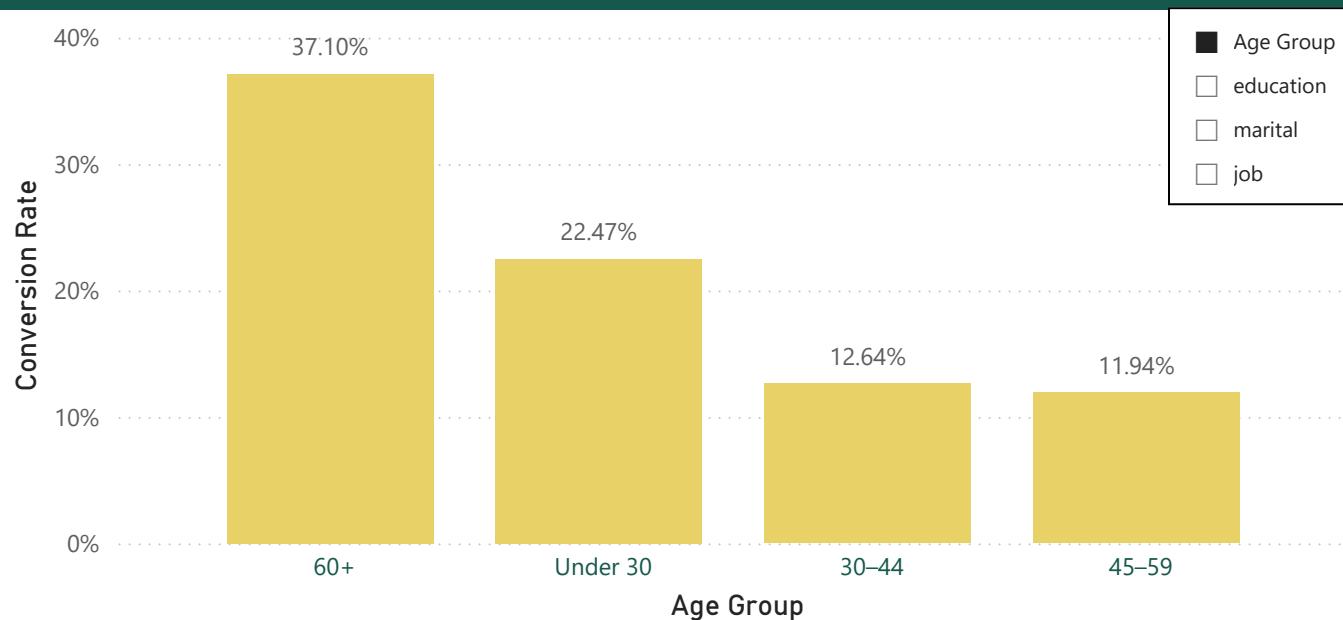
4.759K

Subscribed Customers

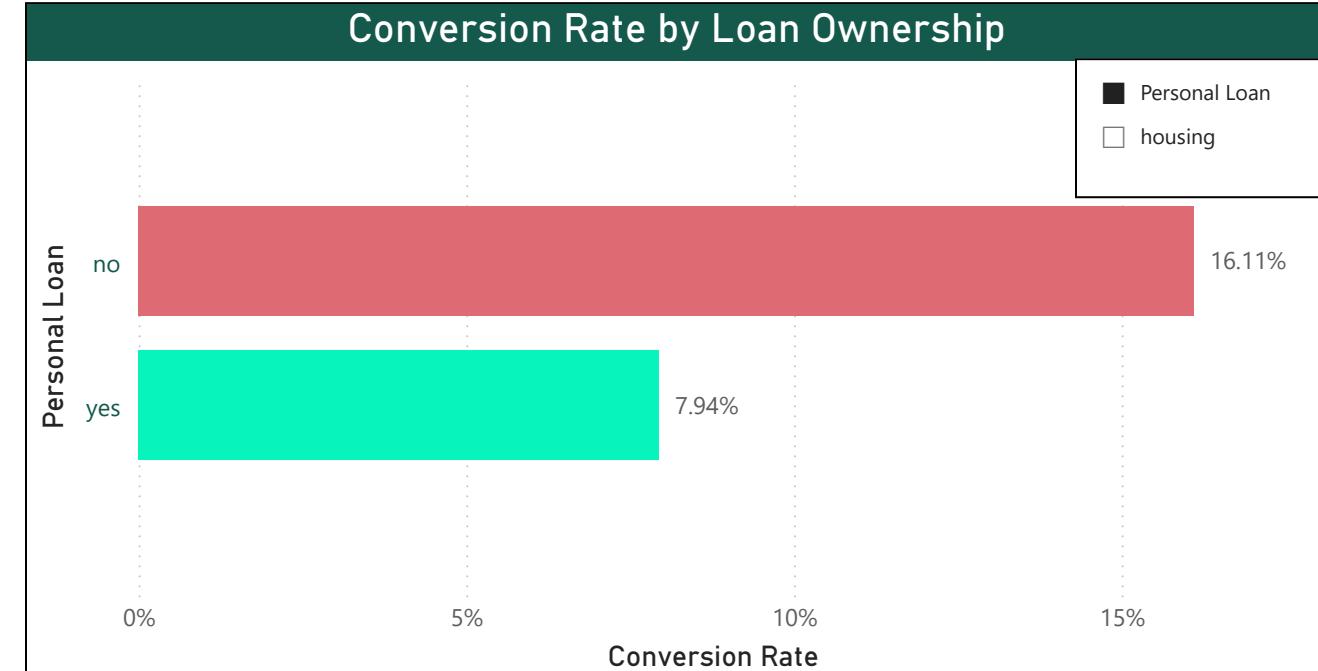
14.78%

Conversion Rate

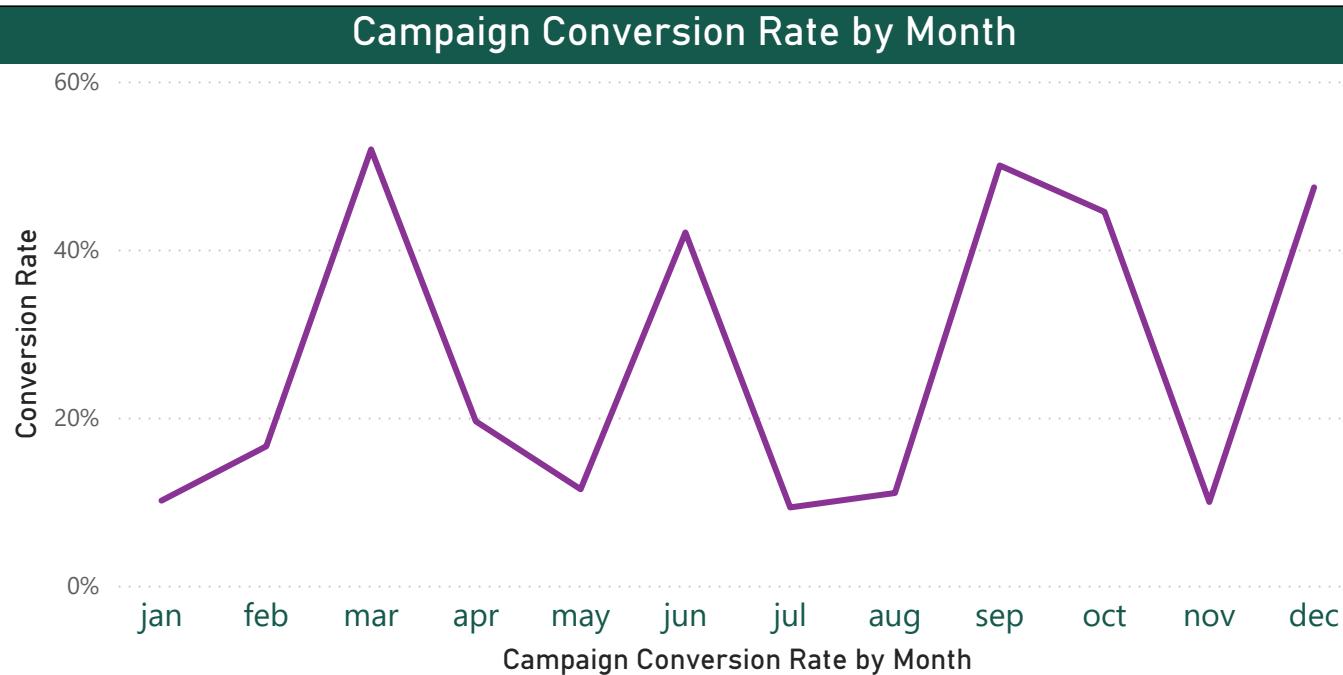
Conversion Rate by Customer Demographic



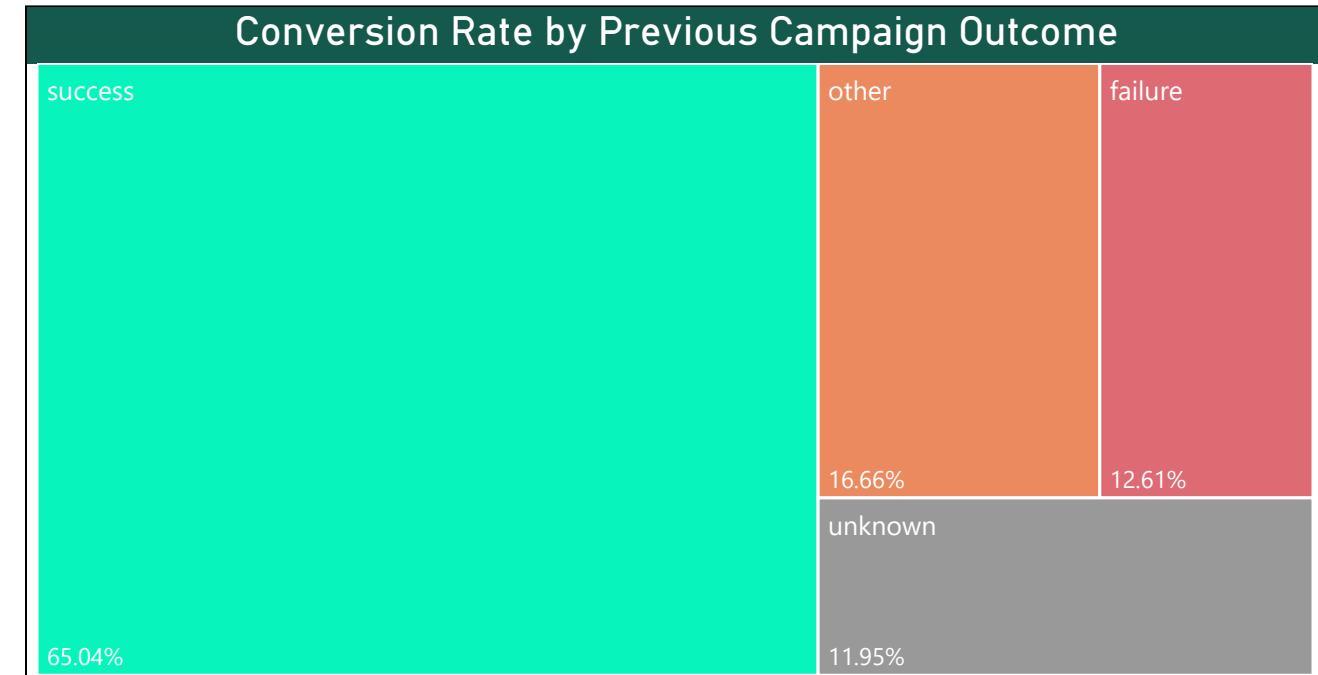
Conversion Rate by Loan Ownership



Campaign Conversion Rate by Month



Conversion Rate by Previous Campaign Outcome



Conversion Performance by Customer Profile

Month

All

Job

All

Education

All

Contact

All

Housing loan

All

Month

All

Personal Loan

All

Age Group	job	education	housing	Personal Loan	Subscribed Customers	poutcome
30-44	management	tertiary	no	no	213	unknown
45-59	management	tertiary	no	no	106	unknown
30-44	management	tertiary	yes	no	101	unknown
30-44	management	tertiary	no	no	98	success
60+	retired	primary	no	no	84	unknown
30-44	technician	secondary	no	no	80	unknown
60+	retired	secondary	no	no	78	unknown
30-44	technician	tertiary	no	no	68	unknown
Under 30	management	tertiary	no	no	67	unknown
Under 30	student	secondary	no	no	67	unknown
30-44	blue-collar	secondary	yes	no	58	unknown
30-44	technician	secondary	yes	no	58	unknown
30-44	admin.	secondary	no	no	53	unknown
45-59	admin.	secondary	no	no	53	unknown
30-44	management	tertiary	no	no	48	failure
30-44	services	secondary	yes	no	48	unknown
45-59	management	tertiary	no	no	48	success
45-59	technician	secondary	no	no	47	unknown
60+	retired	secondary	no	no	46	success
30-44	admin.	secondary	yes	no	45	unknown
30-44	management	tertiary	yes	no	40	failure
60+	retired	tertiary	no	no	37	unknown
30-44	blue-collar	secondary	no	no	35	unknown
30-44	blue-collar	primary	yes	no	34	unknown
30-44	services	secondary	no	no	34	unknown
30-44	management	tertiary	yes	no	32	success
60+	retired	primary	no	no	31	success
30-44	technician	tertiary	yes	no	30	unknown
Under 30	technician	secondary	no	no	30	unknown
Under 30	student	secondary	no	no	29	success