

Term Deposit Campaign Performance Overview

32K

Total Customers

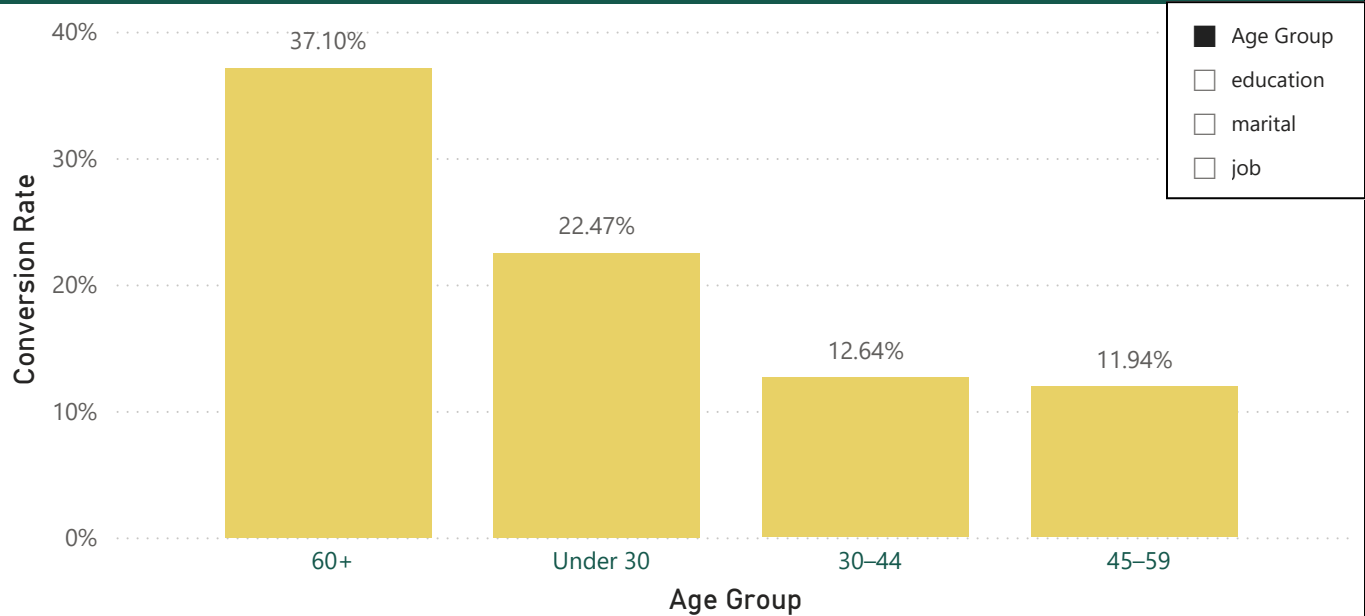
4.759K

Subscribed Customers

14.78%

Conversion Rate

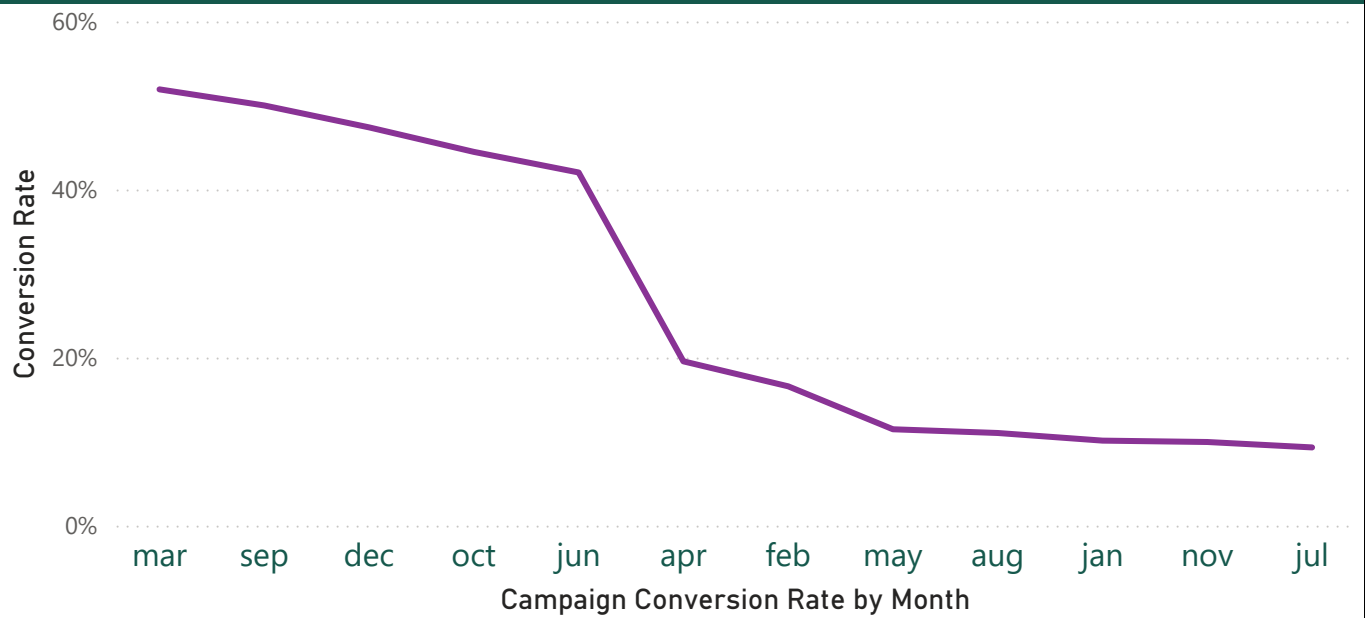
Conversion Rate by Customer Demographic



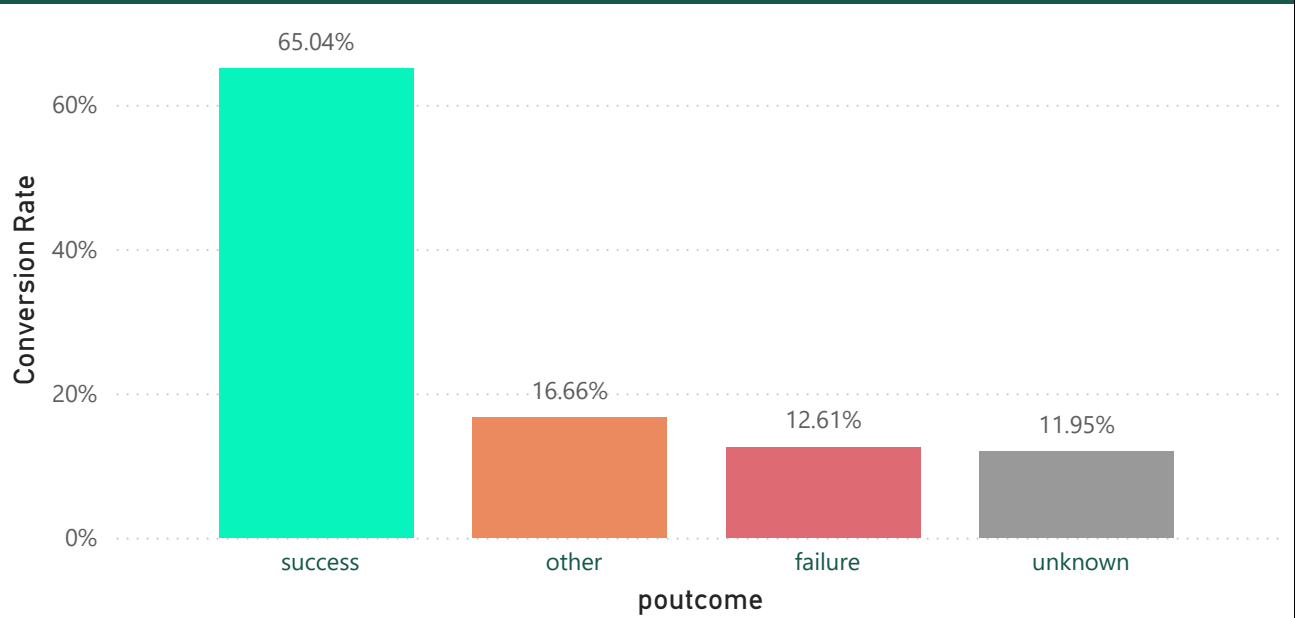
Conversion Rate by Loan Ownership



Campaign Conversion Rate by Month



Conversion Rate by Previous Campaign Outcome





Conversion Performance by Customer Profile

Month

All

▼

Job

All

▼

Education

All

▼

Contact

All

▼

Age Group	job	education	housing	Personal Loan	Conversion Rate
▼					
Under 30	admin.	secondary	no	no	30.56%
Under 30	admin.	secondary	no	yes	7.69%
Under 30	admin.	secondary	yes	no	11.11%
Under 30	admin.	secondary	yes	yes	14.58%
Under 30	admin.	tertiary	no	no	23.40%
Under 30	admin.	tertiary	no	yes	36.36%
Under 30	admin.	tertiary	yes	no	22.22%
Under 30	admin.	tertiary	yes	yes	16.67%
Under 30	admin.	unknown	no	no	40.00%
Under 30	admin.	unknown	yes	no	50.00%
Under 30	blue-collar	primary	no	no	15.38%
Under 30	blue-collar	primary	yes	no	5.81%
Under 30	blue-collar	primary	yes	yes	15.38%
Under 30	blue-collar	secondary	no	no	24.35%
Under 30	blue-collar	secondary	no	yes	22.22%
Under 30	blue-collar	secondary	yes	no	12.40%
Under 30	blue-collar	secondary	yes	yes	16.36%
Under 30	blue-collar	tertiary	no	no	64.29%
Under 30	blue-collar	unknown	yes	no	12.50%
Under 30	blue-collar	unknown	yes	yes	33.33%
Under 30	entrepreneur	secondary	no	no	50.00%
Under 30	entrepreneur	secondary	yes	no	6.67%
Under 30	entrepreneur	secondary	yes	yes	20.00%
Under 30	entrepreneur	tertiary	no	no	23.53%
Under 30	housemaid	secondary	no	no	50.00%
Under 30	housemaid	tertiary	no	no	62.50%
Under 30	housemaid	tertiary	yes	no	25.00%
Under 30	management	primary	no	no	50.00%
Under 30	management	secondary	no	no	36.36%
Under 30	management	secondary	no	yes	16.67%