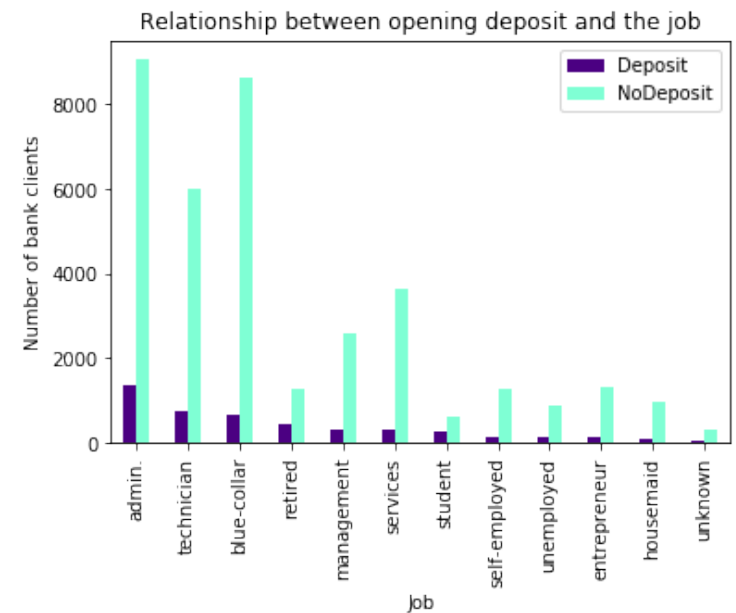# Bank Marketing Campaings

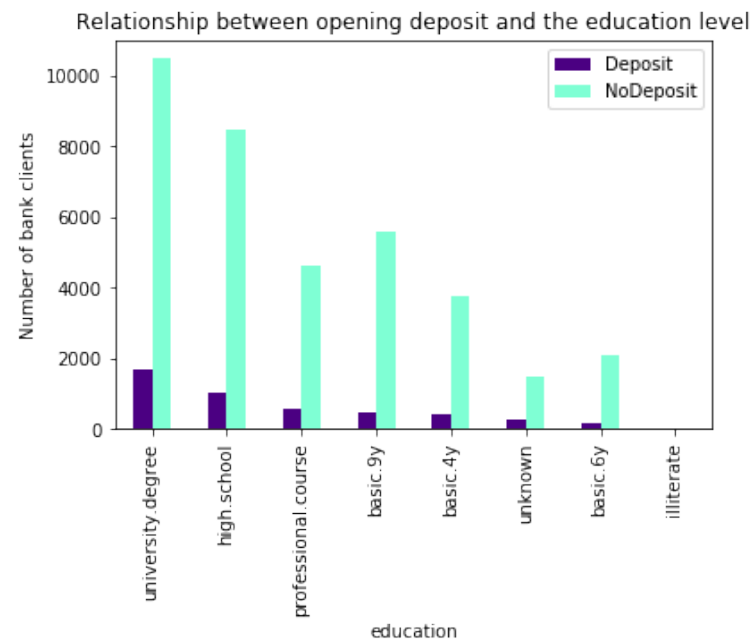Dzevad Coralic

10.05.2020.
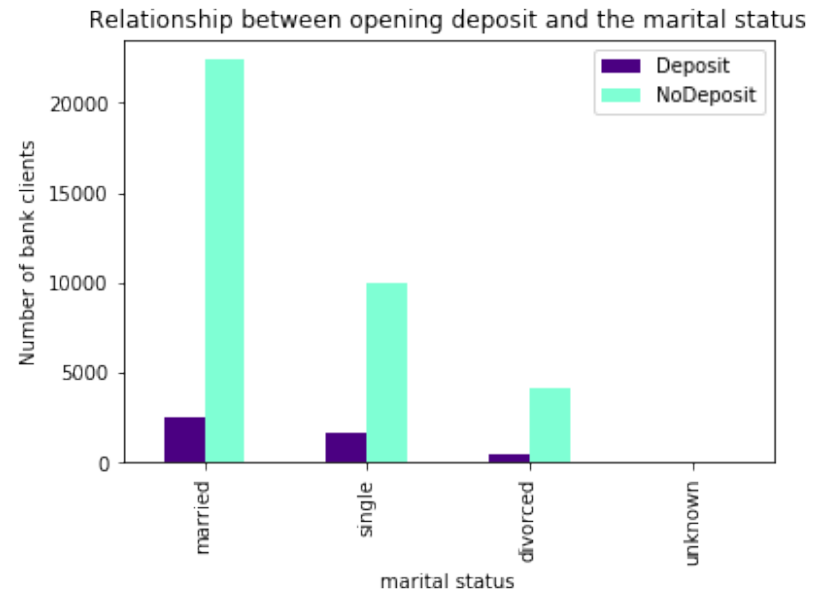
Dataset

- Bank marketing campaings dataset
- 41188 Observations
- 21 Features

Explore Categorical Features (EDA)

Relationship between opening deposit and the education level

Relationship between opening deposit and the job

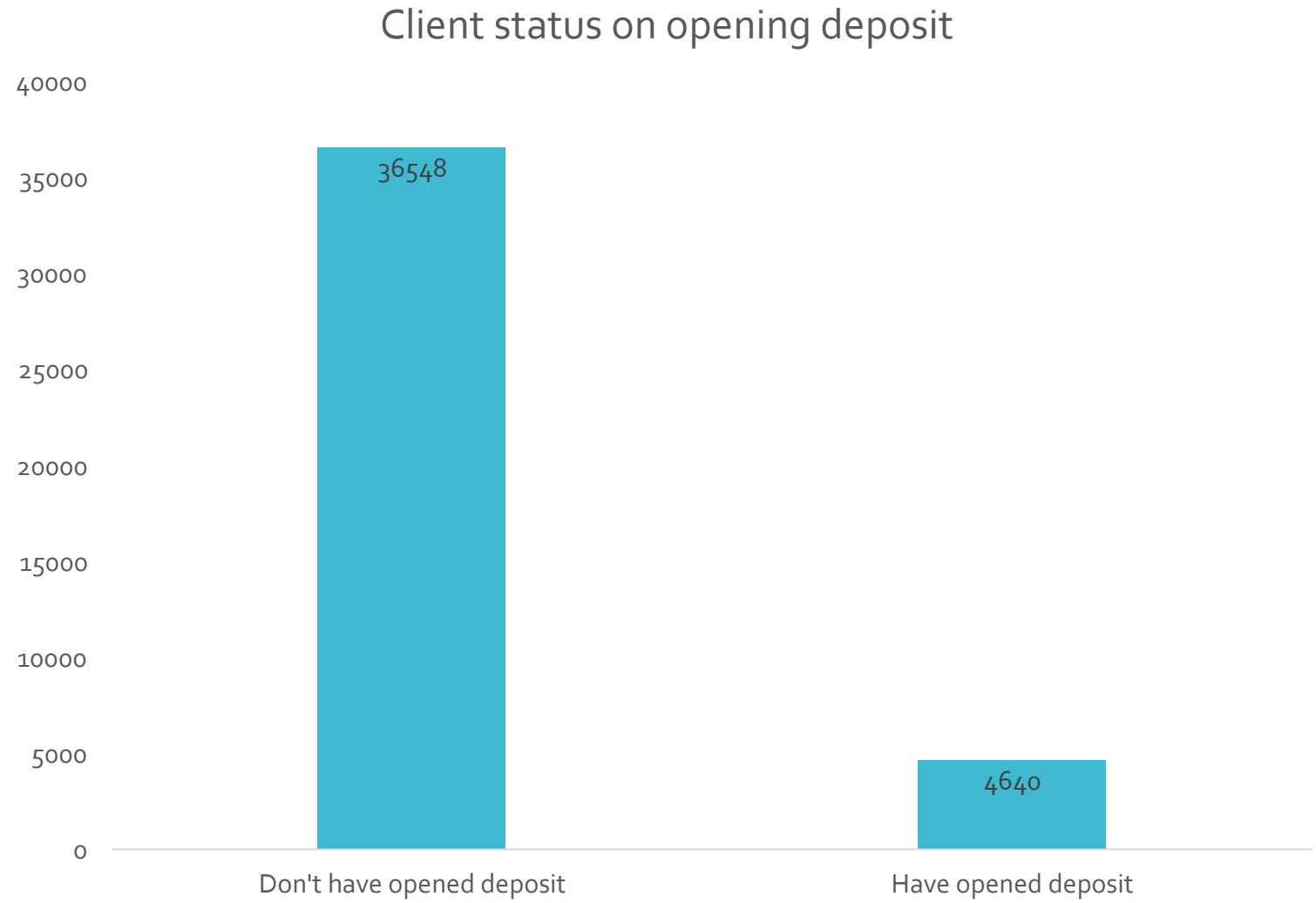# EDA cont'd

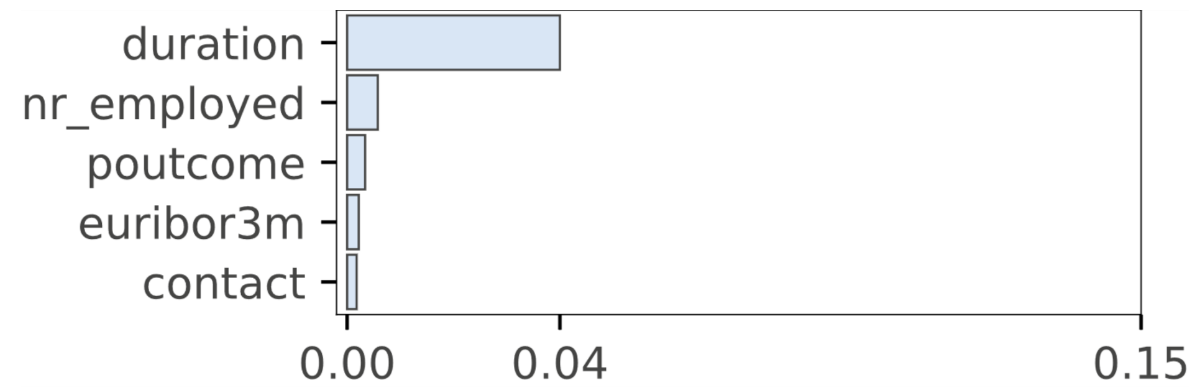Relationship between opening deposit and the marital status

- Most deposits by administrative staff
- Students proportionally opening a lot of them
- Next are pensioners
- Most of the clients – Uni. degree holders
- More married people open deposit, better acceptance by singles

How many deposits?

Client status on opening deposit

Most Important Feature

Summary

Call duration is most important for the desired outcome

For better results:

- increase the time of of contact with customers
- Focus on specific categories (senior citizens, students)