Vishal, MSBA Cohort A

Data Vizualisation Tabluea Assignment

Data source: Moro,S., Rita,P., and Cortez,P.. (2012). Bank Marketing. UCI Machine Learning Repository. https://doi.org/10.24432/C5K306.

Report Title: "Strategic Insights from Bank Marketing Campaign Data: A Tableau Dashboard Analysis"

Introduction: This report presents a comprehensive analysis of a bank marketing campaign, as visualized in the provided Tableau dashboard. The objective is to identify patterns and trends that can enhance future marketing strategies.

Data Description: The dataset underpinning this analysis comprises client demographics, financial product engagement, and response to contact strategies. It includes variables such as

age, job, marital status, education, and the outcome of the marketing campaign. The data is taken from () regarding the success of the marketing towards banking customres.

Visualization Summary: Six visuals dissect various aspects of the campaign data to offer insights into the effectiveness of contact strategies, demographic influences on product uptake, and the interplay between client engagement and campaign success.

Detailed Analysis:

1. **Campaign Outcome by Contact Type and Day of Week**:

   - The data exhibits a higher subscription rate on Mondays and Tuesdays, particularly via cellular phones. This suggests that clients may be more receptive to new information after the weekend. Tailoring contact strategies to leverage this receptivity could improve outcomes.

2. **Job Roles and Subscription Rates**:

   - With students and retired individuals showing higher engagement, there's an opportunity to customize offerings to these segments. Conversely, the relatively lower engagement from employed individuals may indicate a need for a different approach, such as highlighting long-term financial planning benefits.

3. **Marital Status and Education Level on Campaign Outcome**:

   - Single and divorced clients with university education show high engagement, hinting at a correlation between education level and financial foresight. Campaigns that provide more detailed financial advice and planning tools might resonate with this demographic.

4. **Age Distribution of Clients in Marketing Campaign**:

   - The concentration of clients in the 30-40 age bracket suggests that the campaign resonates with individuals in their prime earning years. This demographic might be looking to maximize their savings or invest, and marketing efforts could be tailored accordingly.

5. **Number of Contacts vs. Average Call Duration and Success Rate**:

   - The diminishing returns on success rate with increased contact frequency highlight the importance of the quality of interaction. Training for customer representatives should focus on developing rapport and understanding client needs in fewer, more meaningful conversations.

6. **Effect of Last Contact Duration on Campaign Outcome**:

- The positive correlation between the last contact duration and the success rate supports the strategy of in-depth discussion. It indicates that when clients are willing to engage for longer periods, they are more likely to be persuaded, emphasizing the need for skilled communicators.

Design and Layout Justification: The dashboard uses a mix of bar charts, line graphs, and scatter plots to present data in an easily digestible format. Colors are used to distinguish between different variables and to highlight key metrics, such as the success rate.

Use Case: This analysis is invaluable for the bank's marketing team to refine their campaign strategies. By understanding the patterns and preferences of their clients, they can design more effective marketing approaches that are likely to yield higher conversion rates.

Conclusion: The analysis suggests that the bank should consider a segmented approach to its marketing campaigns, focusing on the quality of engagement, and aligning contact strategies with client availability and preference.