

Term Deposit Marketing Campaign – Executive Overview

Objective: Identify customer segments most likely to subscribe to term deposits

45K

Total Customers

5289

Total Conversions

11.70

Success Rate (%)

Select Age Group

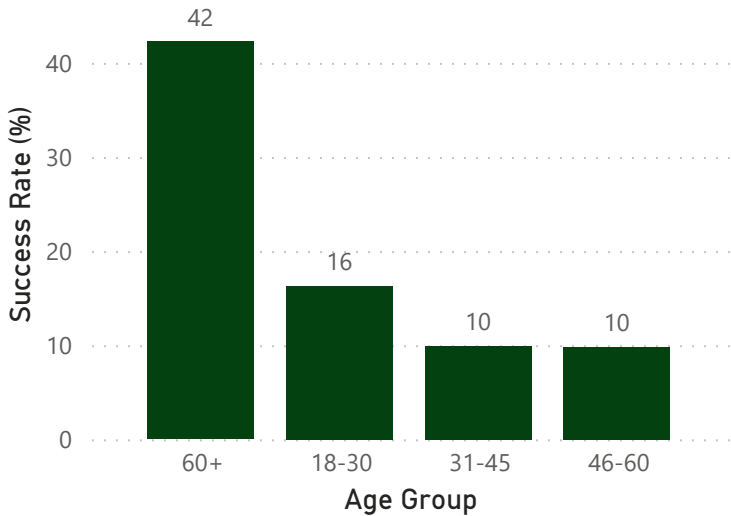
☐ 18-30

☐ 31-45

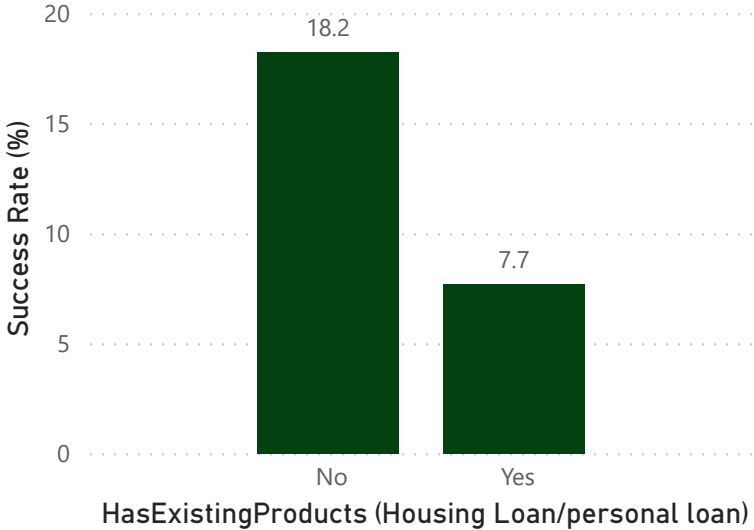
☐ 46-60

☐ 60+

Success Rate by Age Group



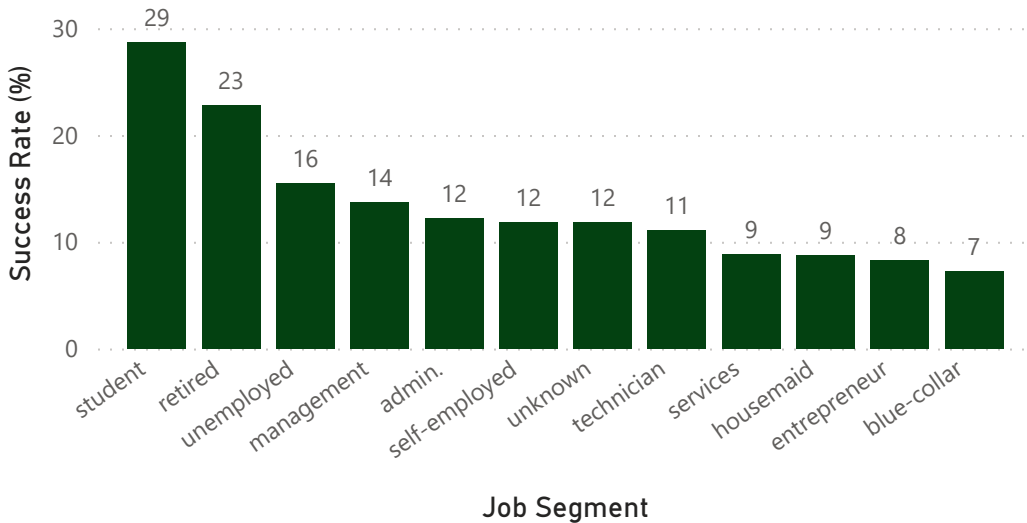
Success Rate by Existing Banking Products



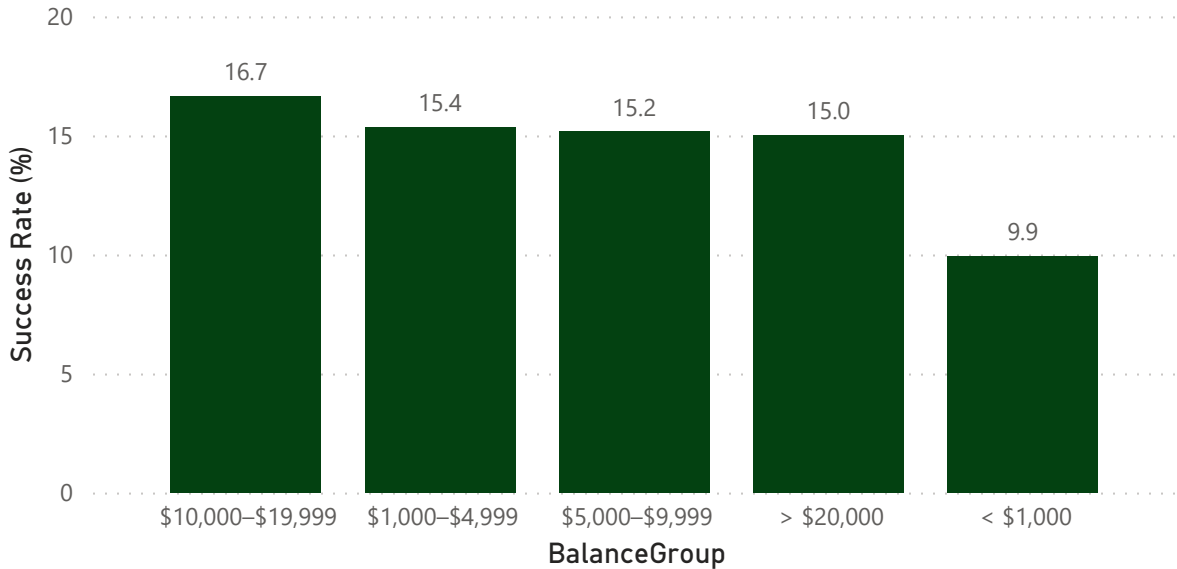
Insights:
Term deposit conversion is highest among customers aged 60+, particularly retired individuals with higher account balances and without existing loan products.

Conversion likelihood is further strengthened among customers with higher education levels, indicating a strong opportunity to prioritize these segments for targeted telemarketing and improve campaign effectiveness.

Success Rate by Job Segment



Success Rate by Account Balance

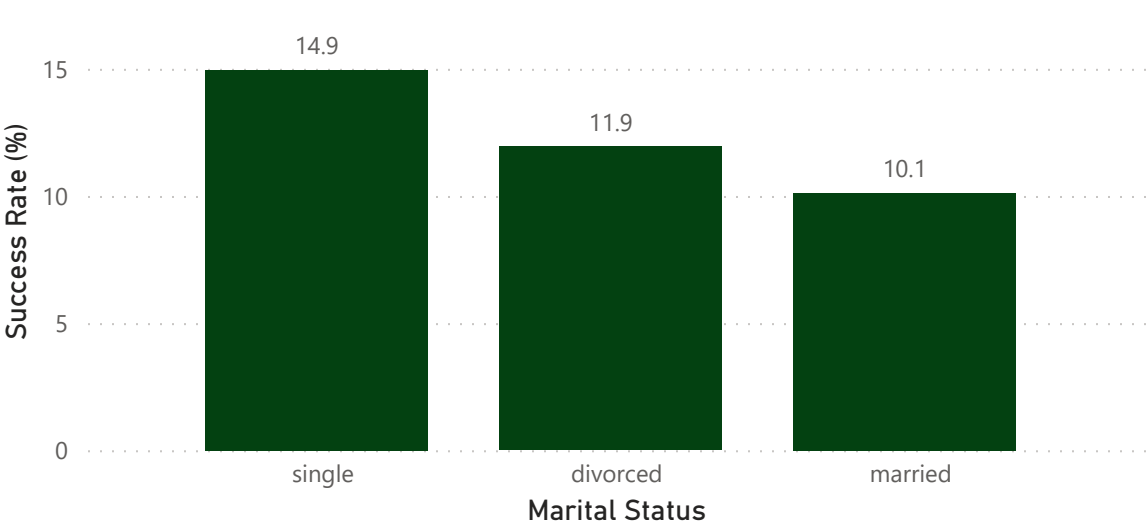


Customer Segmentation – Detailed Analysis

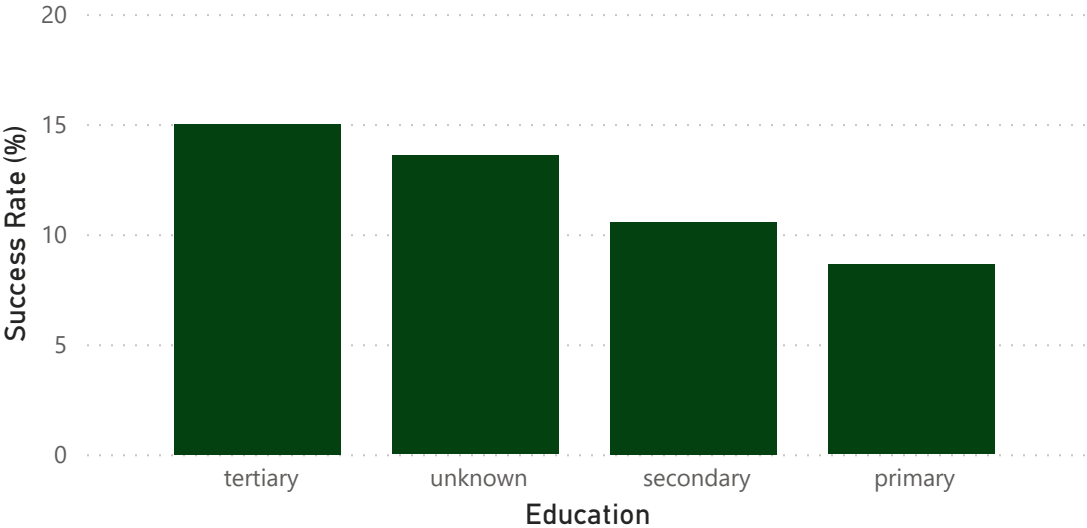
Select Age...

18-3031-4546-6060+

Success Rate by Marital Status



Success Rate by Education Level



Success Rate by Job and Education

Job Segment▲	primary	secondary	tertiary	unknown	Total
admin.	5.74	11.90	17.31	10.53	12.20
blue-collar	5.80	8.06	16.11	7.27	7.27
entrepreneur	6.56	9.59	7.58	9.21	8.27
housemaid	7.81	8.61	12.72	8.89	8.79
management	7.48	8.65	14.54	19.83	13.76
retired	22.39	21.04	27.60	25.21	22.79
self-employed	3.85	7.45	16.09	12.82	11.84
services	8.41	8.56	12.38	12.67	8.88
student	36.36	29.72	26.46	26.38	28.68
technician	8.23	9.91	14.53	9.50	11.06
unemployed	13.23	14.84	19.38	13.79	15.50
unknown	5.88	12.68	10.26	14.17	11.81
Total	8.63	10.56	15.01	13.57	11.70