

# 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

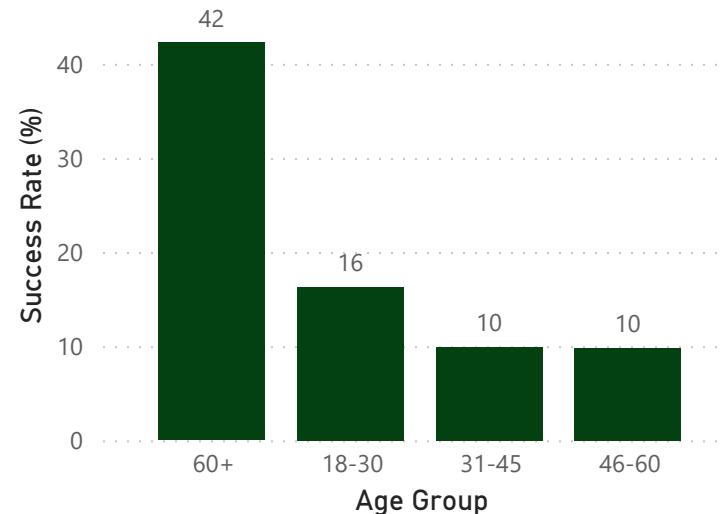
18-30

31-45

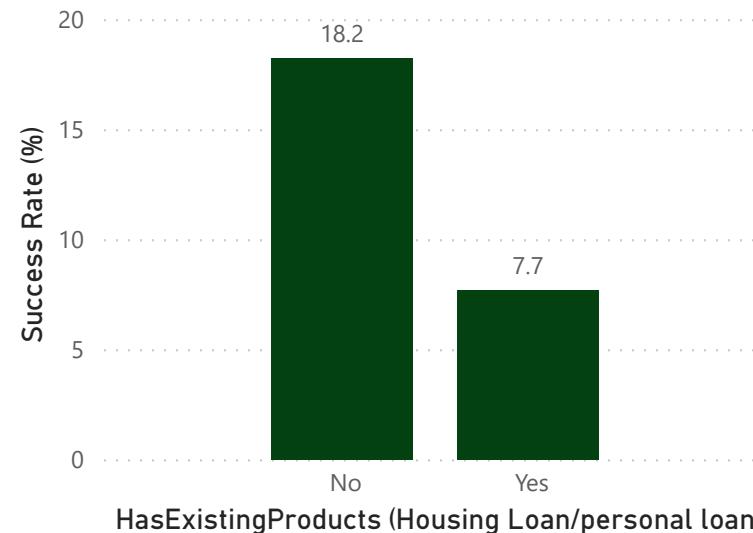
46-60

60+

Success Rate by Age Group



Success Rate by Existing Banking Products

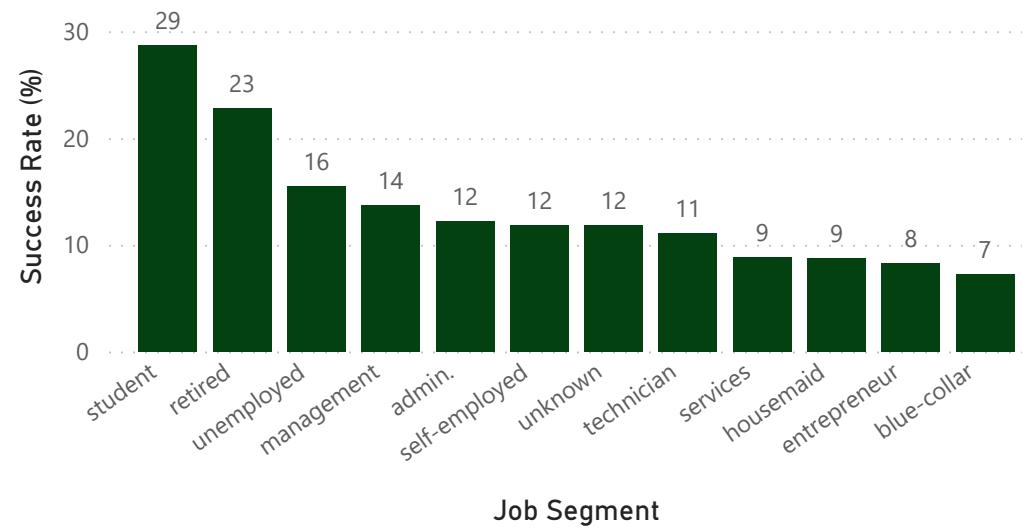


**Insights:**

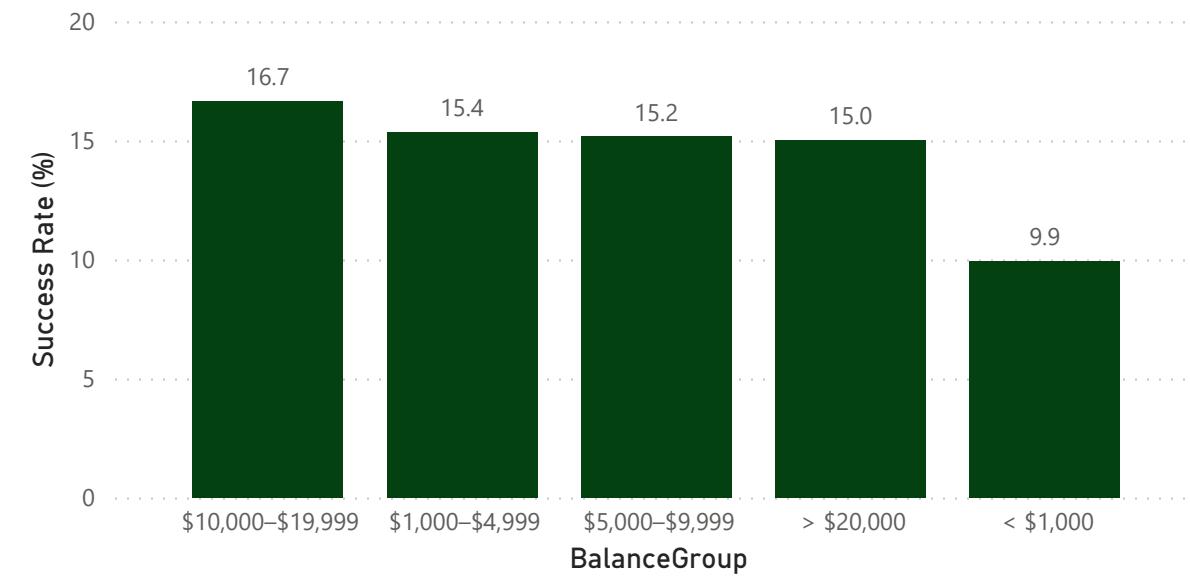
Term deposit conversion is highest among customers aged 60+, particularly retired individuals with higher account balances and without existing loan products.

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



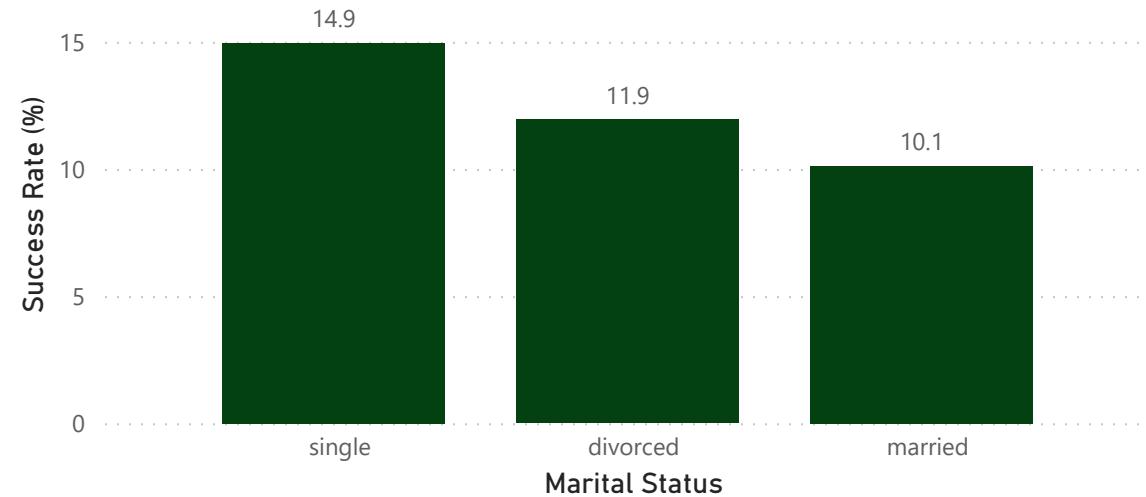
Success Rate by Account Balance



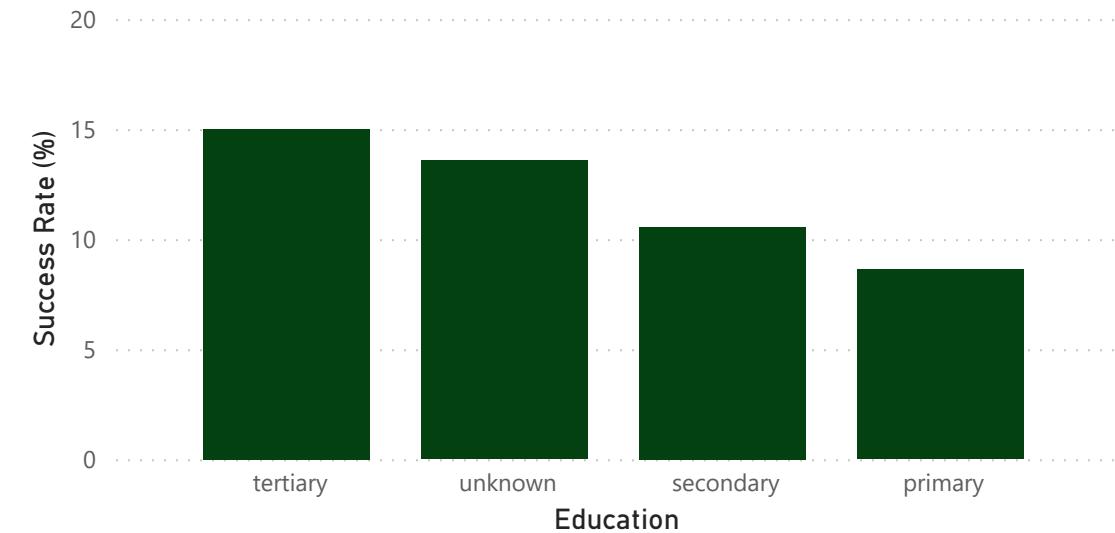
## Customer Segmentation – Detailed Analysis

Select Age Group  
 18-30  
 31-45  
 46-60  
 60+

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