# Bank Management Analysis

The probability of converting a person is directly proportional to the duration of call. Also, duration has the highest correlation with ‘response’.

‘pdays’ has the second-best correlation with the target variable. Since the correlation is positive, therefore greater is the value of ‘pdays’, better is the chance of a positive response. Therefore ideal value of ‘pdays’ should be 999.

Rest of the features have no specific relation with the target variable and hence should not be considered for analysis.

To summarize, the bank should target people with a phone call of at least 250 seconds and those people should have never been contacted before.