

Answer:

The most important factors when predicting whether a customer has converted or not:

1. **Is customer male or female:** Females are 3,93 times more likely to be converted
2. **What is the initial fee level:** If initial fee is more than 147 it's 2,26 times more likely to be converted
3. **What is customer segment:** customers in segment 11 are 2,06 times more likely to be converted
4. **What is customers Branch:** Customers in Tampere are 1,61 times more likely to be converted

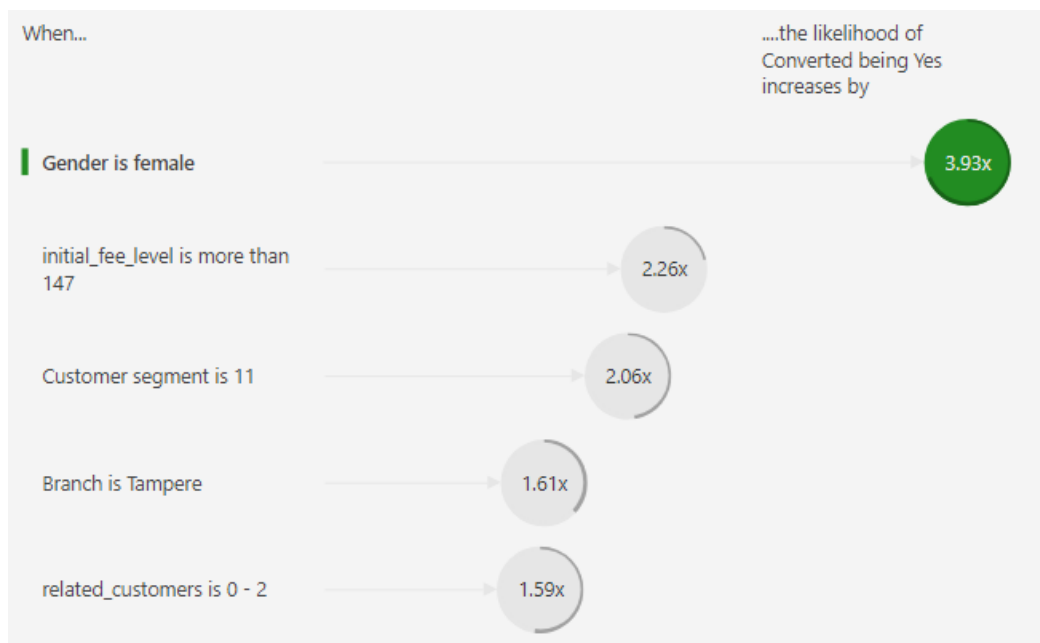
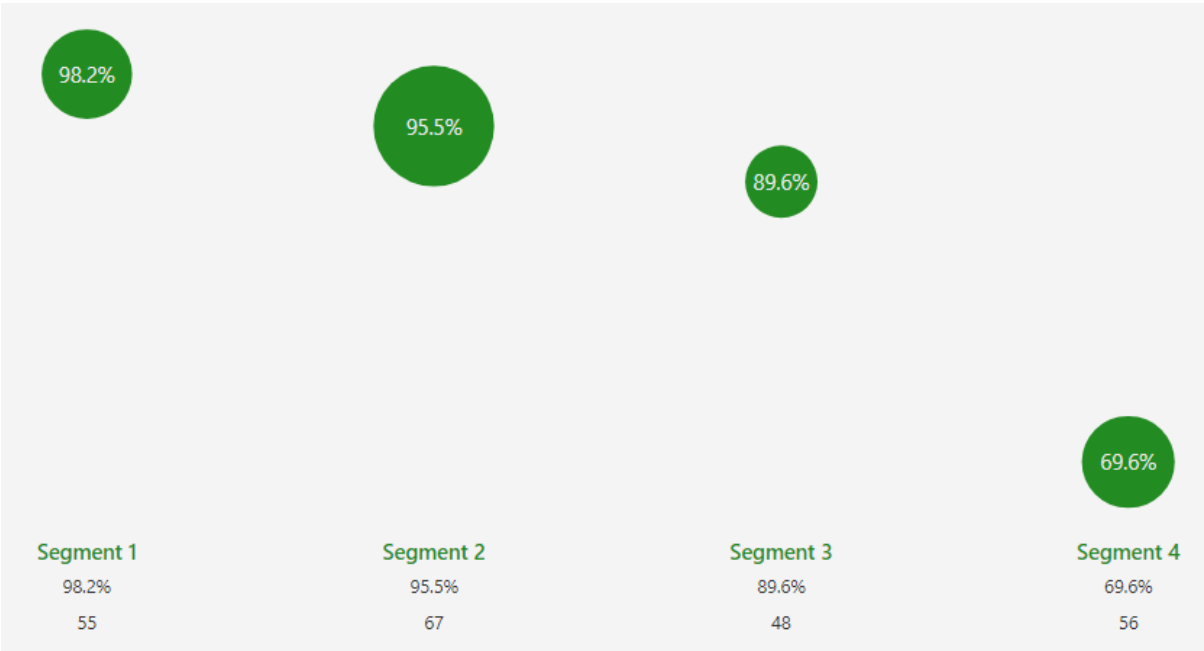


Photo 1 Key Factors for customer being converted (From PowerBI)

There were also some some other factors that had small differences, but due to small dataset I didn't mention them here. On the next page I have listed the segments that I found.

I also found some sgments listed in here (% number means how many are converted and the number under it the total customers in that segment:



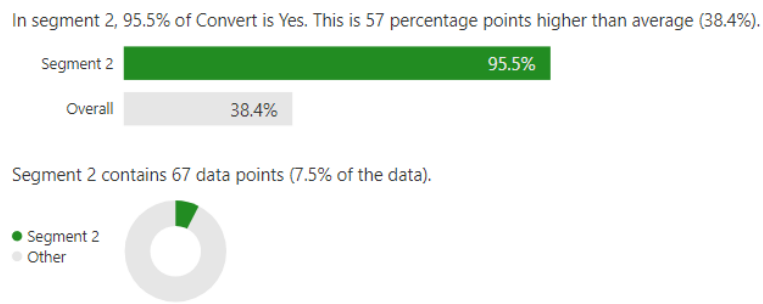
Segment 2

Branch is Helsinki

Customer segment is not 13

Gender is female

related_customers is less than or equal to 0 or is greater than 2



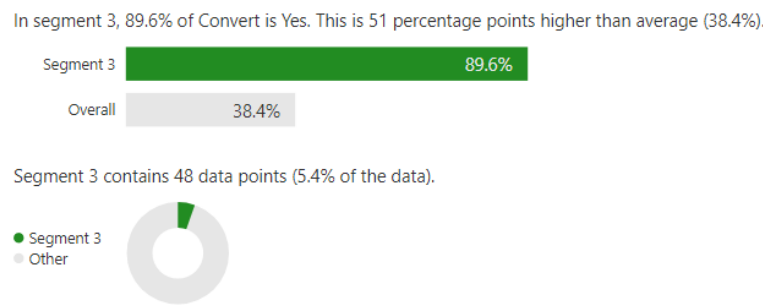
Segment 3

Branch is Helsinki

Customer segment is not 13

Gender is female

related_customers is greater than 0 and is less than or equal to 2



Segment 2

Branch is Helsinki

Customer segment is not 13

Gender is female

related_customers is less than or equal to 0 or is greater than 2

