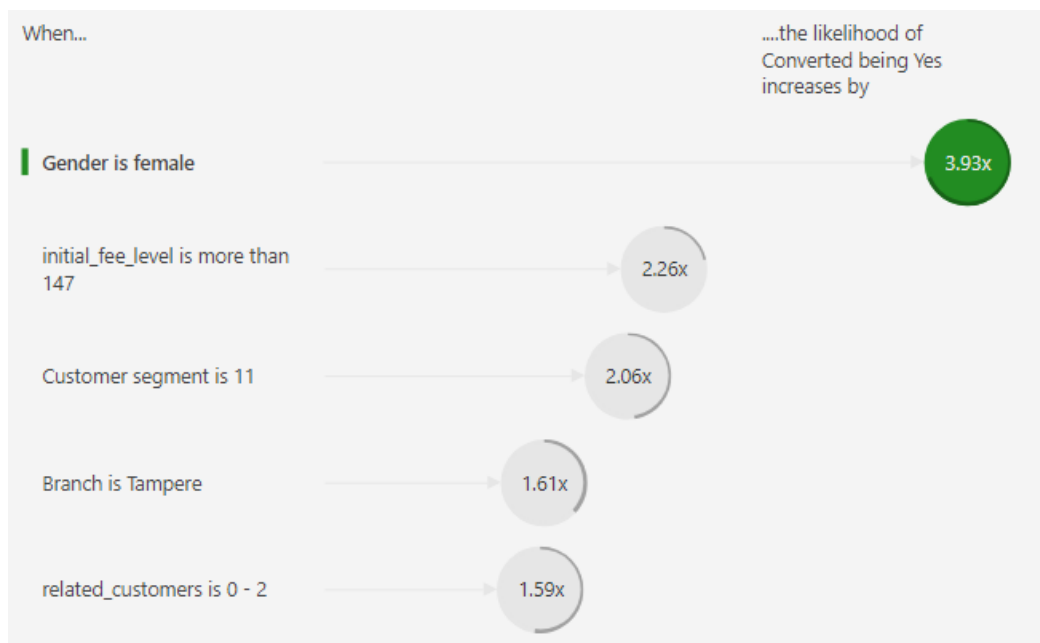


# Answer:

**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 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 segments listed in here (% number means how many are converted and the number under it the total customers in that segment:

