

Subscribed

no

yes

Total Clients

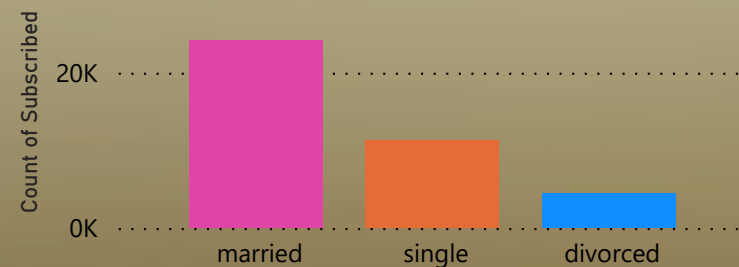
40K

Average contacts
Performed

2.57

Count of Subscriber by marital status

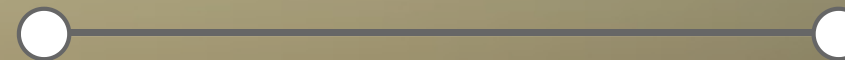
Marital Status married single divorced



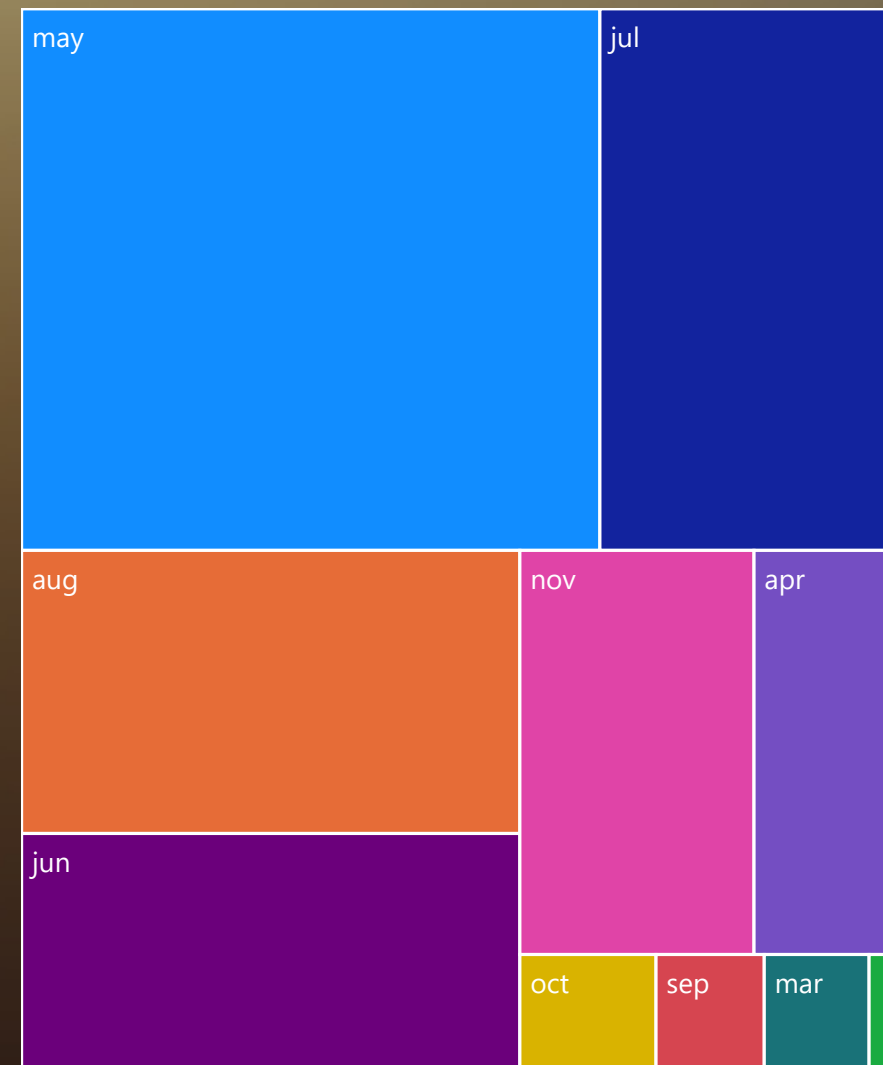
Age Range

17

98

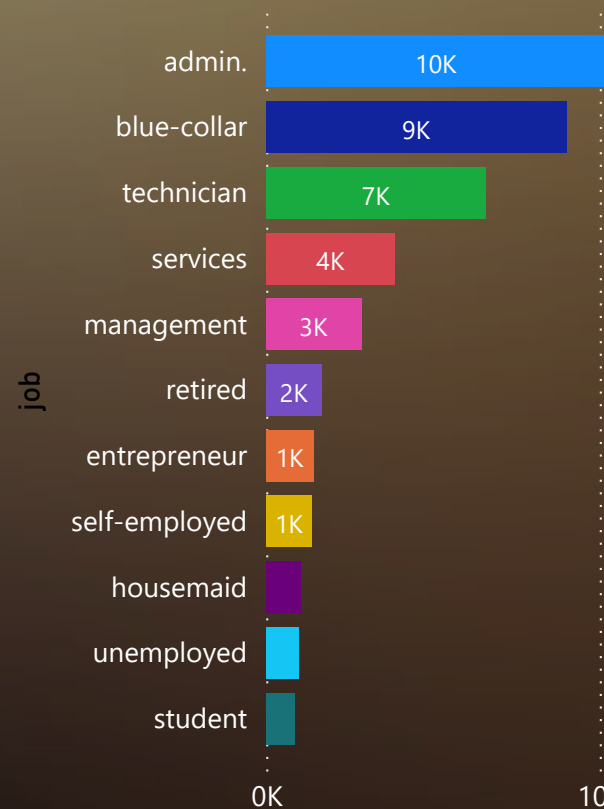


Last Contact Month



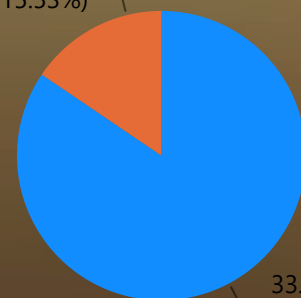
Count of Job

Job admin. blue-collar technician services



Count of client Loan

6.18K (15.53%)



loan

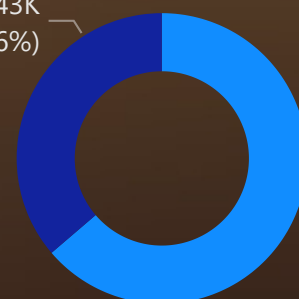
no

yes

33.62K
(84.47%)

Type of Contact

14.43K
(36.26%)



contact

cellular

telephone

25.37K (63.74...)

Observations from the dashboard

- Total clients are 40 thousand.
- 2.57 is the average number of contacts performed during this campaign, clients who have subscribe have less average number of contact compare to clients who have not subscribed
- Clients who have admin jobs have the highest number of subscription and housemaid have the least subscription.
- Married people tend to have the highest number of subscription while divorced people have the least deposit subscription.
- Clients who have personal loan have very less chances of subscribing while the clients who don't have any personal loan have high chances of subscribing the term deposit.
- 63.7% clients have been contacted using cellular communication.
- The age varies between 17 to 98.
- Most number of clients have been contacted in the month of may while in december least clients were contacted.