

# CAMPAIGN VISITOR DEMOGRAPHICS

Quarter

Q1

Q2

Q3

Q4

## Top 5 Campaigns

campaign	Frequency	% Frequency
1	4,798	47%
2	3,028	29%
3	1,321	13%
4	771	7%
5	378	4%
Total	10,296	100%

## Top 10 Visitors by Job

job	Frequency	% Frequency
management	2,566	24%
blue-collar	1,944	18%
technician	1,823	17%
admin.	1,334	12%
services	923	9%
retired	770	7%
Total	10,818	100%

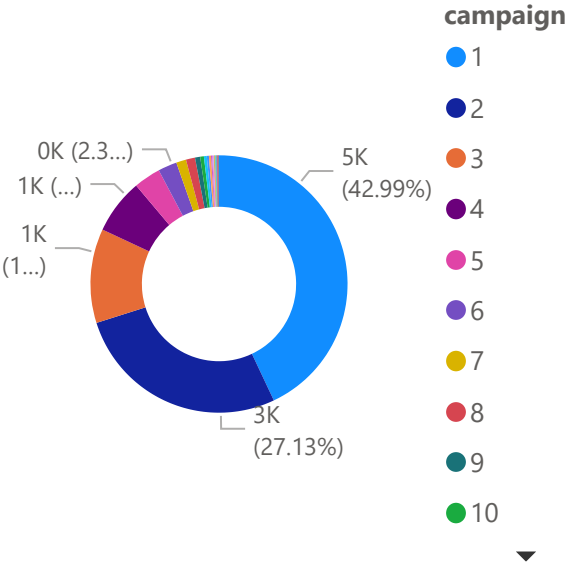
## Top Visitors by Age groups

age (groups)	Frequency	% Frequency
Adults	8,047	72%
Seniors	2,369	21%
Youth	450	4%
Elders	296	3%
Total	11,162	100%

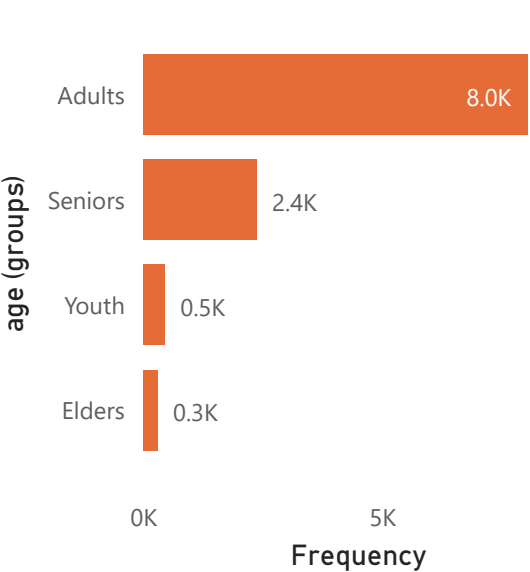
## Top Visitors by Loan Status

loan	Frequency	% Frequency
no	9,702	87%
yes	1,460	13%
Total	11,162	100%

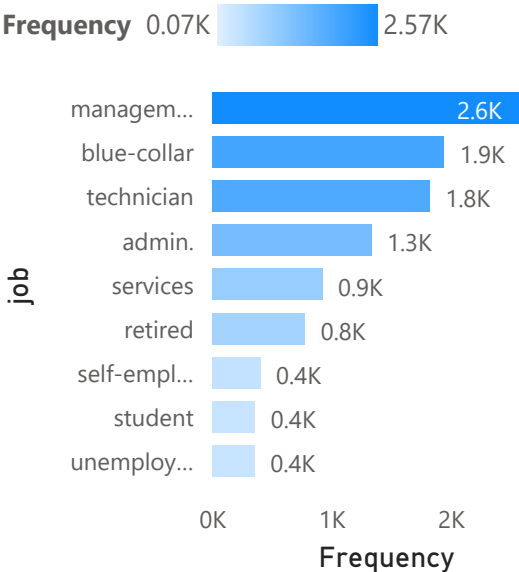
## Frequency by Campaign



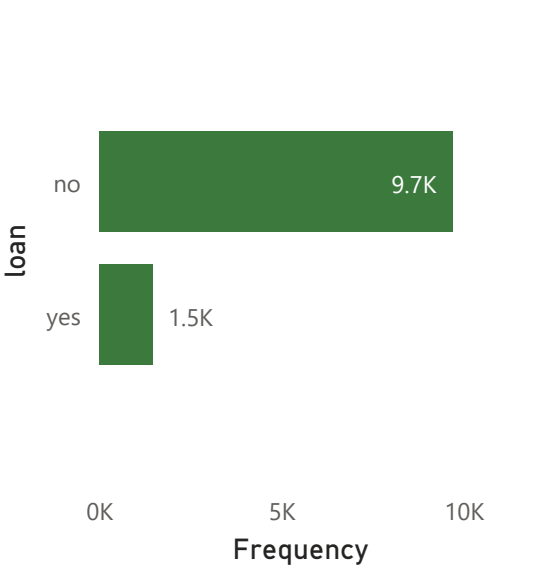
## Frequency by Age (groups)



## Frequency by Job



## Frequency by Loan





Month Name	Frequency
Jan	0.3K
Feb	0.8K
Mar	0.3K
Apr	0.9K
May	2.8K
Jun	1.2K
Jul	1.5K
Aug	1.5K
Sep	0.3K
Oct	0.4K
Nov	0.9K
Dec	0.1K

[illegible]

Month Name	no (%)	yes (%)
Jan	86%	14%
Feb	88%	12%
Mar	95%	5%
Apr	91%	9%
May	87%	13%
Jun	89%	11%
Jul	73%	27%
Aug	92%	8%
Sep	96%	4%
Oct	93%	7%
Nov	85%	15%
Dec	97%	3%

[illegible]



# CAMPAIGN ANALYSIS BY POUTCOME & PDAYS

## Summary Statistics

51.33

Average of pdays

-1

Min of pdays

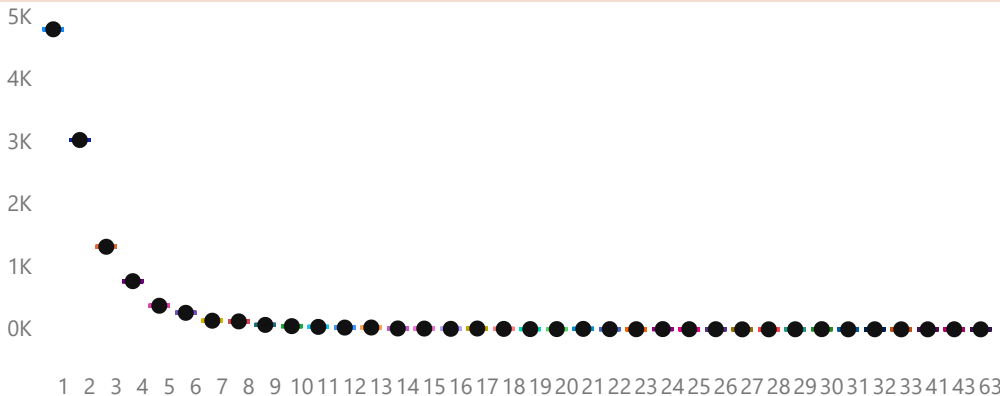
854

Max of pdays

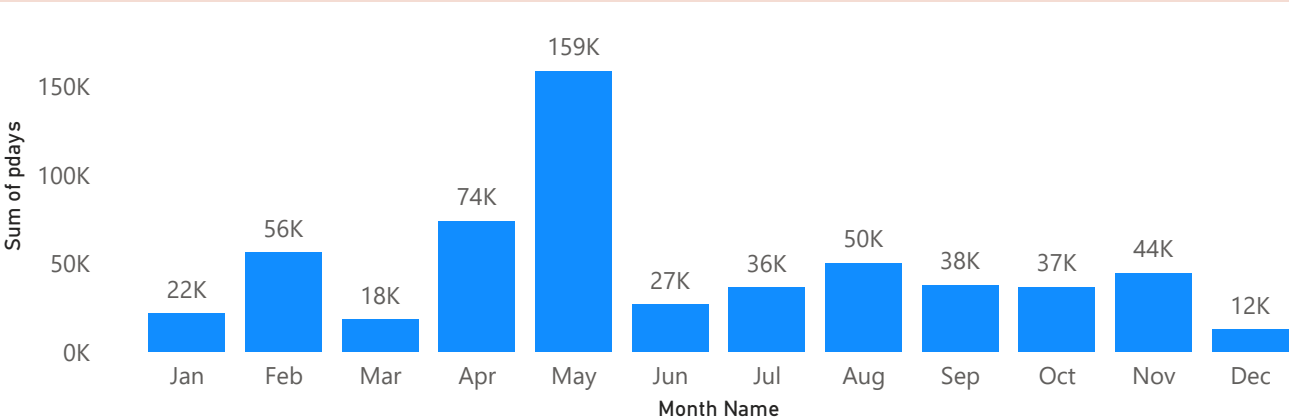
108.75

Standard deviation of pdays

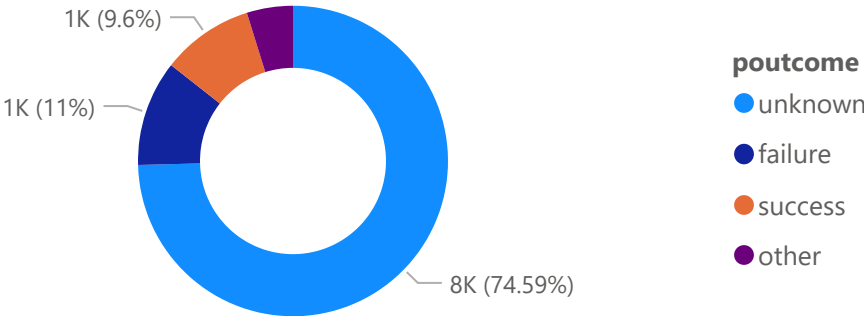
## Frequency by Campaign



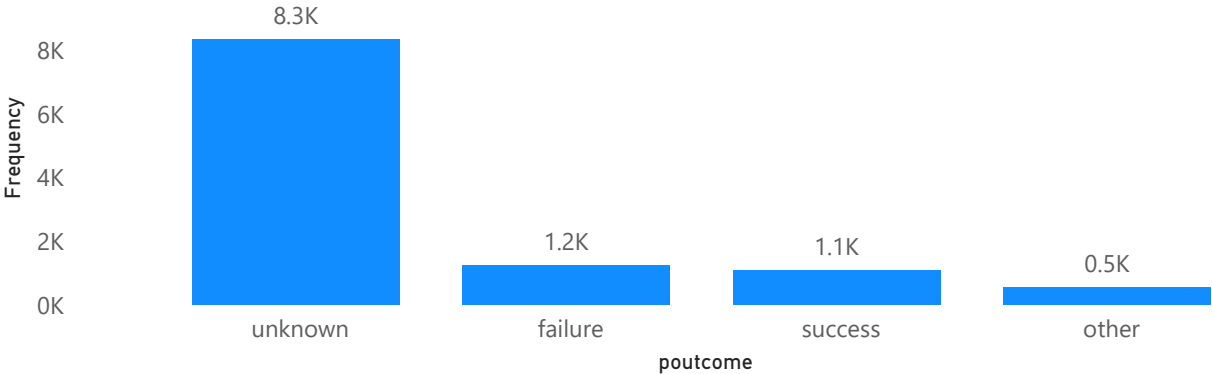
## Sum of pdays by Month



## Frequency by POutcome



## Frequency by POutcome



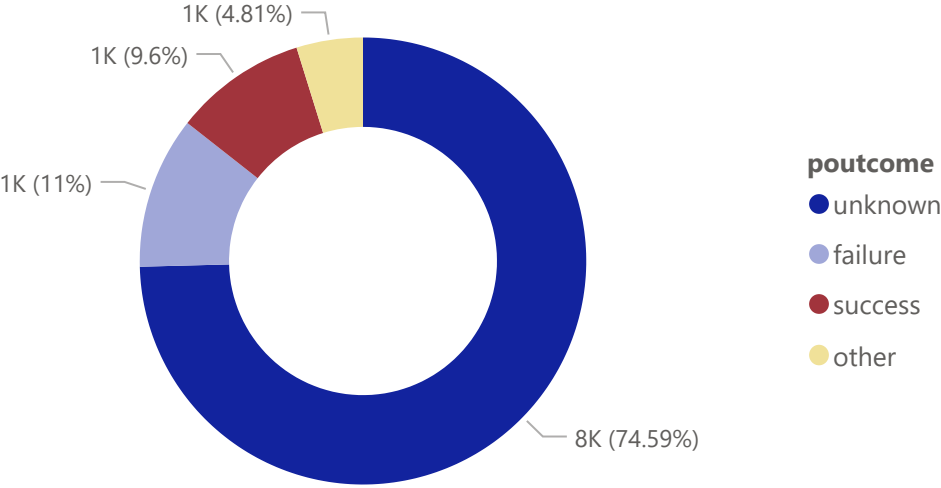


CAMPAIGN ANALYSIS BY POUTCOME

POutcome and Campaign

poutcome	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	41	43	63	Total
unknown	3,333	2,252	1,002	640	311	225	124	114	65	52	39	28	30	15	13	9	14	8	5	5	8	4	3	5	3	3	1	1	2	4	1	2	1	1	2	1	8,326
failure	630	340	137	63	32	10	8	6	1			1																								1,228	
success	602	285	113	33	17	16	2	2			1																									1,071	
other	233	151	69	35	18	14	5	6	6																											537	
Total	4,798	3,028	1,321	771	378	265	139	128	72	52	40	29	30	15	13	9	14	8	5	5	8	4	3	5	3	3	1	1	2	4	1	2	1	1	2	1	11,162

Frequency by POutcome



Frequency by POutcome

