Bank Marketing Campaign Analysis

Wireframe documentation

- Subscriber Information Reporting Dashboard

BANK MARKETING CAMPAIGN SUBSCRIBERS ANALYSIS

Subscribers	4,640
Total	41,188
Avg. Cons.Conf..	-41
Avg. Duration	258
Avg. Euribor3M	4
Max. Emp.Var...	1
Max. Previous	7

Education Level

Common Jobs

admin.

Age wise Call Duration

10	300.2
20	266.2
30	256.3
40	255.1
50	258.3
60	274.5
70	274.6

Month wise conversion %

March   May   July   September   November

Marital Status

- divorced
- single
- married

Subscribers Age

10 20 30 40 50 60 70 80 90

- Subscribers
- Total

- Total Number of Subscribers according Age wise.
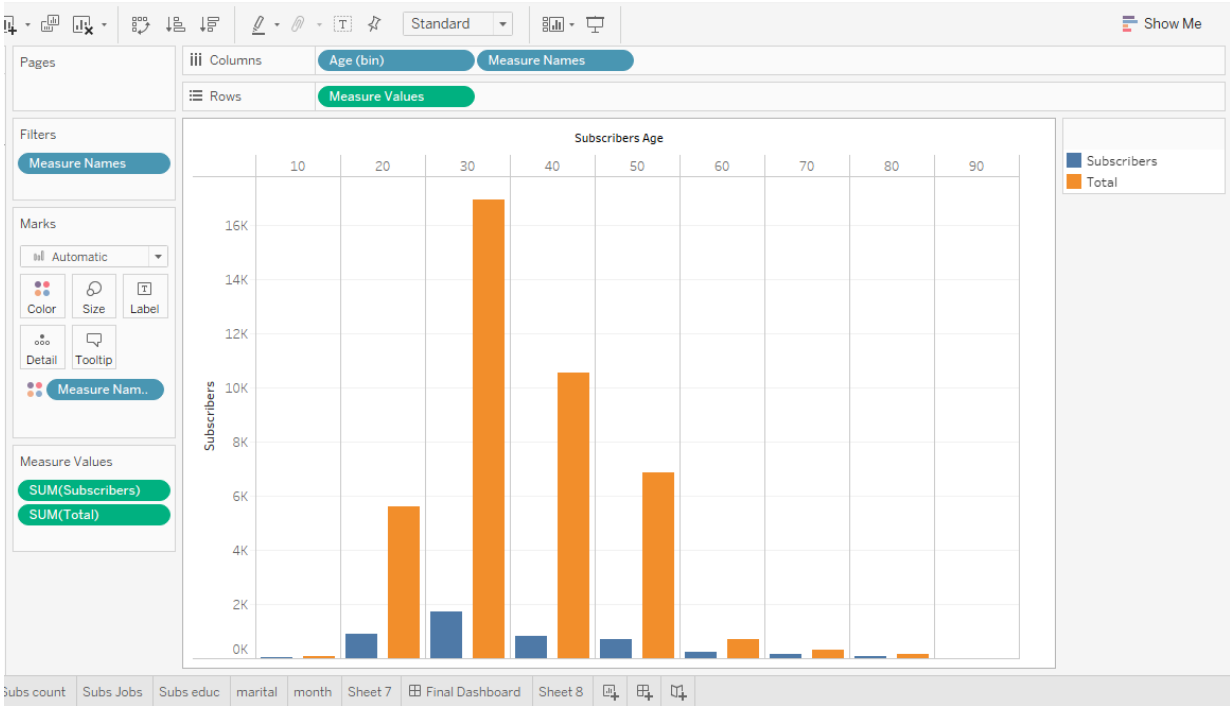
- Metrics Analytics and Discription of Subscribers data of bank marketing campaign.

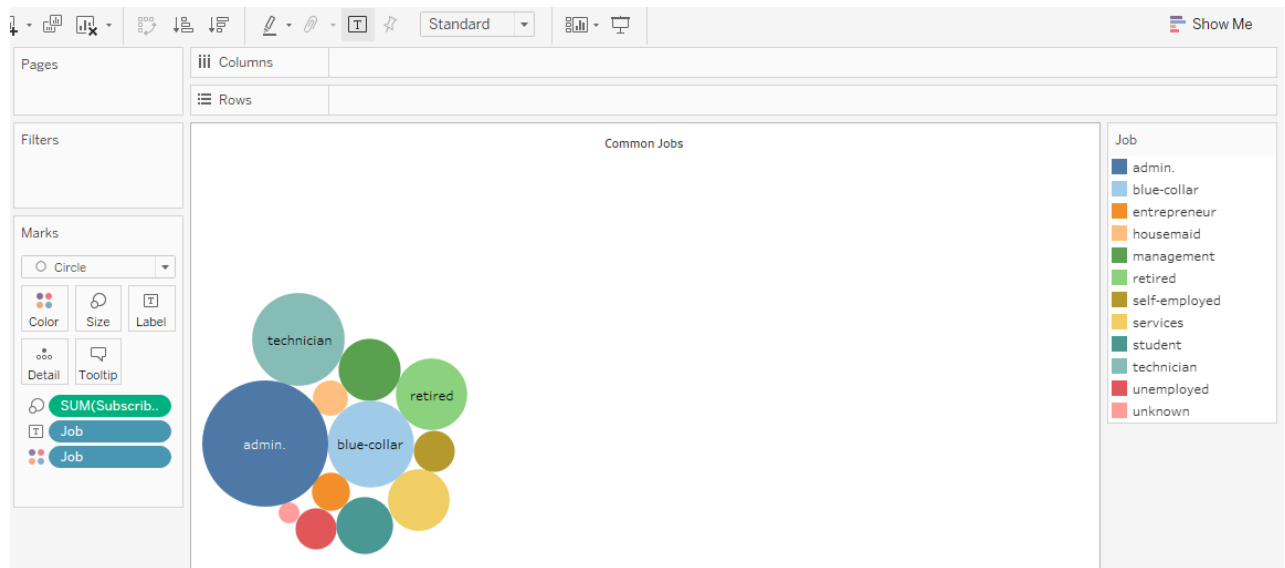- Graph of Subscribers Job profile.

- Graph of subscribers Education level.
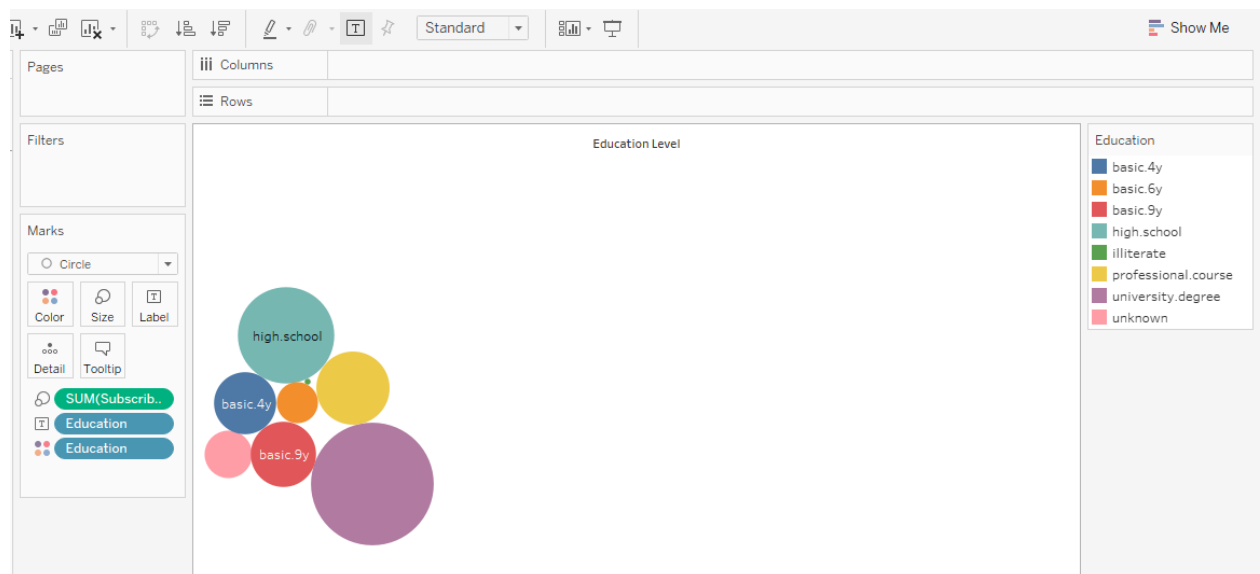
- Marital Status of Subscribers.

- Average call duration time according to the Subscriber's age.

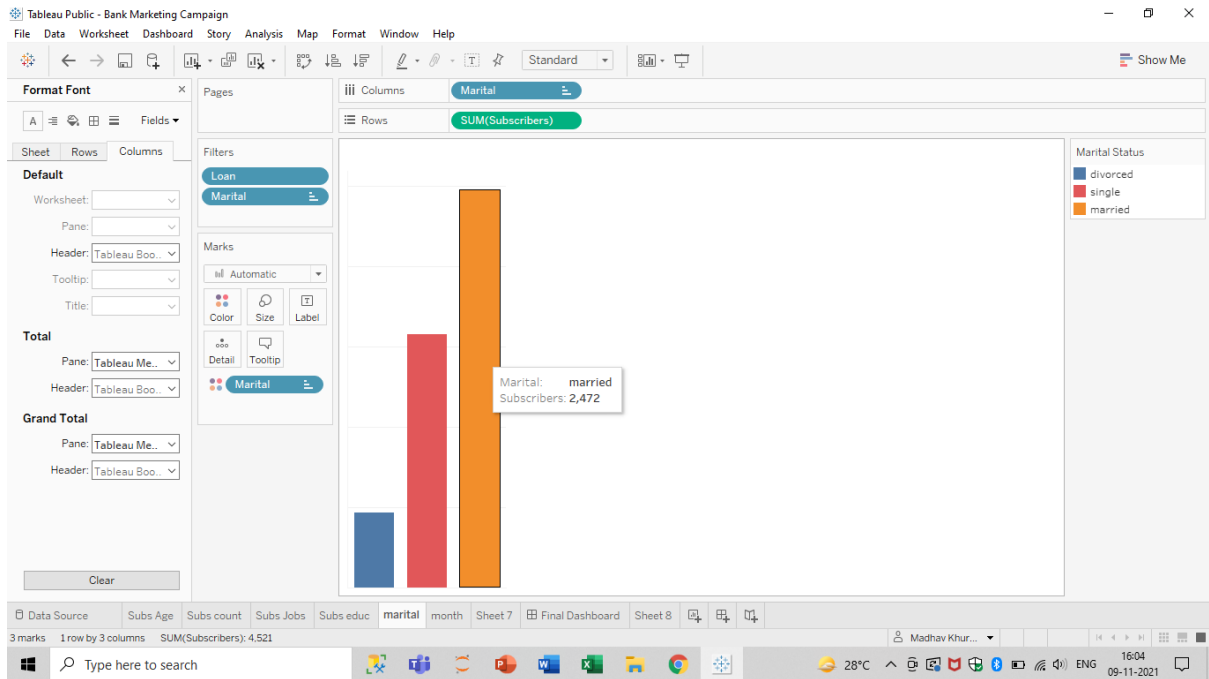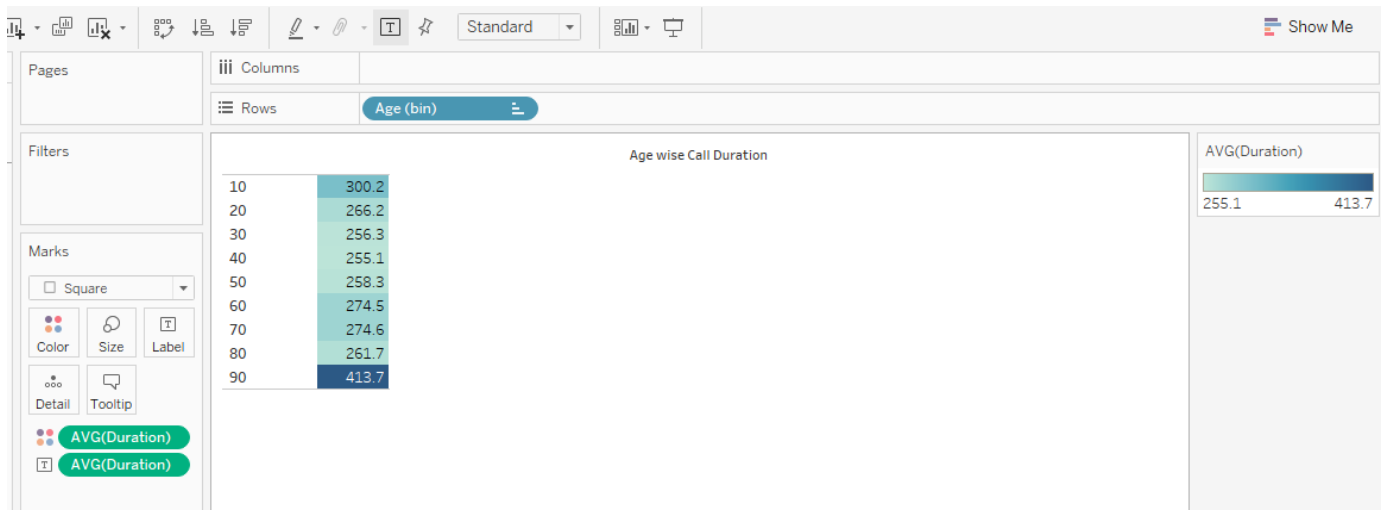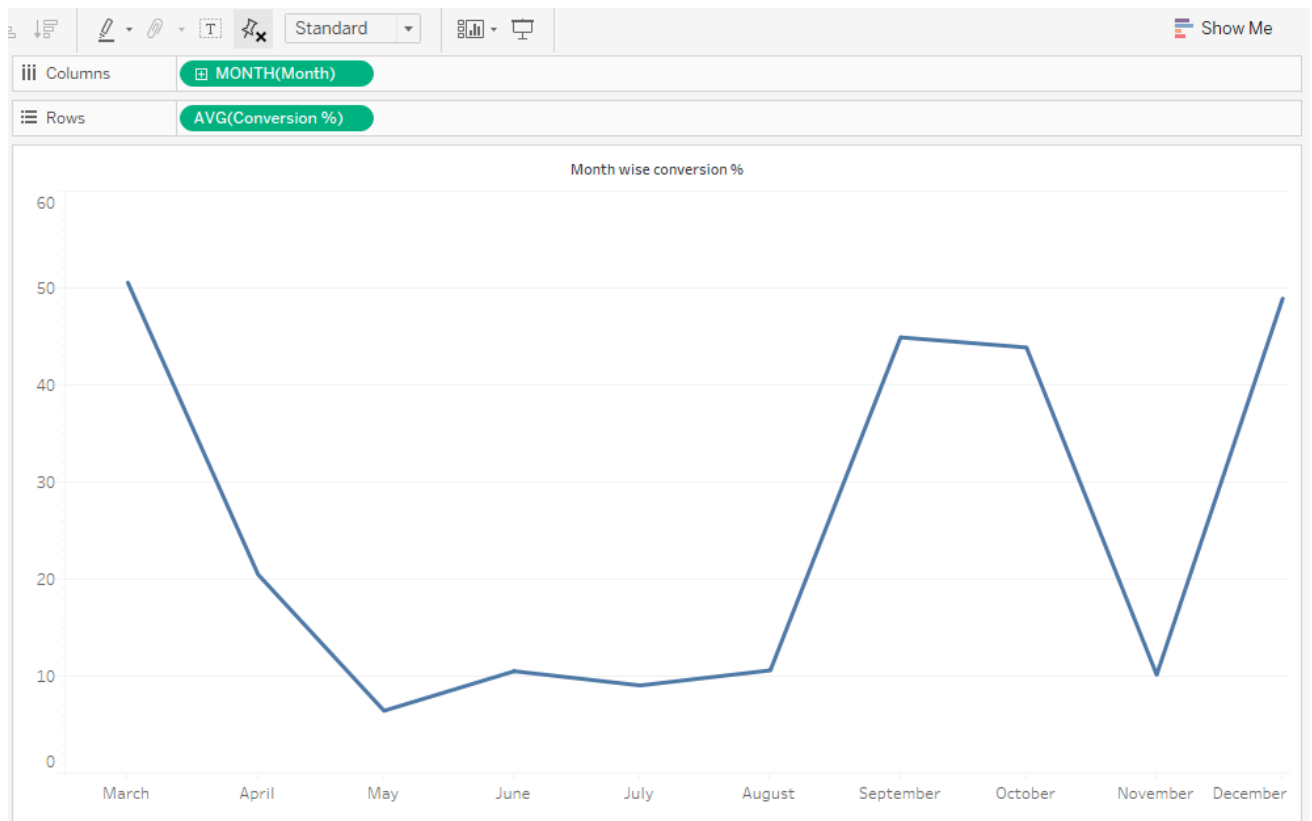- Month wise conversion rate from lead to subscription.

- Final Dashboard to gain overall information of Bank's Term deposit Subscribers.

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Subscribers Age
- Subscribers
- Total