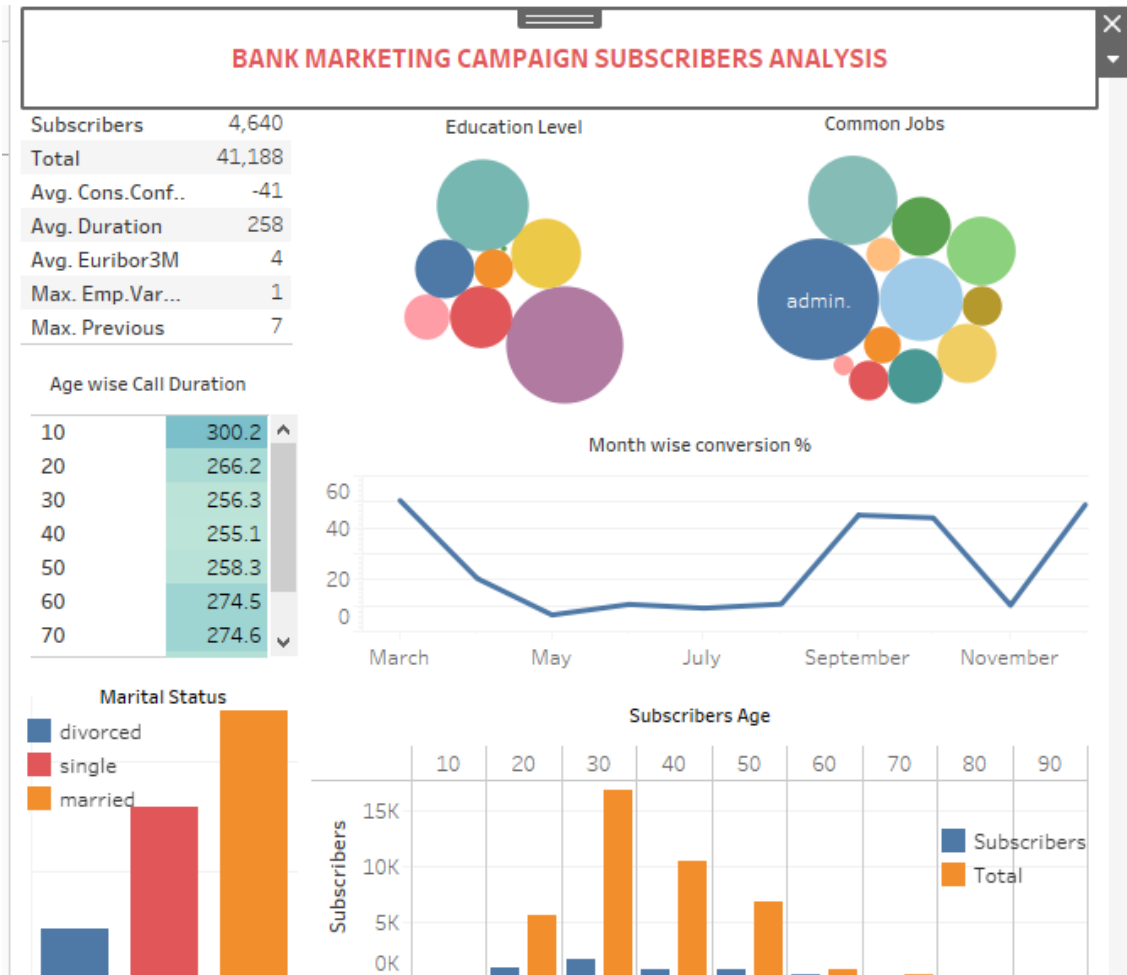


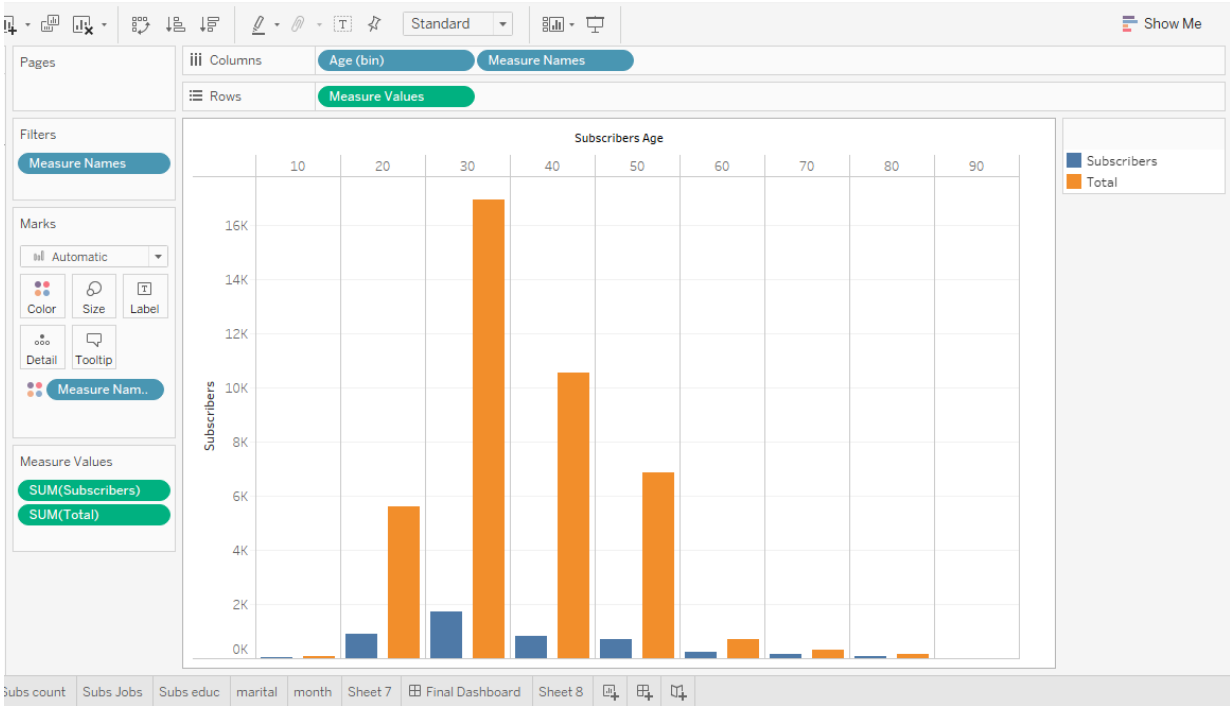
Bank Marketing Campaign Analysis

Wireframe documentation

- **Subscriber Information Reporting Dashboard**



- Total Number of Subscribers according Age wise.



- Metrics Analytics and Discription of Subscribers data of bank marketing campaign.

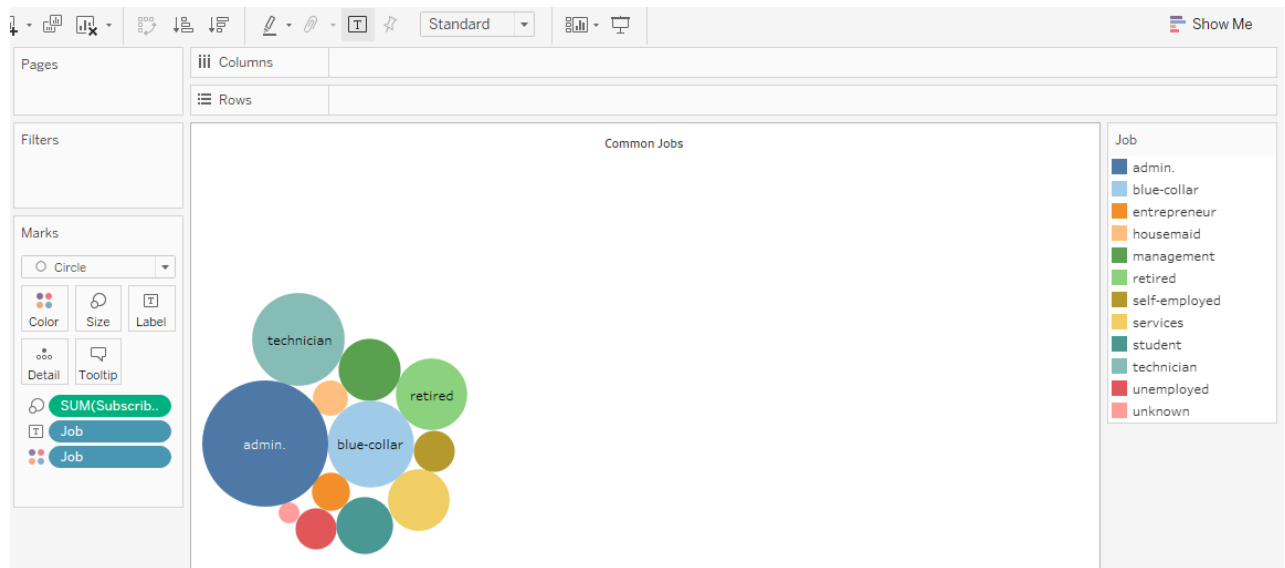
The screenshot displays a data visualization tool interface. The top toolbar includes icons for various functions like zoom, pan, and data manipulation, along with a 'Standard' view selector. The interface is divided into several panels:

- Pages:** A panel on the left side.
- Columns:** A panel at the top right, currently empty.
- Rows:** A panel below Columns, containing a 'Measure Names' button.
- Filters:** A panel on the left, containing a 'Measure Names' button.
- Marks:** A panel on the left, containing a dropdown set to 'Automatic', and buttons for 'Color', 'Size', 'Text', 'Detail', and 'Tooltip'. Below these are two buttons labeled 'Measure Va..' and 'Measure..'.
 - Color: Button with a color palette icon.
 - Size: Button with a speech bubble icon.
 - Text: Button with a 'T' icon.
 - Detail: Button with a list icon.
 - Tooltip: Button with a speech bubble icon.
 - Measure Va..: Button with a 'T' icon.
 - Measure..: Button with a list icon.
- Measure Values:** A panel at the bottom left, containing a list of measure values:
 - SUM(Subscribers)
 - SUM(Total)
 - AVG(Cons.Conf.Idx)
 - AVG(Duration)
 - AVG(Euribor3M)
 - MAX(Emp.Var.Rate)
 - MAX(Previous)

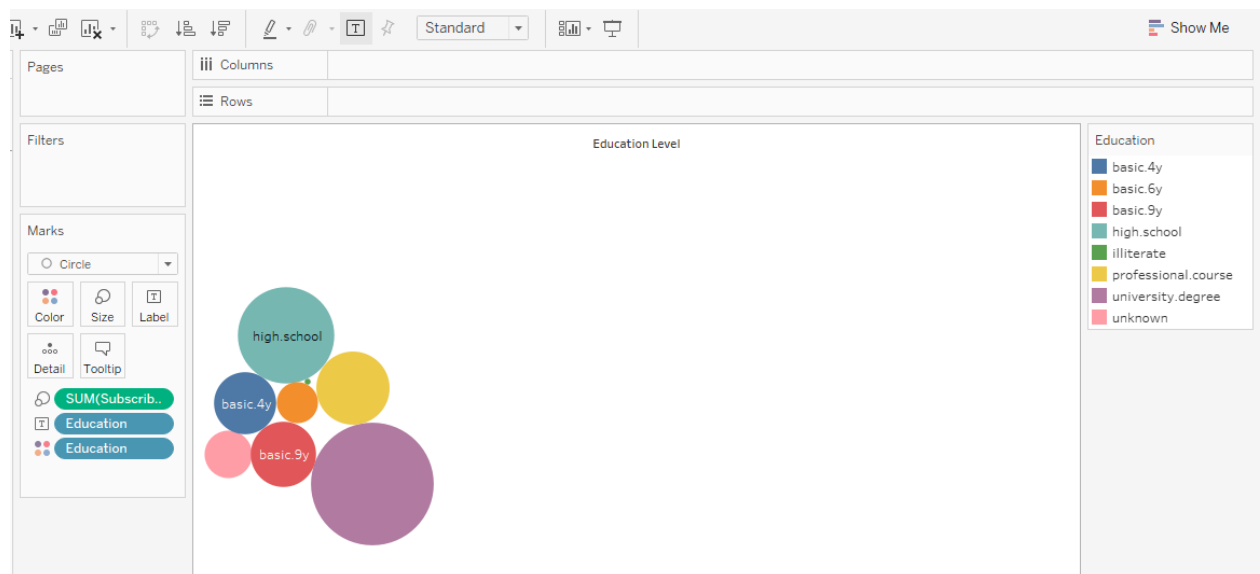
The main area on the right displays a table of data:

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

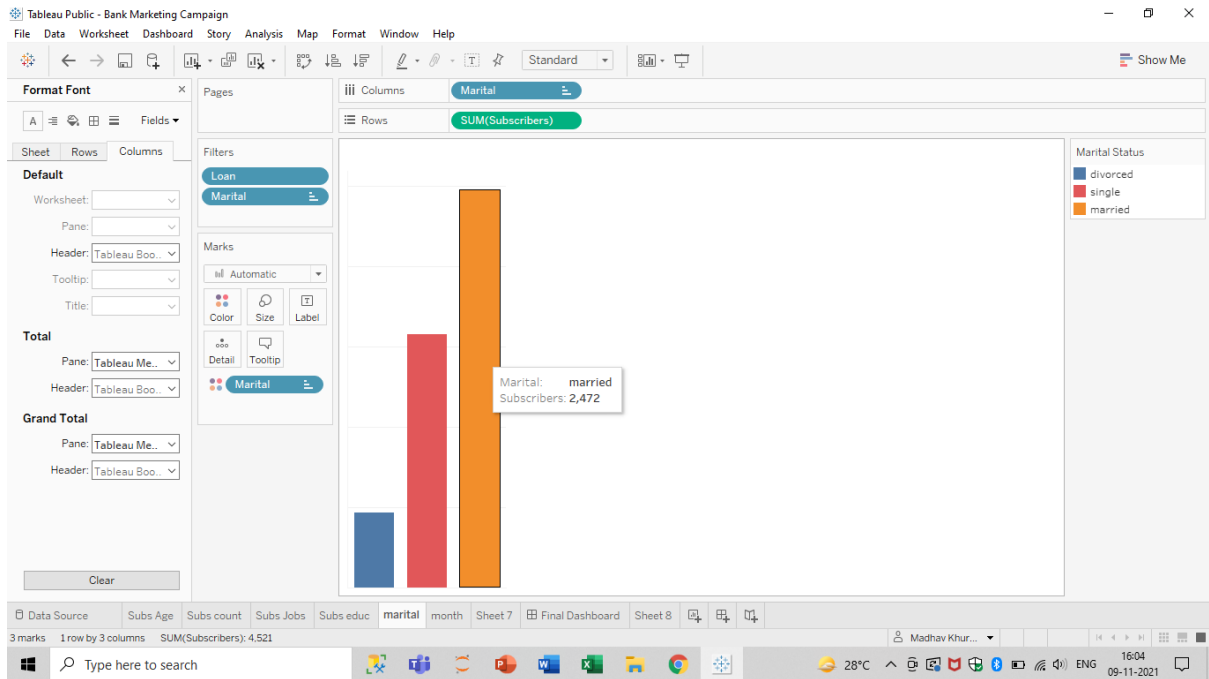
- Graph of Subscribers Job profile.



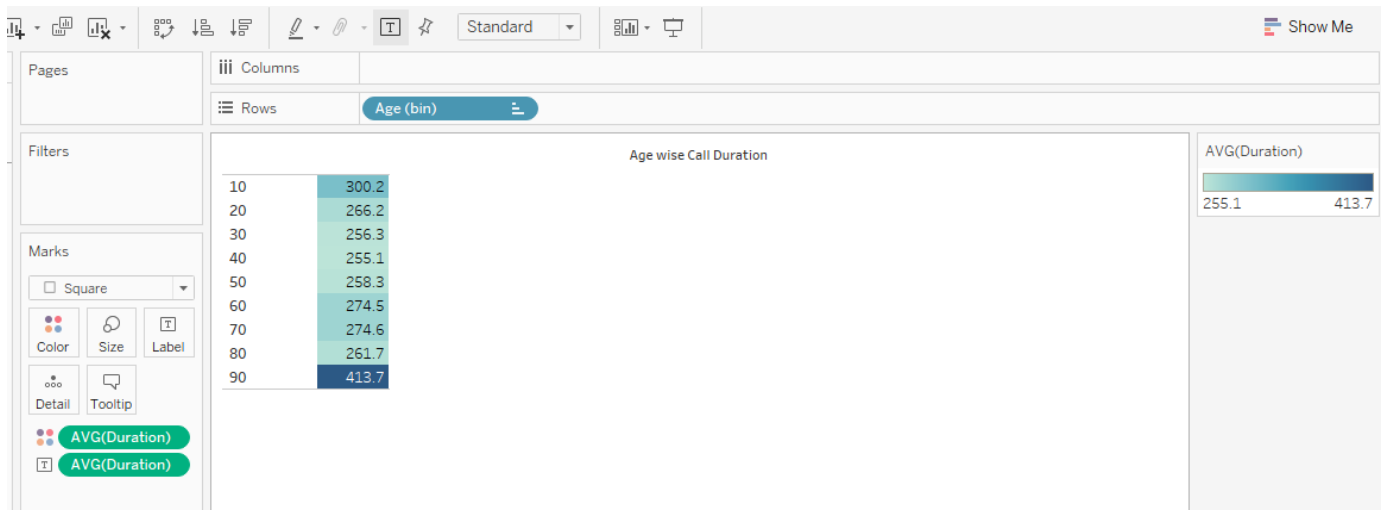
- Graph of subscribers Education level.



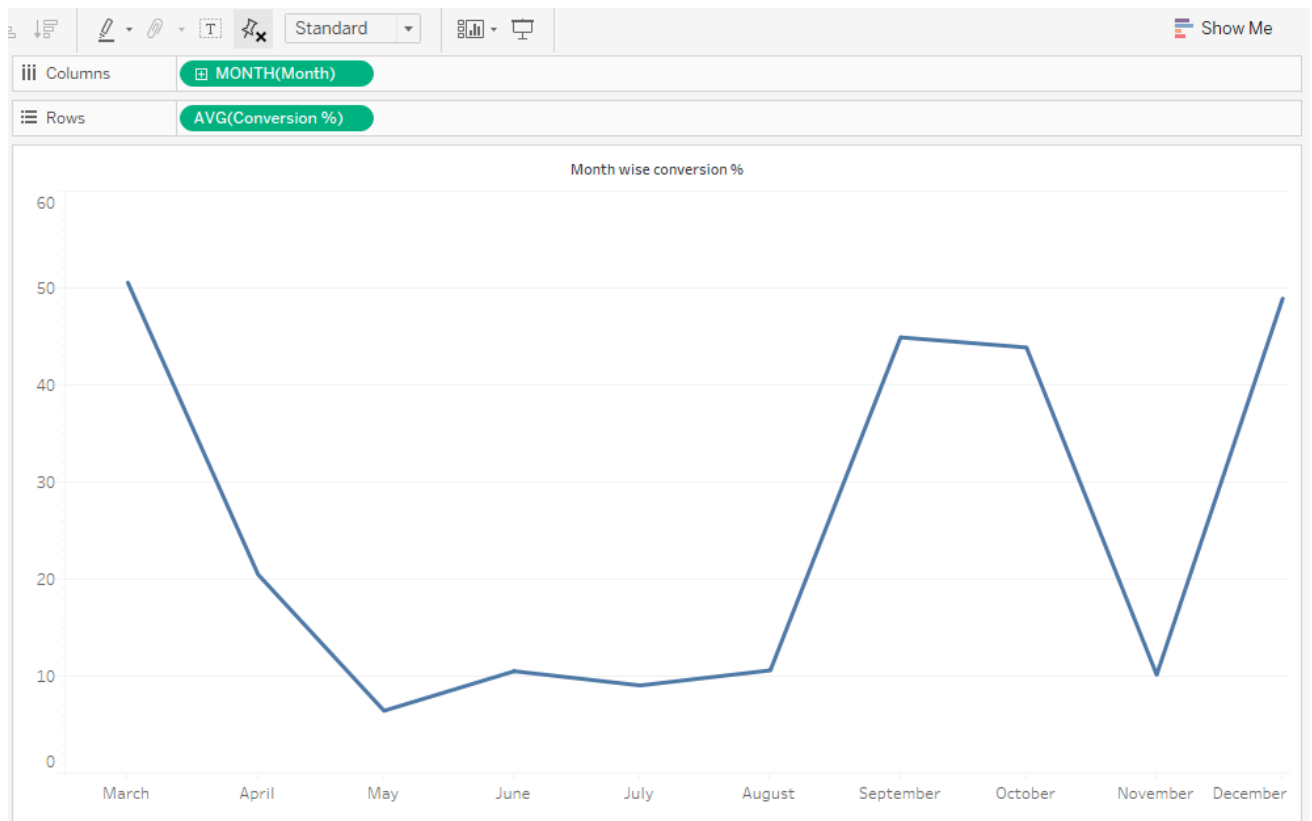
- Marital Status of Subscribers.



- 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.

