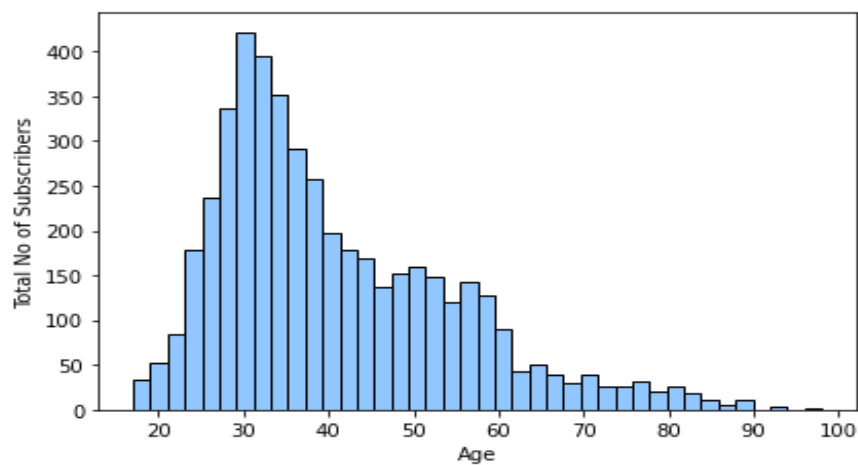


BANK MARKETING CAMPAIGN
DATA ANALYSIS

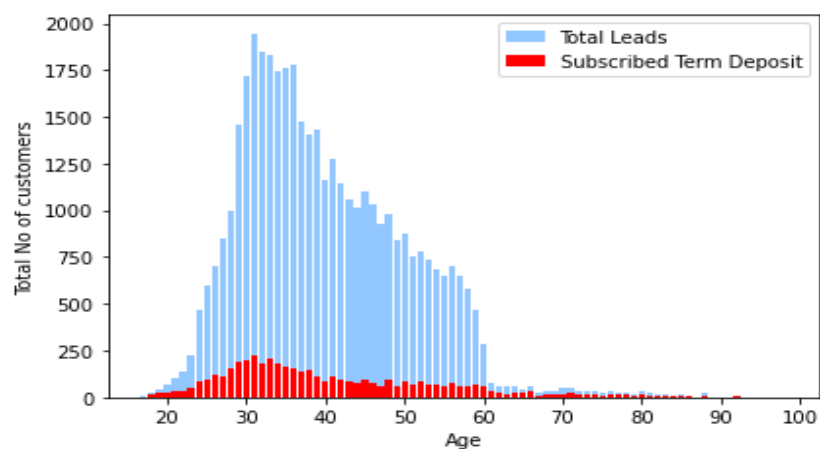
1. Mean of all the variables in the bank marketing campaign dataset.

```
Out[3]: age                40.913147
duration (s)            553.191164
campaign                2.051724
past days              792.035560
previous                0.492672
emp.var.rate           -1.233448
cons.price.idx         93.354386
cons.conf.idx          -39.789784
euribor3m              2.123135
nr.employed            5095.115991
dtype: float64
```

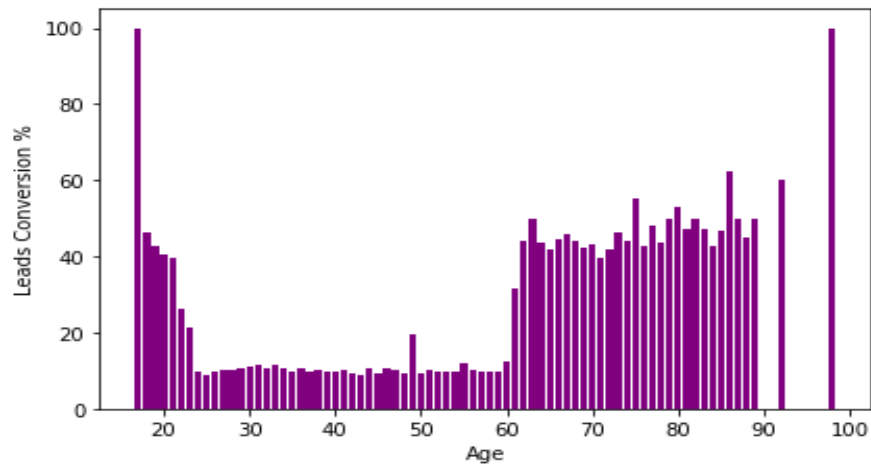
2. Age range of the people who subscribed to term deposit



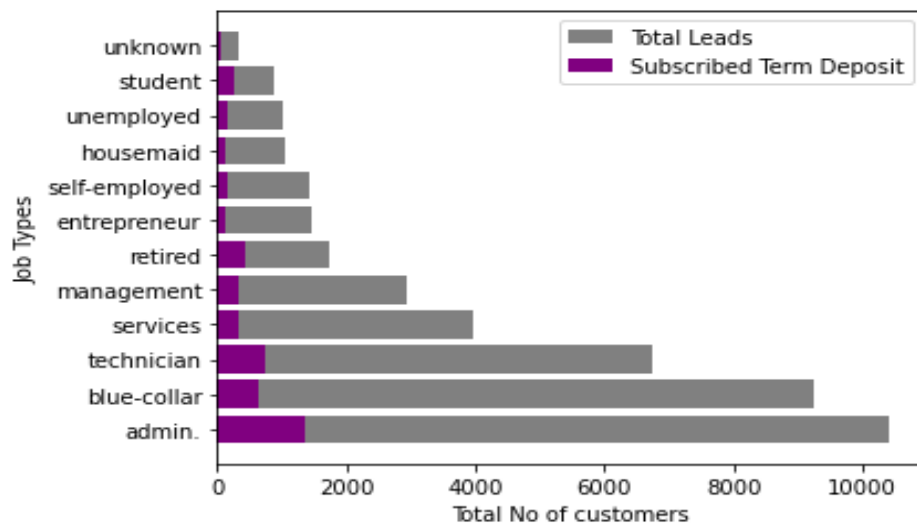
3. Depicts total people contacted vs people who subscribed term deposit.



4. Leads Conversion of Term Deposit market Campaign based on Customer's age

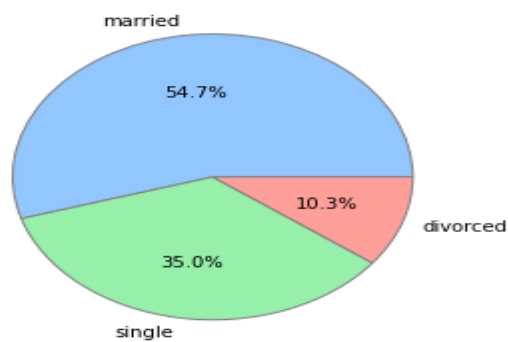


5. Depicts the type of jobs, Customers are into.

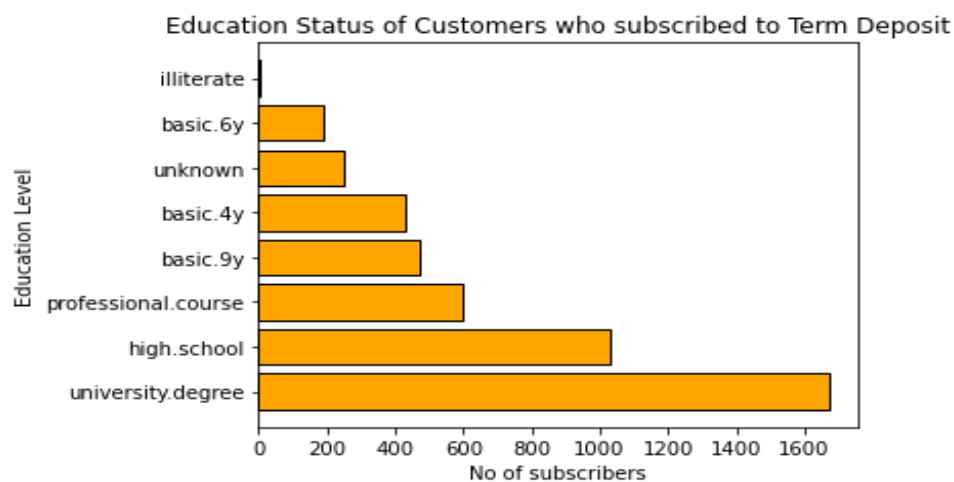


6. Marital Status of Customers who subscribed to term deposits.

Marital Status of Customers who subscribed to term Deposits



7. Education status of Customers who subscribed to term deposit.



8. Employee variability rate description

```
Out[36]: count    4640.000000
         mean      -1.233448
         std        1.623626
         min       -3.400000
         25%       -1.800000
         50%       -1.800000
         75%       -0.100000
         max        1.400000
         Name: emp.var.rate, dtype: float64
```

9. Consumer Price Index description

```
Out[37]: count    4640.000000
         mean      93.354386
         std        0.676644
         min       92.201000
         25%       92.893000
         50%       93.200000
         75%       93.918000
         max       94.767000
         Name: cons.price.idx, dtype: float64
```

10. Consumer Confidence Index Description

```
Out[38]: count    4640.000000
         mean      -39.789784
         std         6.139668
         min       -50.800000
         25%       -46.200000
         50%       -40.400000
         75%       -36.100000
         max       -26.900000
         Name: cons.conf.idx, dtype: float64
```

11. Euribor 3 months Index Description

```
Out[39]: count    4640.000000
         mean         2.123135
         std          1.742598
         min          0.634000
         25%          0.849000
         50%          1.266000
         75%          4.406000
         max          5.045000
         Name: euribor3m, dtype: float64
```

12. Number of employees description

```
Out[40]: count    4640.000000
         mean    5095.115991
         std      87.572641
         min     4963.600000
         25%     5017.500000
         50%     5099.100000
         75%     5191.000000
         max     5228.100000
         Name: nr.employed, dtype: float64
```

13. Euribor 3 months Index Description

INSIGHTS SUMMARY

- 1: 38.8% Subscribers are in the age group of (29 to 39)
- 2: People in the age range of (30-35) are targeted maximum.
- 3: In the age (60-80), the Leads conversion rate is 4x as compared to age (30-60)
- 4: People who work in Administration, technician and Blue-collar jobs subscribe to term deposit the most.
- 5: People who are students, unemployed or housemaid subscribe to term deposit the least.
- 6: Single people tend to subscribe term deposit the most.
- 7: Well Educated people who have either University degree or went High school or have enrolled in professional course subscribe term deposits the most.
- 8: All of the Customers who have subscribed term deposit have not defaulted on credit.
- 9: Approximately half of the customers have a home loan on them.
- 10: Only 15% of customers have personal loan on them.
- 11: Average duration per call for customers who subscribe to term deposit is 9.2 minutes, maximum call duration is 70 mins and minimum is 36 sec.
- 12: 50% of the customers subscribed within 1 contact and 88% of customers subscribed within 3 contacts during the campaign during the campaign for term deposit subscription.