



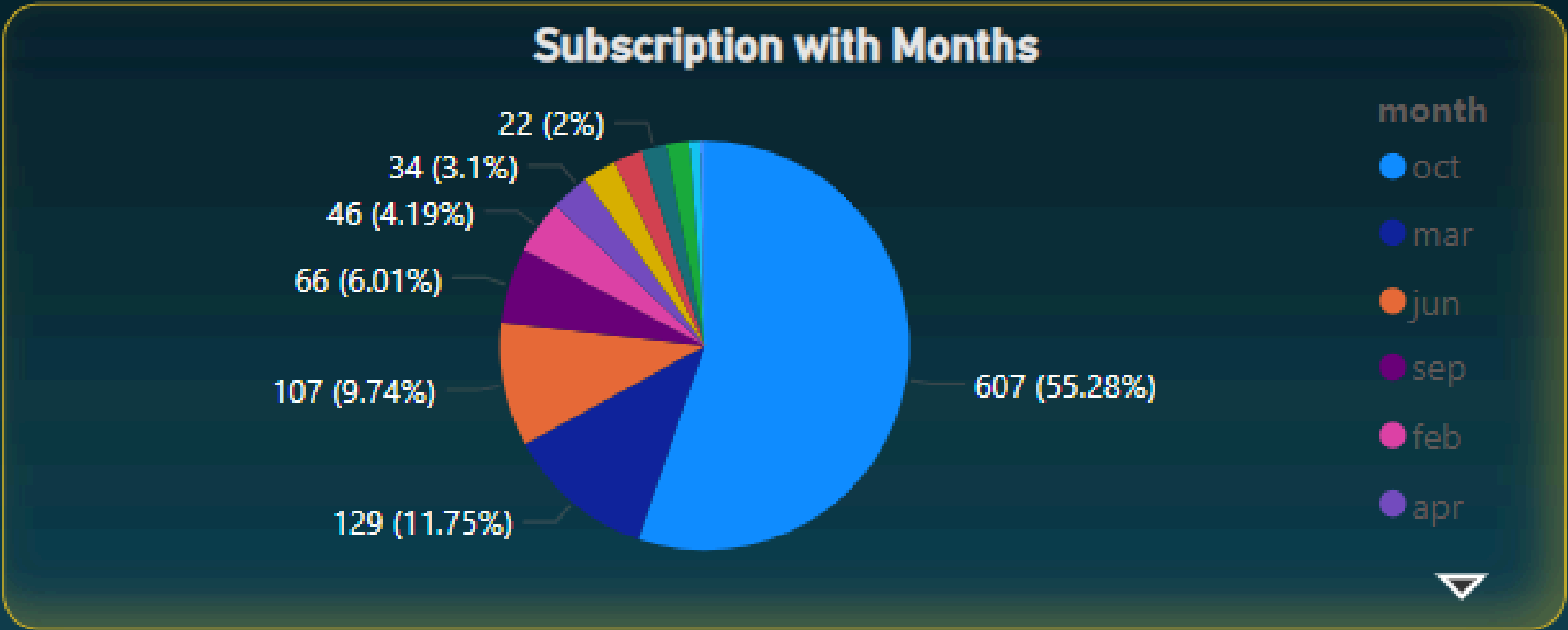
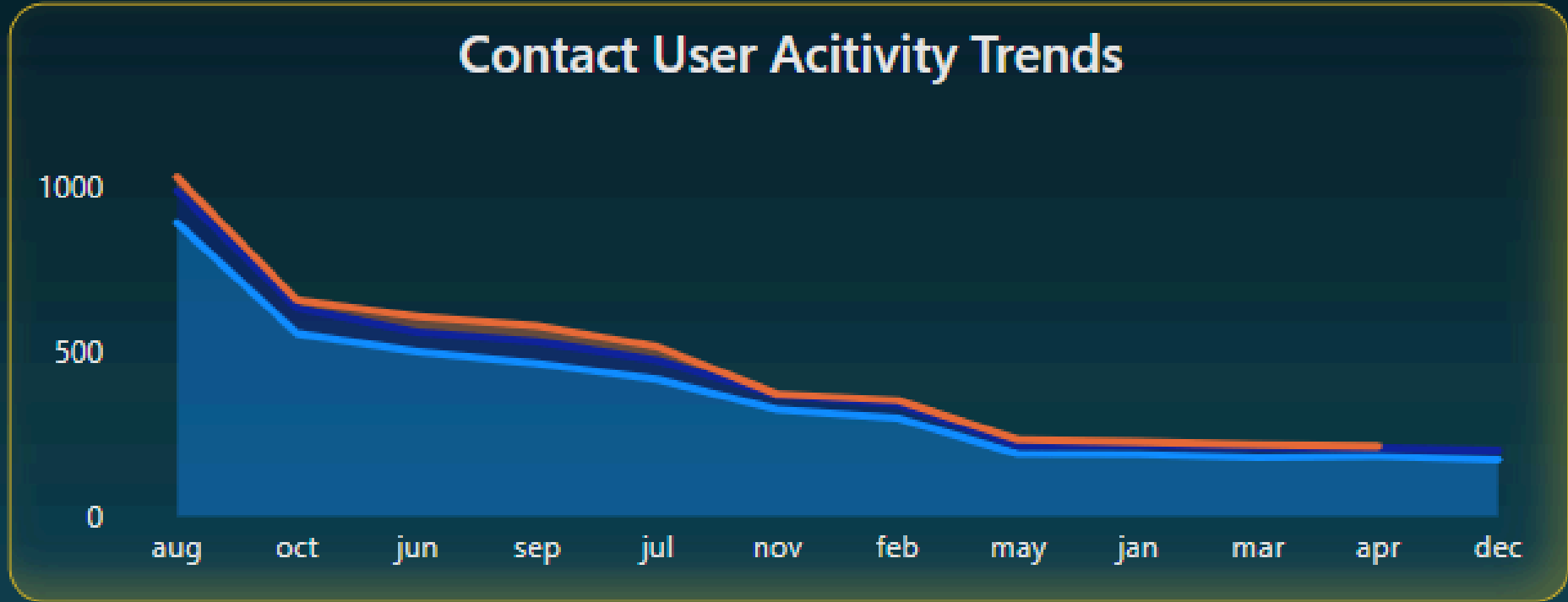
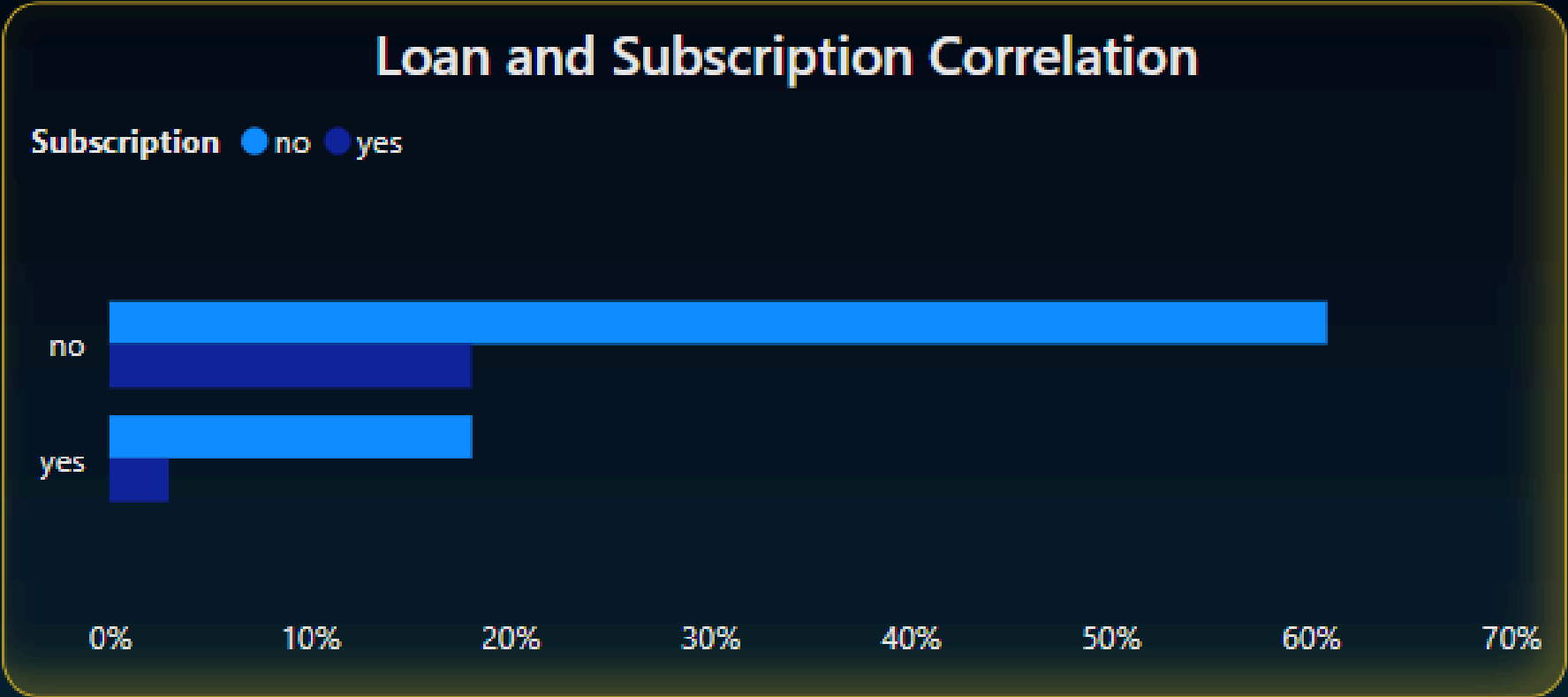
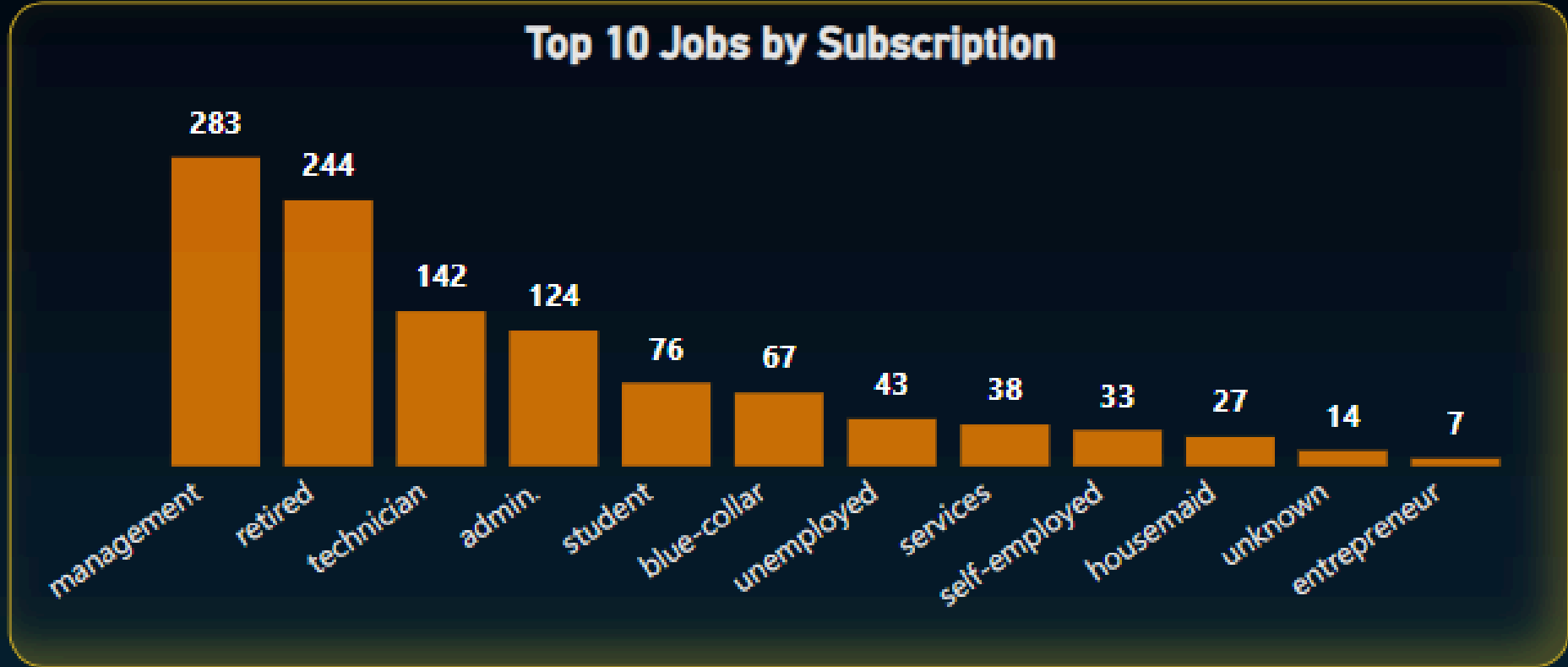
Customer Term Deposit Insights

Clients
5211

Contacts
9669

Yes
1098

Avg.Bal
2K





Analyzing Data by Months

Select
all

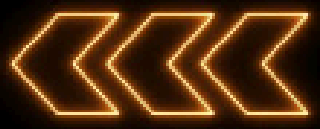
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aug

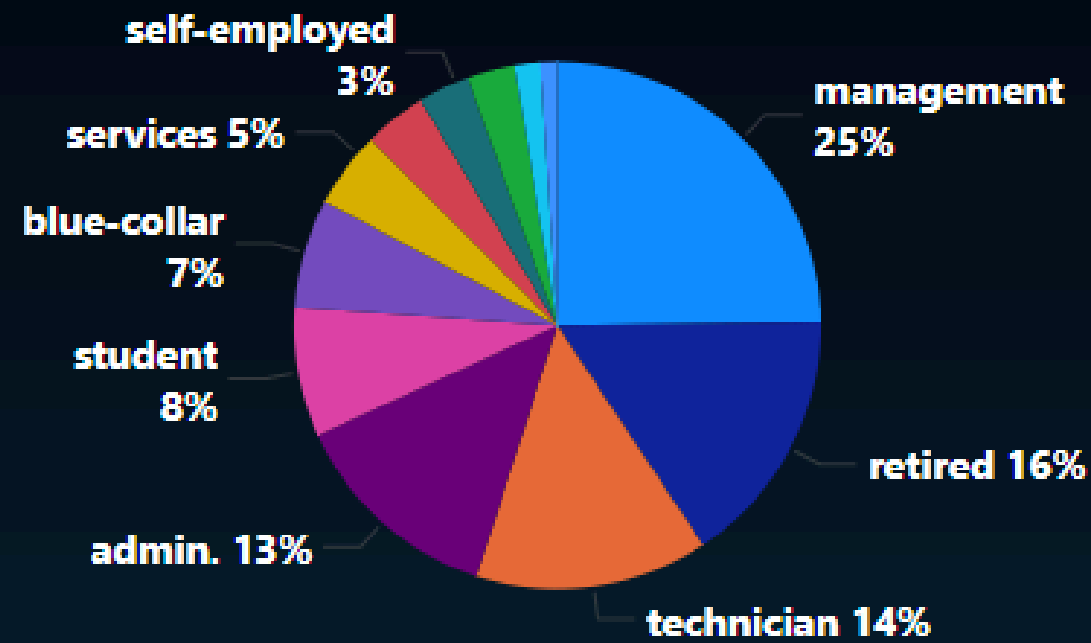
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feb

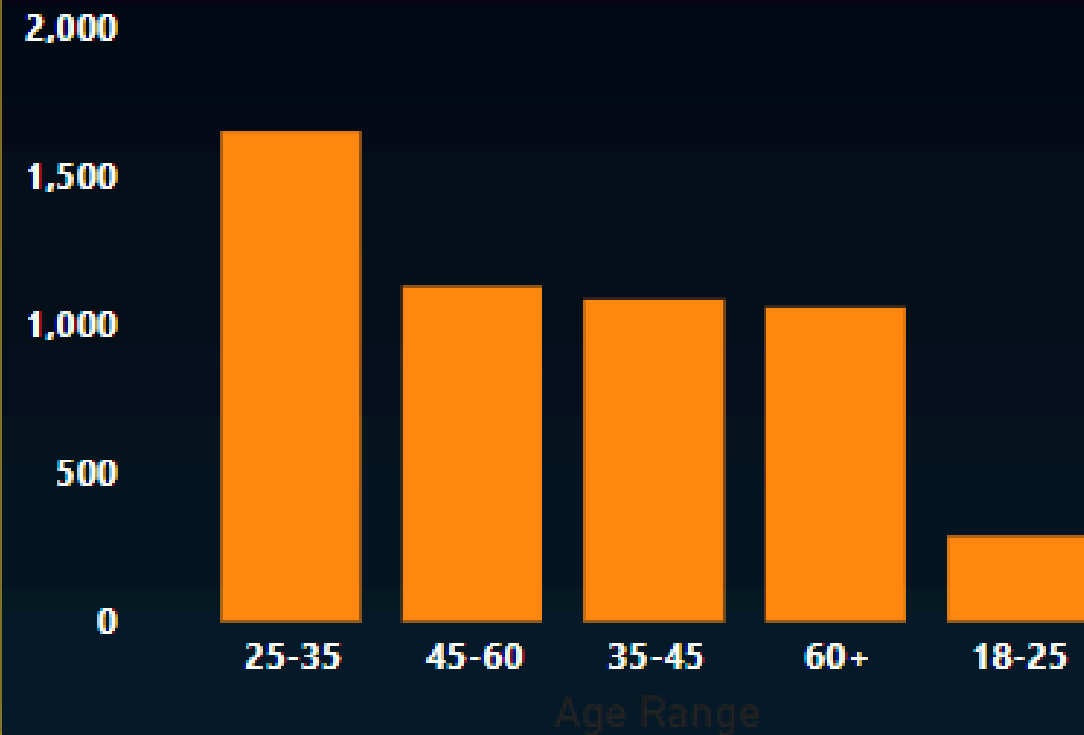
jan



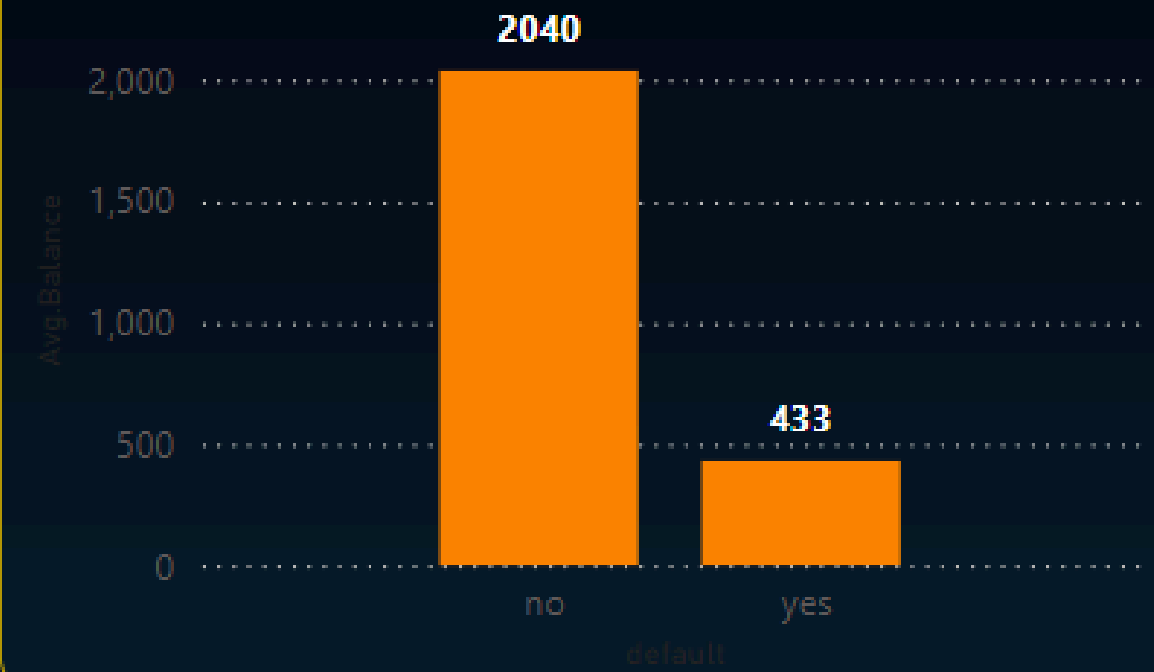
Client by Job Type



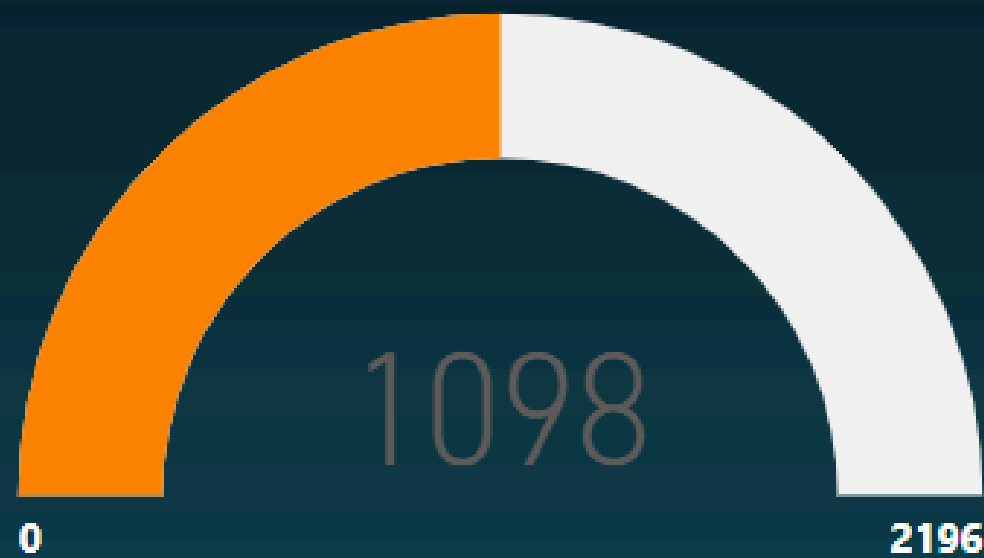
Count of Clients by Age Group



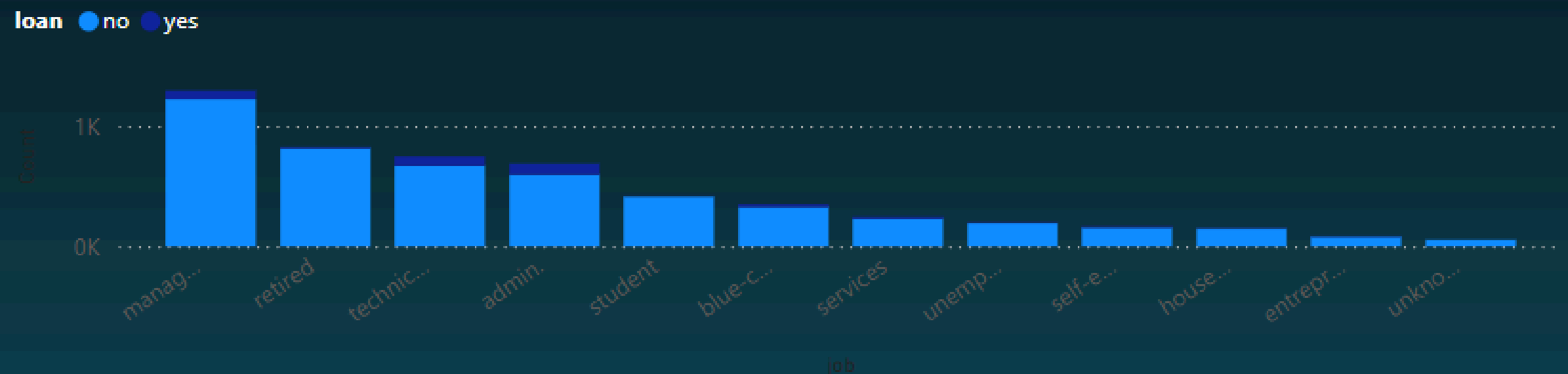
Has Credit With Avg.Bal



Clients Taken Subscription

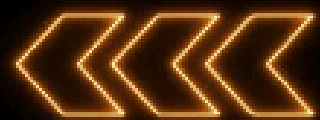


Loan by Their Jobs





Bank Clients Insights



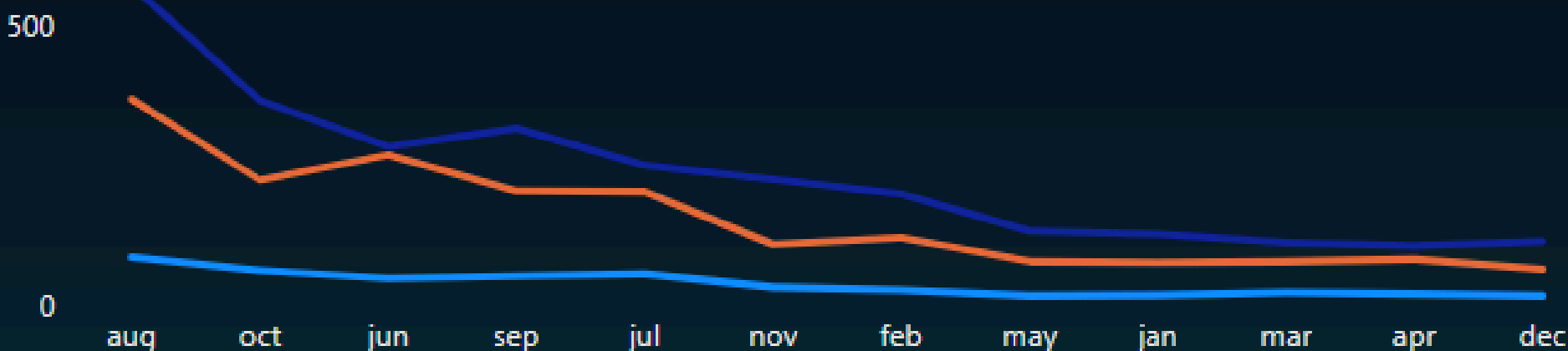
Insights:

- Age and Subscription:** Clients aged between 31 and 50 years show the highest likelihood of subscribing to term deposits, indicating a preference for secure financial instruments during their peak earning years.
- Education Impact:** Individuals with tertiary education have a significantly higher subscription rate compared to those with primary or secondary education, showcasing the role of financial literacy in investment decisions.
- Contact Duration Correlation:** Calls lasting over 3 minutes are strongly associated with successful term deposit subscriptions, highlighting the importance of meaningful client interactions.
- Previous Campaign Success:** Clients who had a successful outcome in previous campaigns are 40% more likely to subscribe again, emphasizing the value of maintaining strong client relationships.
- Effect of Account Balance:**
 - Clients with an average yearly balance exceeding €1,000 displayed a higher subscription probability, emphasizing the role of financial stability in decision-making.

Client Subscriptions Activity



Marital Status And Contact Trend



Subscription By Marital Status

