



Customer Term Deposit Insights

Clients

5211

Contacts

9669

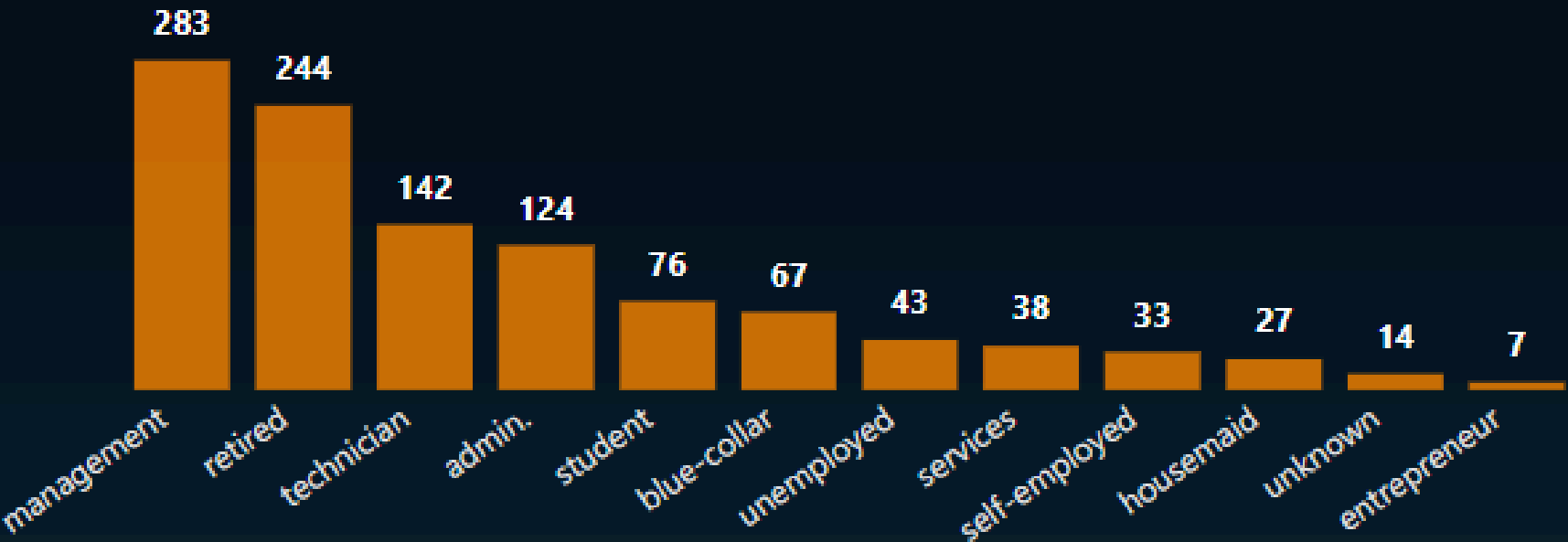
Yes

1098

Avg.Bal

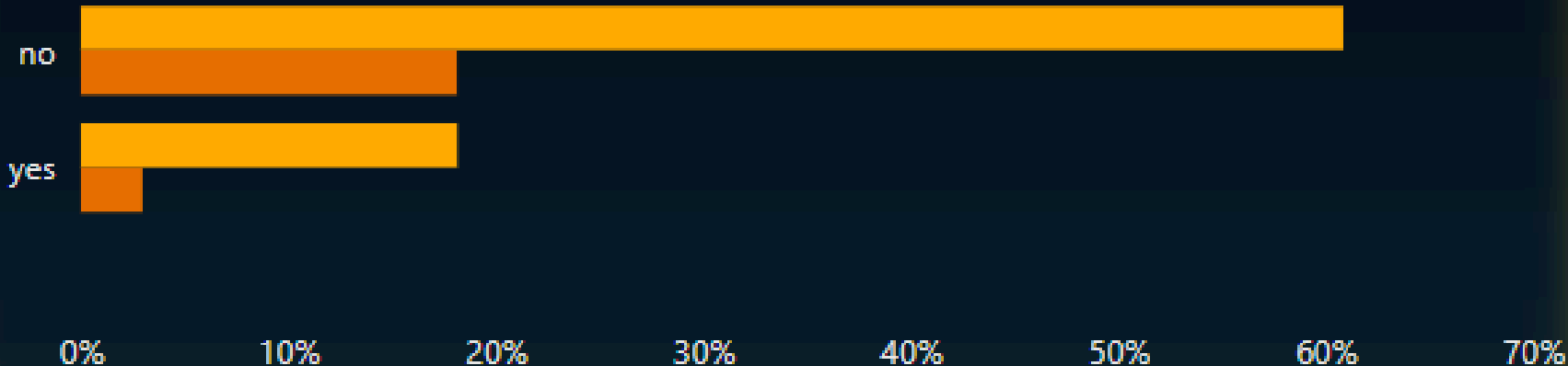
2K

Top 10 Jobs by Subscription

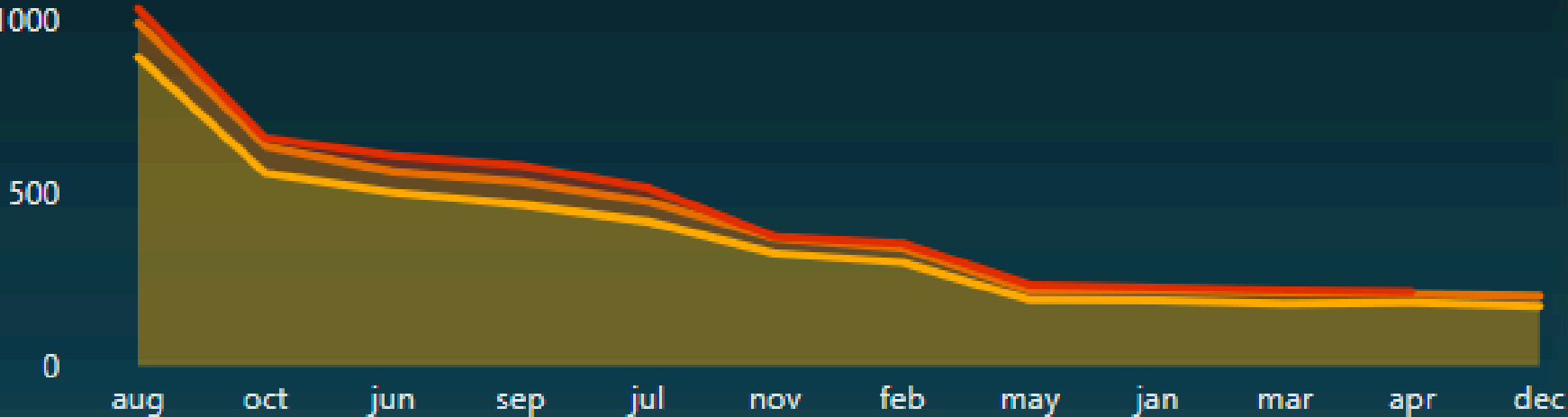


Loan and Subscription Correlation

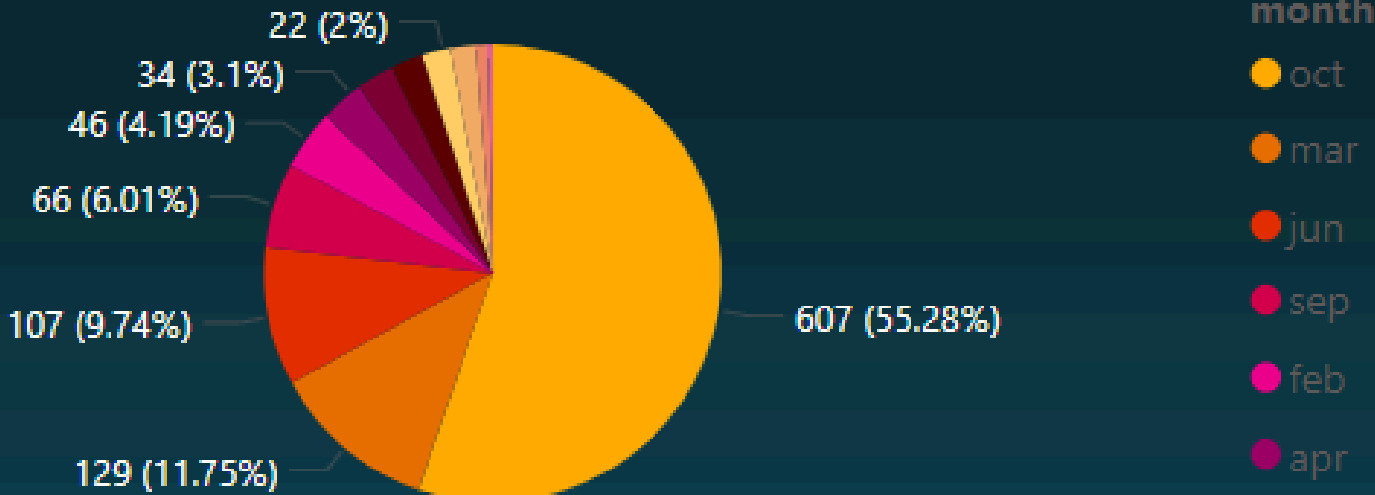
Subscription ● no ● yes



Contact User Activity Trends



Subscription with Months





Analyzing Data by Months

Select
all

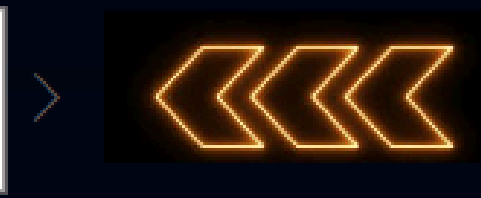
apr

aug

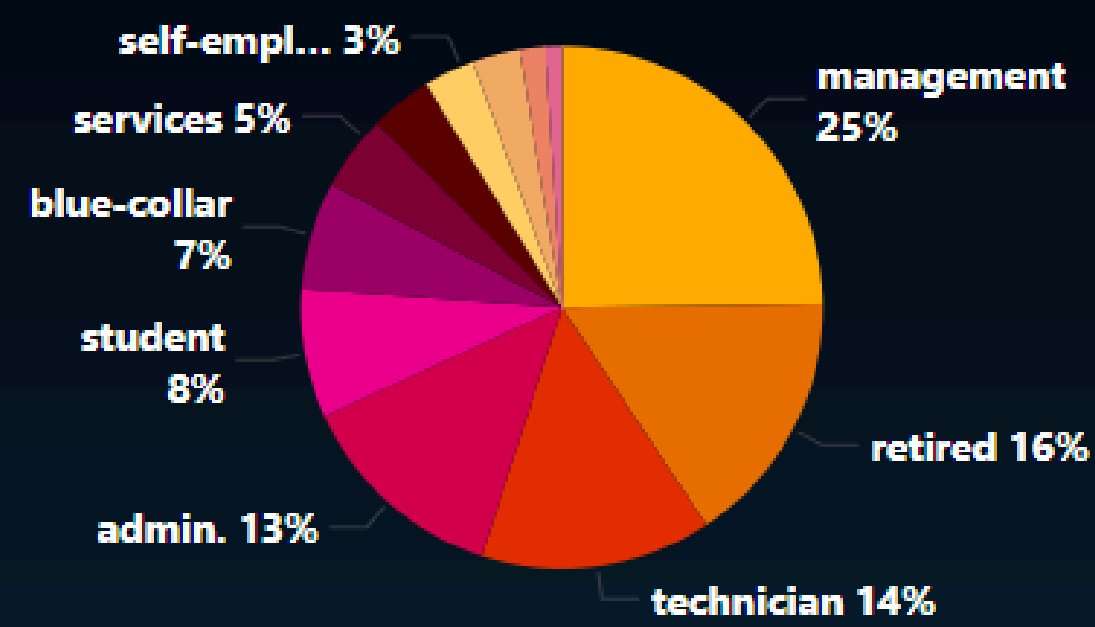
dec

feb

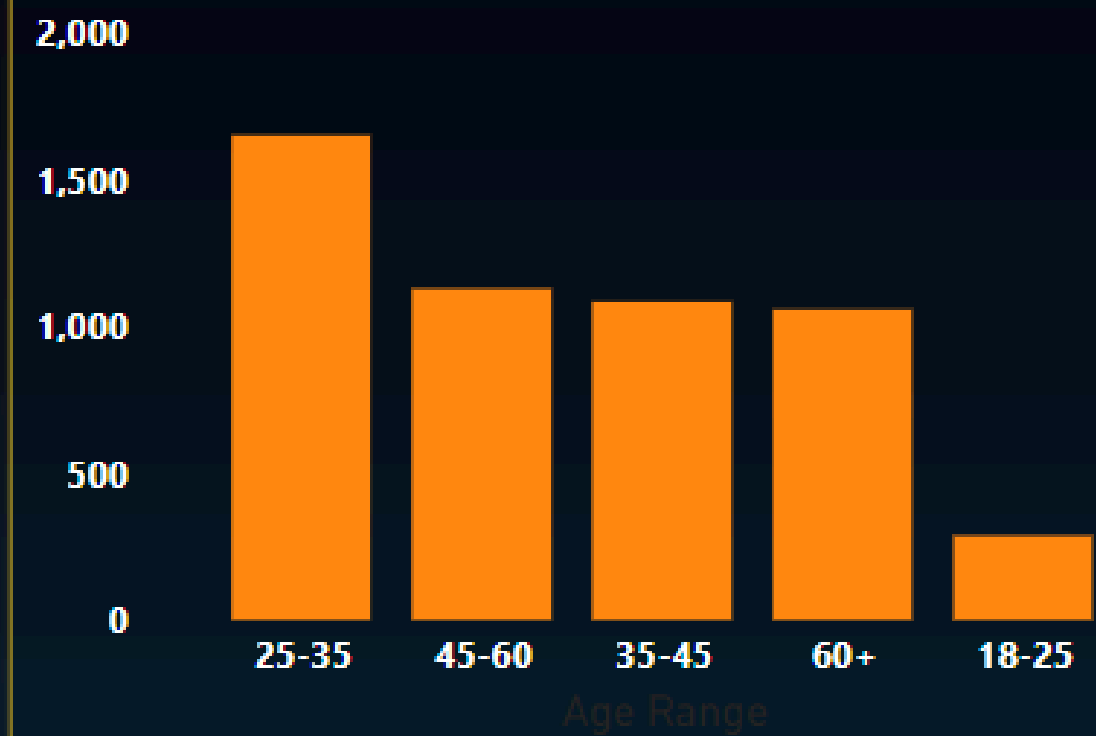
jan



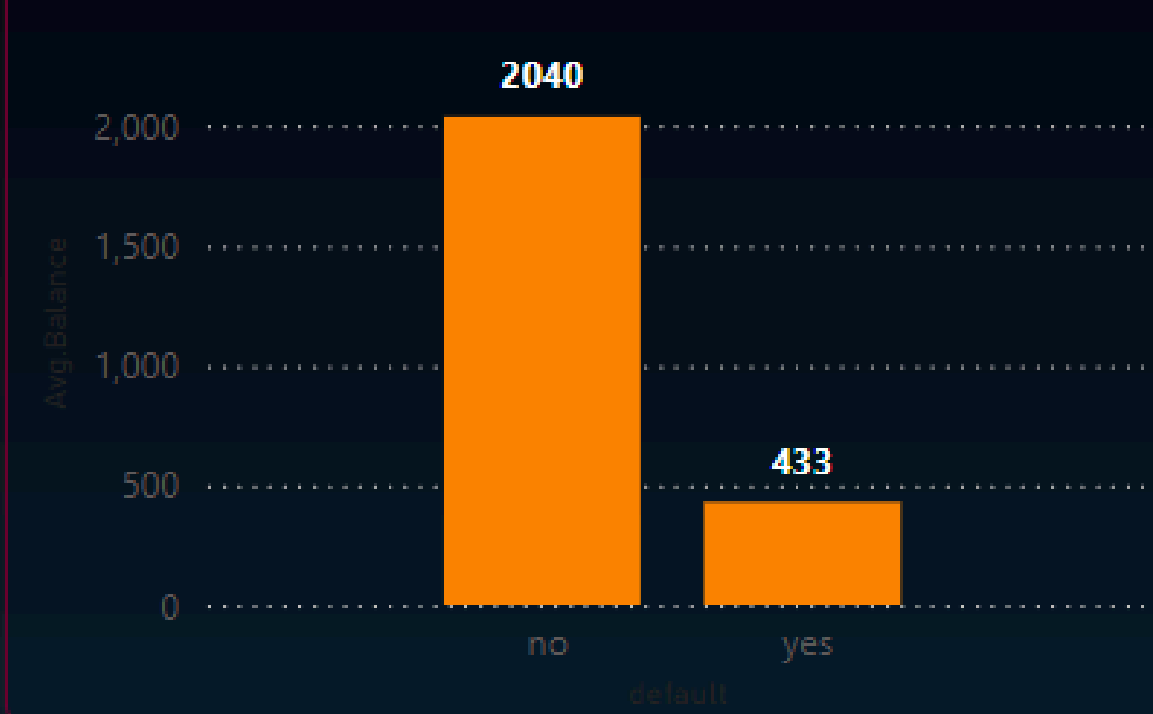
Client by Job Type



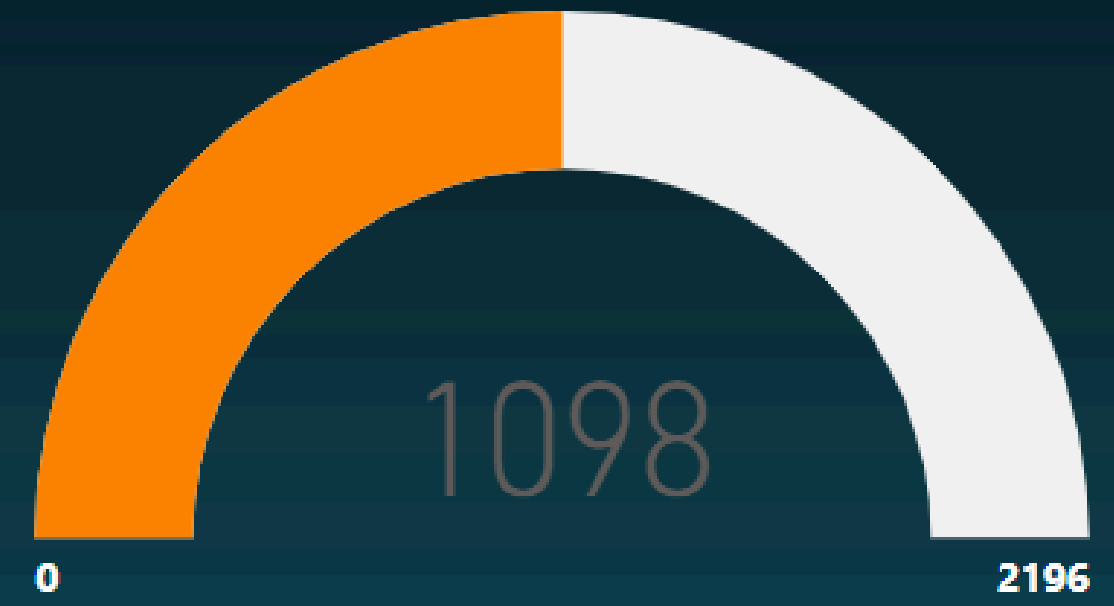
Count of Clients by Age Group



Has Credit With Avg.Bal



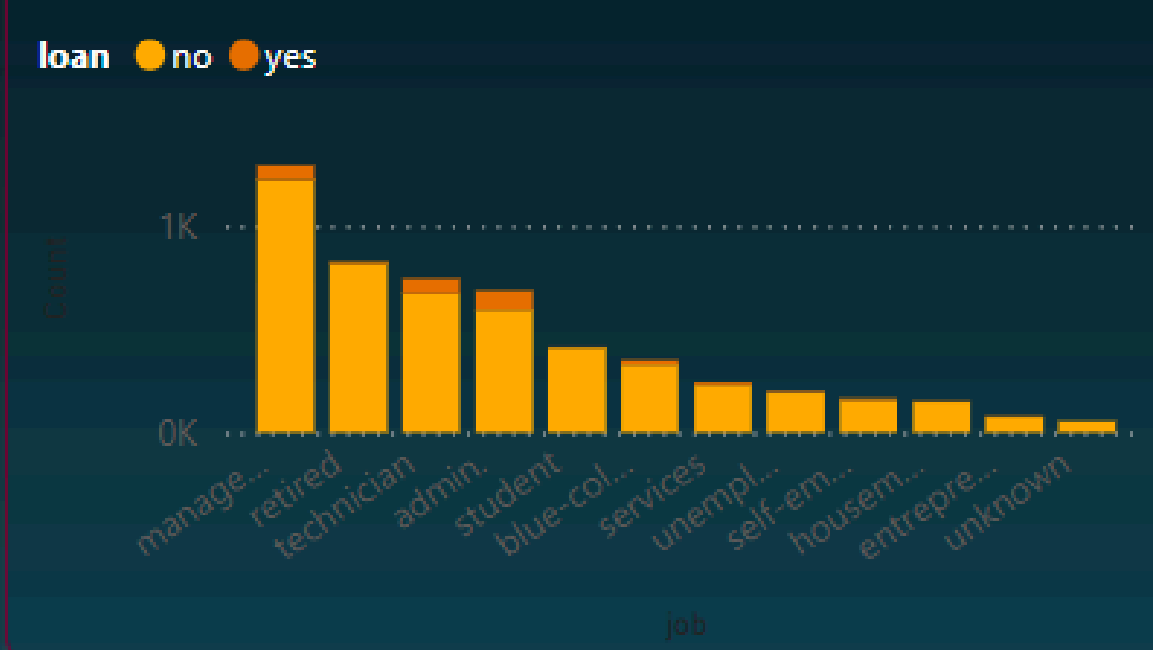
Clients Taken Subscription



Outcome of Previous Campaign vs. Subscription

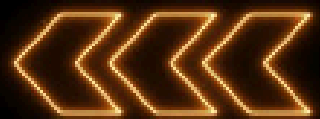


Loan by Their Jobs





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

