ASSIGNMENT GUIDELINES

- Make the changes in the PPT as you solve the parts
- This file contains the template for the **EDA part** of the project.
- Check the instructions added in the note section of every slide for clarity.
- Don’t move around any image or text box
- If you require more/lesser elements, be careful when you copy/delete the existing ones.

ASSIGNMENT

Name: **MANISANKAR.R**

Problem Statement

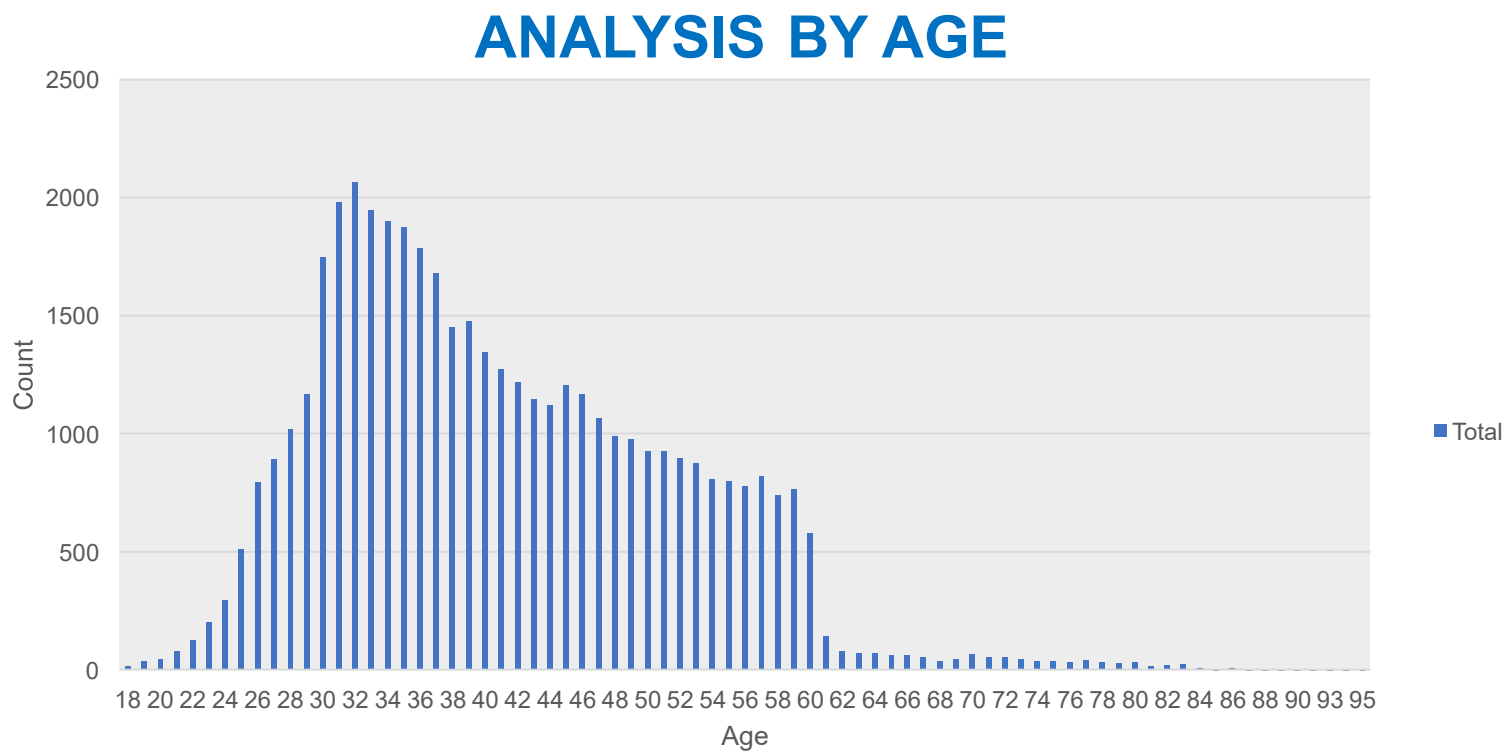
Bank of Corporate conducted a telemarketing campaign for one of its financial products, 'Term deposits', to build a long-term relationship with the existing customers. Your goal is to identify the target customers for the term deposits from the pool of the bank's existing customers. You should also capture the key driving factors (or driver variables) behind the successful conversion of a customer, i.e., the customer opening a term deposit account with the bank.

Assignment Objective

To identify the target customers and the driving factors behind a successful customer conversion for future marketing campaigns.

PART I : Univariate Analysis

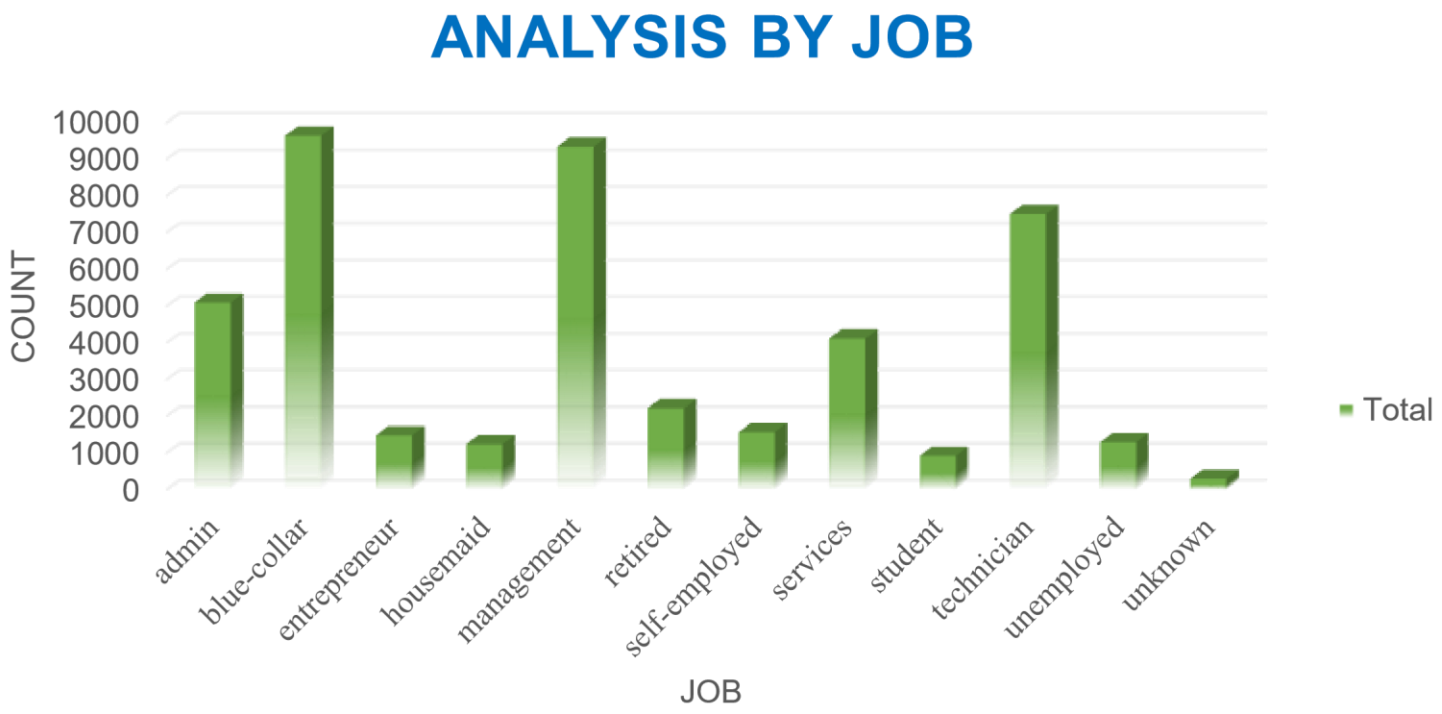
Variable under consideration:



OPINION: The Age between 23-60 has the majority of the bank customer and they are the customers who are the working professionals

PART I : Univariate Analysis

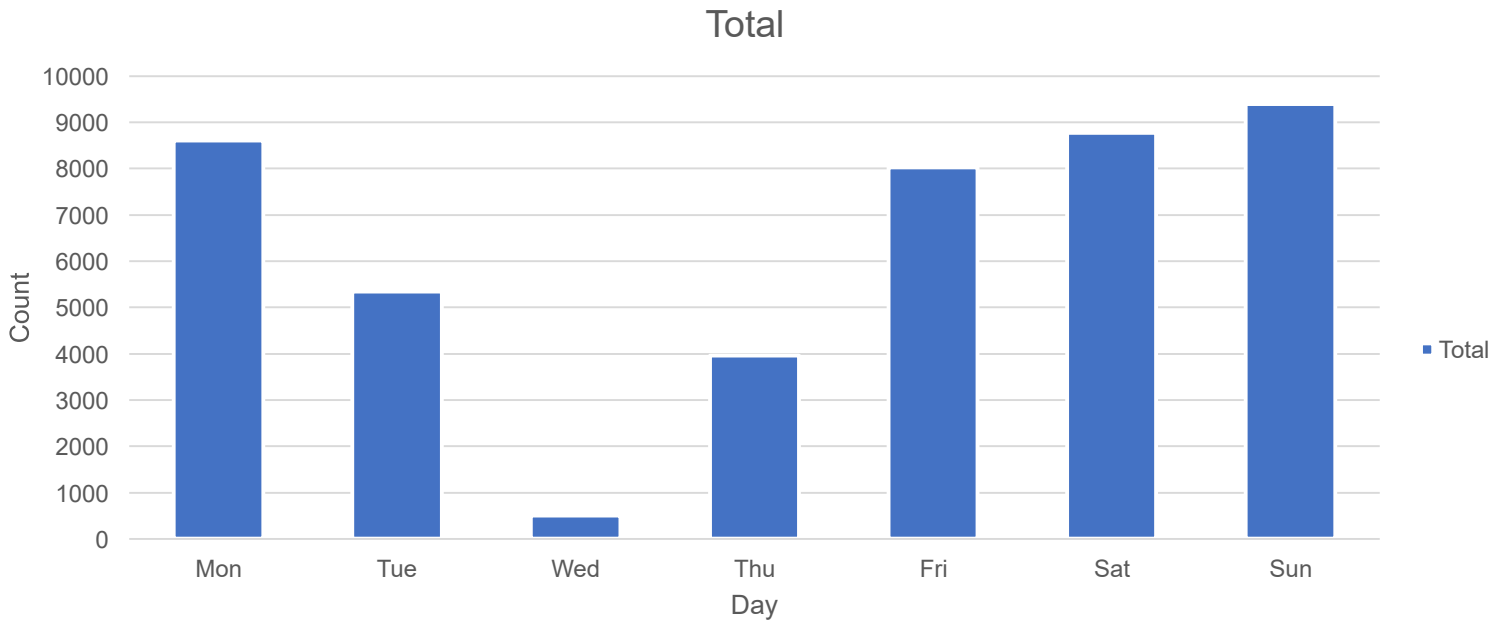
Variable under consideration:



OPINION: The working professionals from the Blue-Collar & Management customers has the majority of the shares in the bank.

PART I : Univariate Analysis

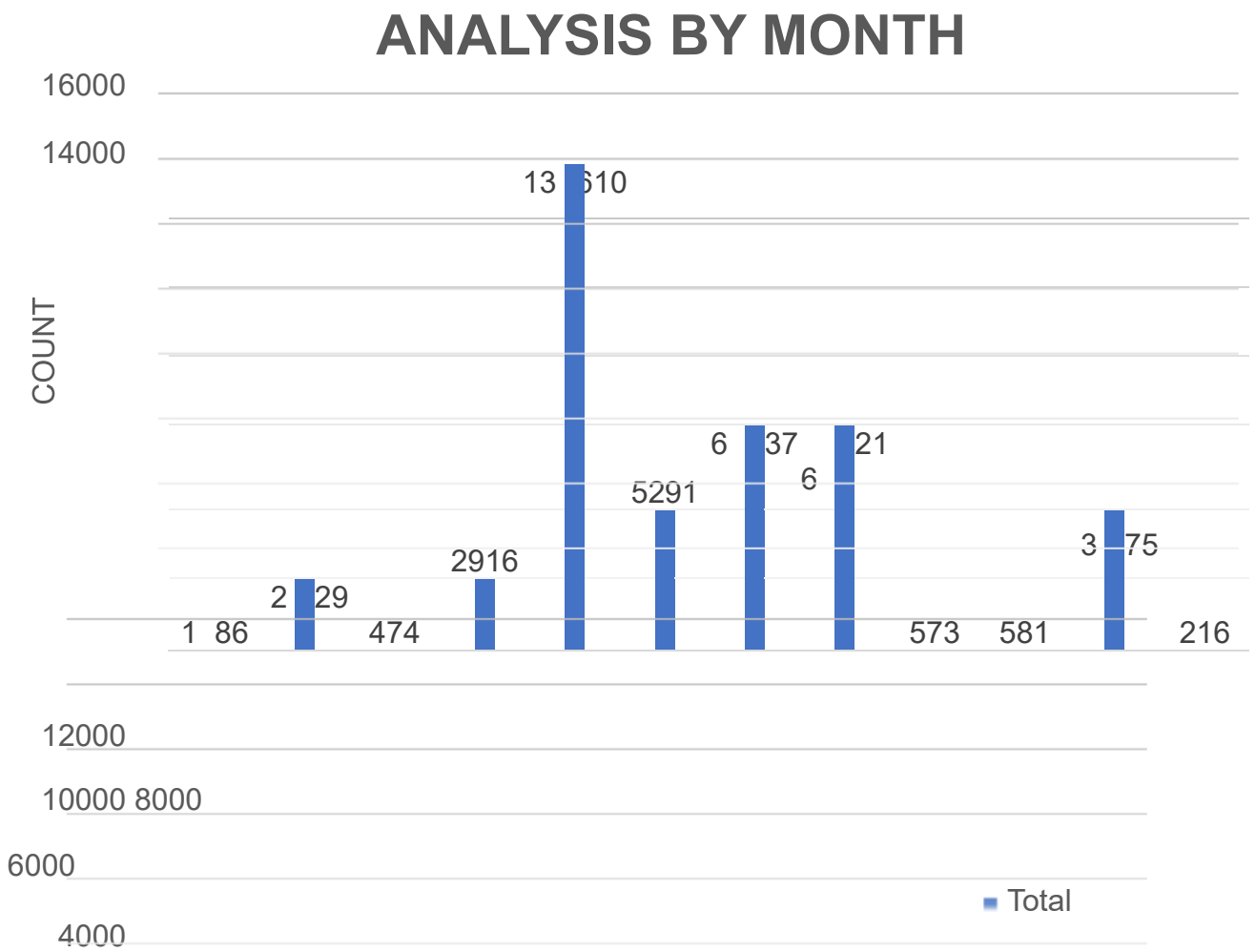
Variable under consideration:



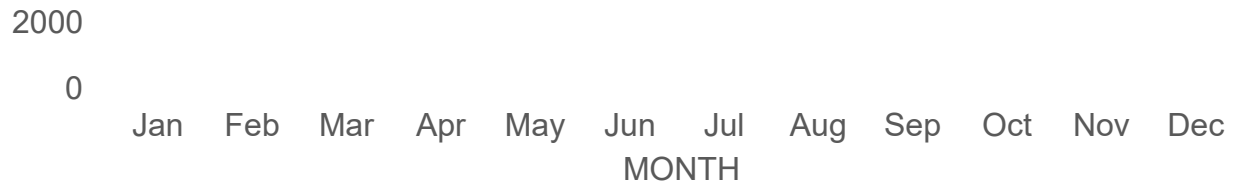
OPINION: The reason could be that majority of the customers are working Professionals and the busy in the working days.

PART I : Univariate Analysis

Variable under consideration:



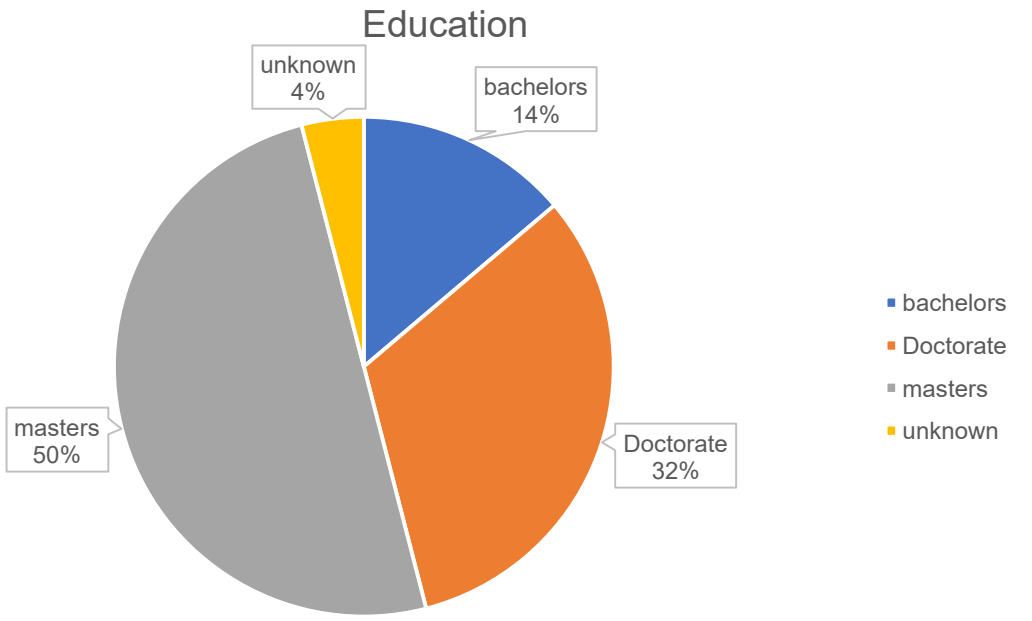
PART I : Univariate Analysis



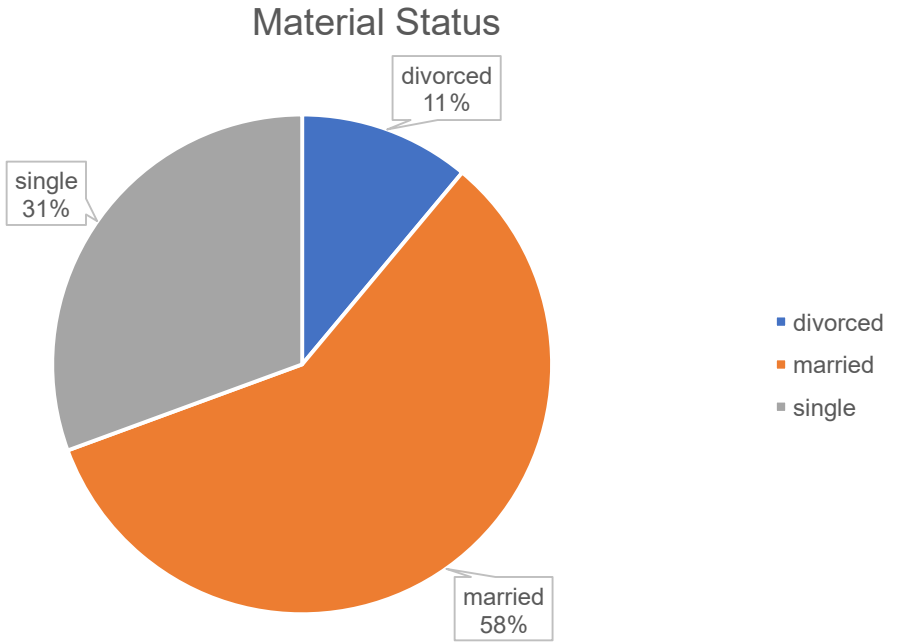
OPINION: The majority share of the calls of around 13610 of total calls are made during the month of May

PART II : Bivariate Analysis

Variables under consideration:



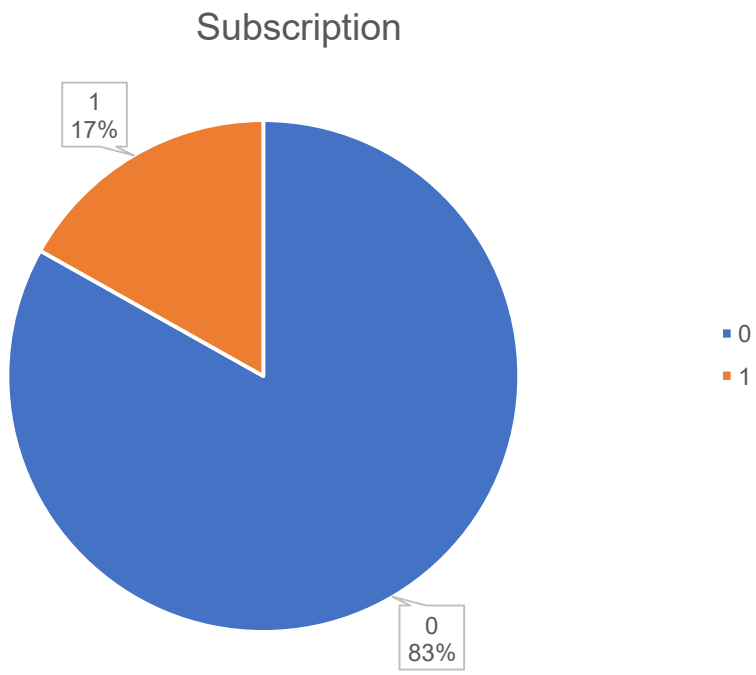
OPINION: Around 14% of the customers hold a bachebrs degree. Overall 50% of are holding a masters degree.

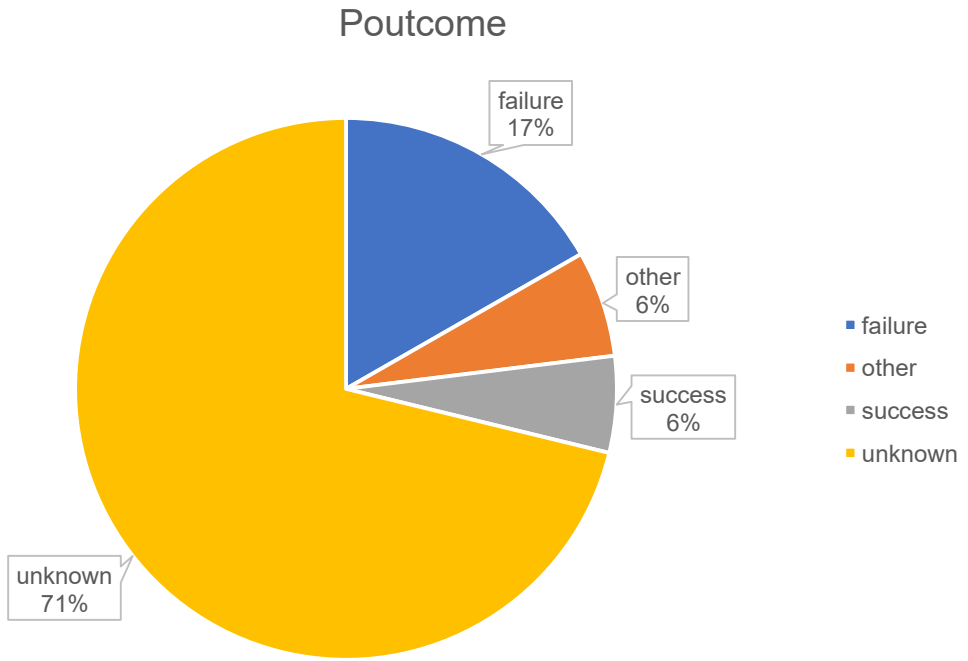


OPINION: Majority of the customers is married.

PART II : Bivariate Analysis

Variables under consideration:



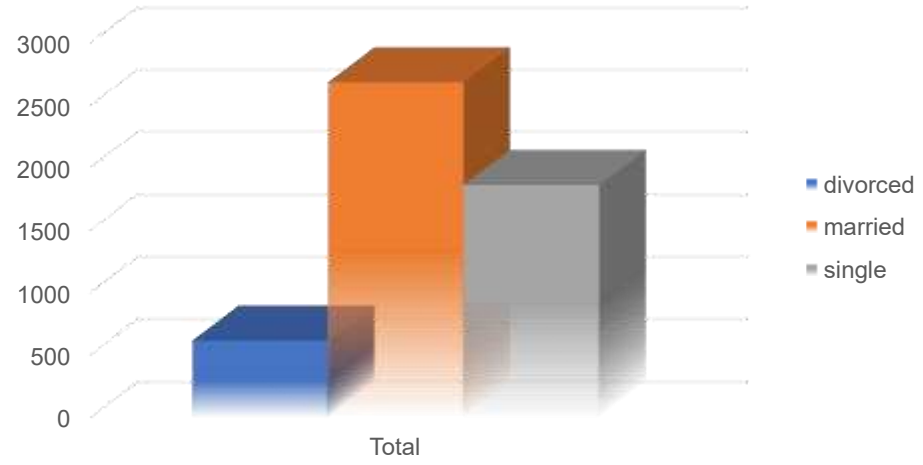


OPINION: The overall subscription rate is 17% of the customer.

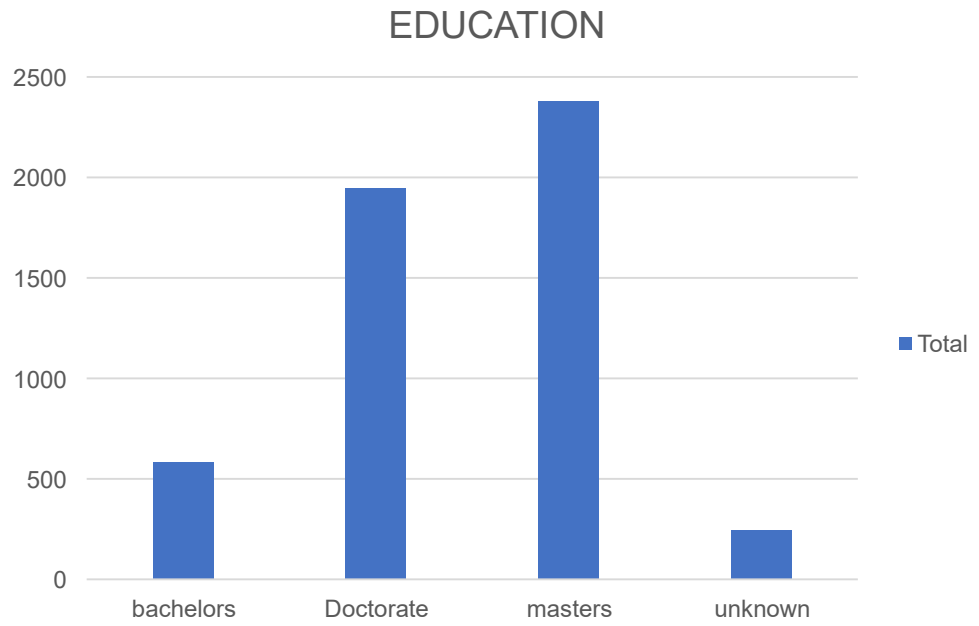
OPINION: Overall 71% of the customers who are in the Poutcome in the bank data

PART II : Bivariate Analysis

Variables under consideration:



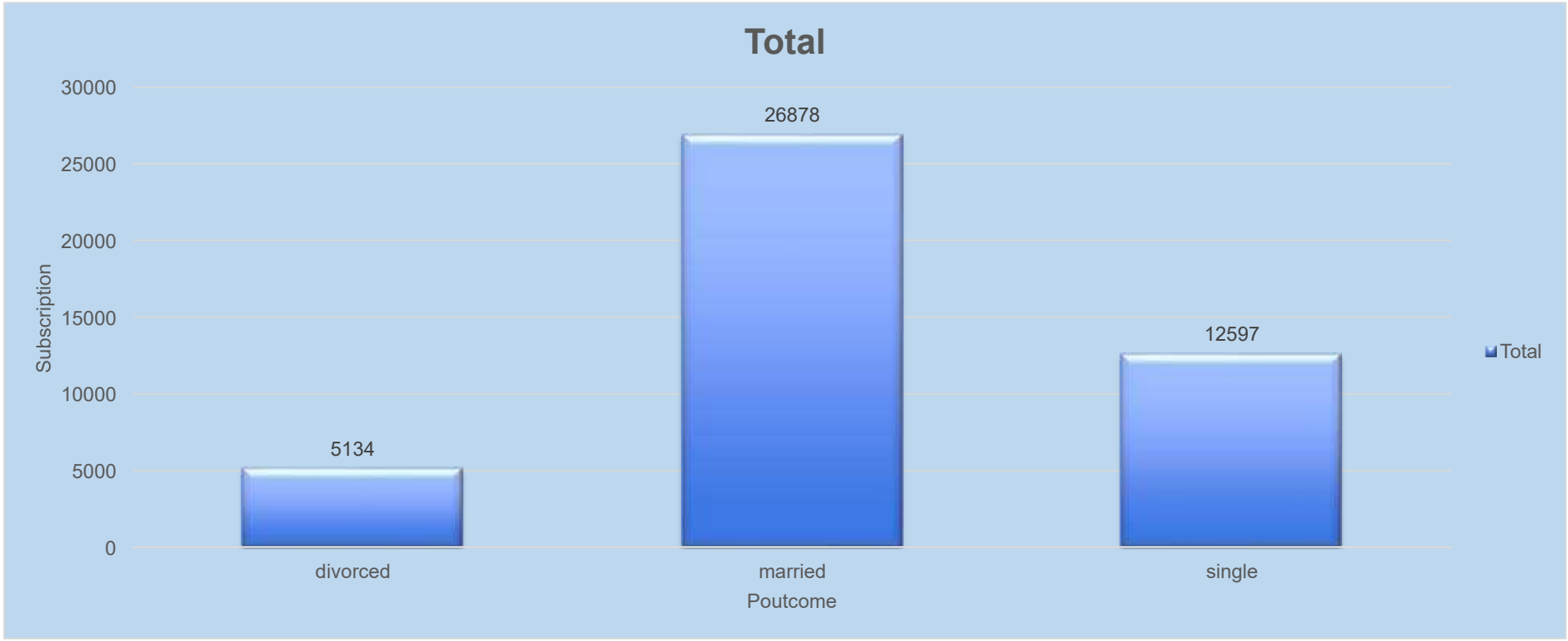
OPINION: The Subscription rate of the married customers is high.



OPINION: The subscription rate of the Doctorate & Masters customers is high.

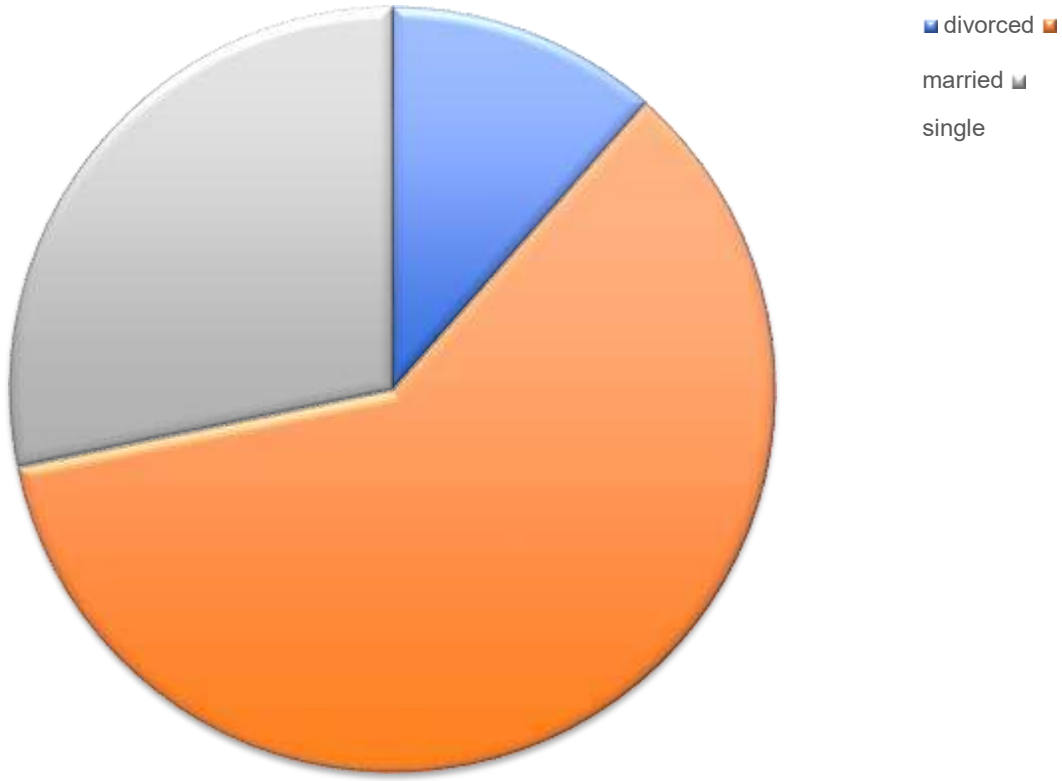
PART II : Bivariate Analysis

Variables under consideration:



OPINION: The conversion rate of the people who's Married has the larger level of subscription have . So it is recommended to target the customers who has already subscribed to other products.

PART III: Major insights


divorced
married
single

THANK YOU