

Marketing Campaign Analysis

An analysis of Atlas Bank marketing campaign results to predict the clients with a high potential of converting to term deposit subscribers.

40

Average Age

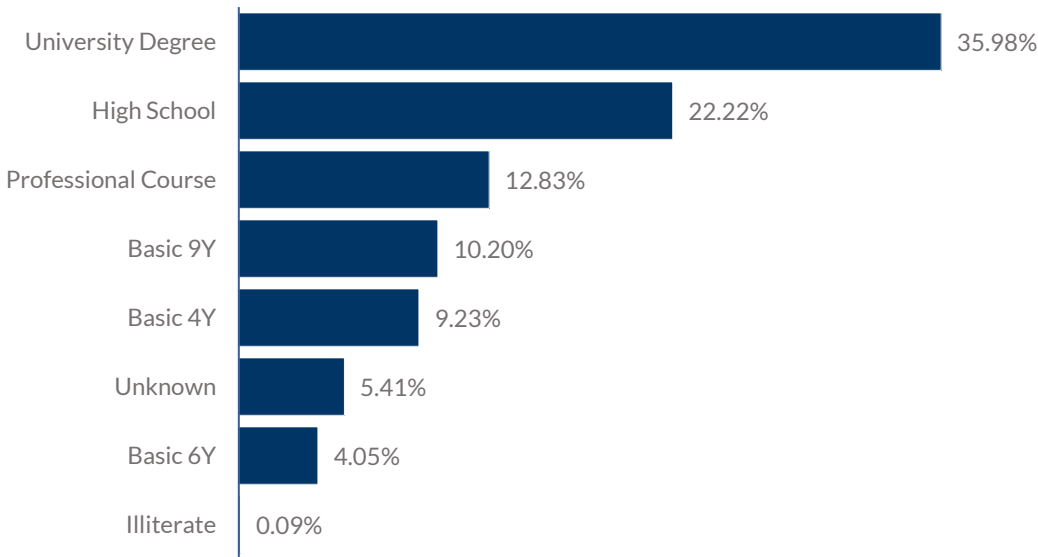
4m:18s

Average Call Duration

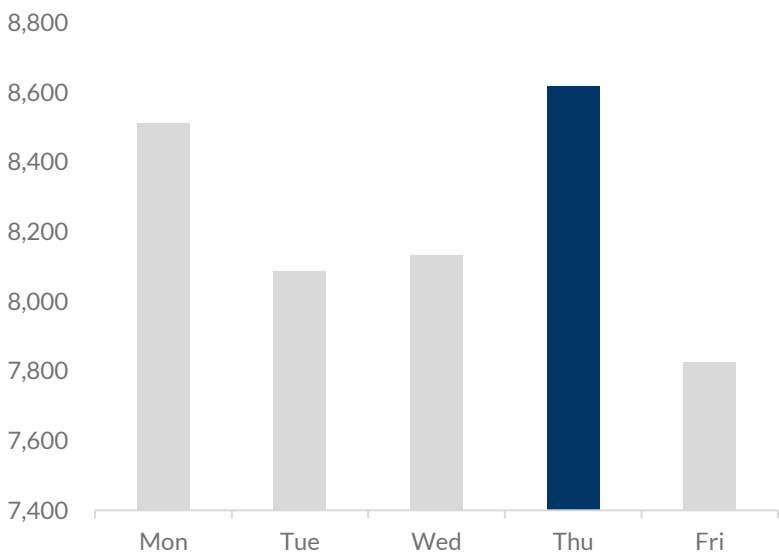
4.962

Highest Interest Rate
by Subscribers

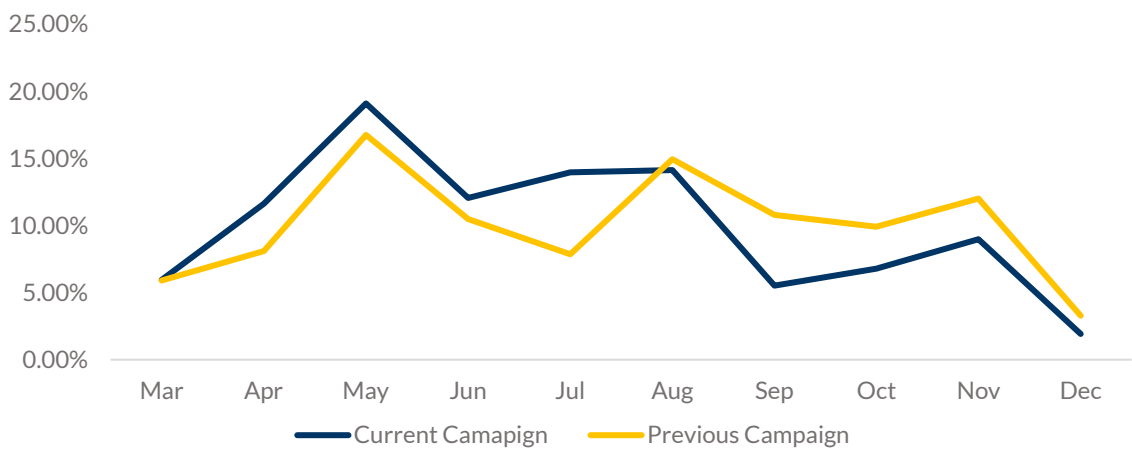
Subscribers by Level of Education



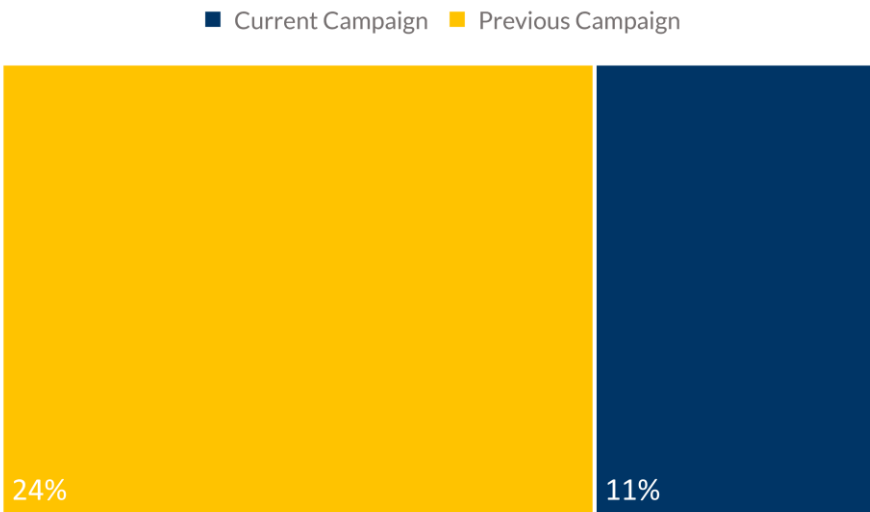
Subscribers by Day of the Week



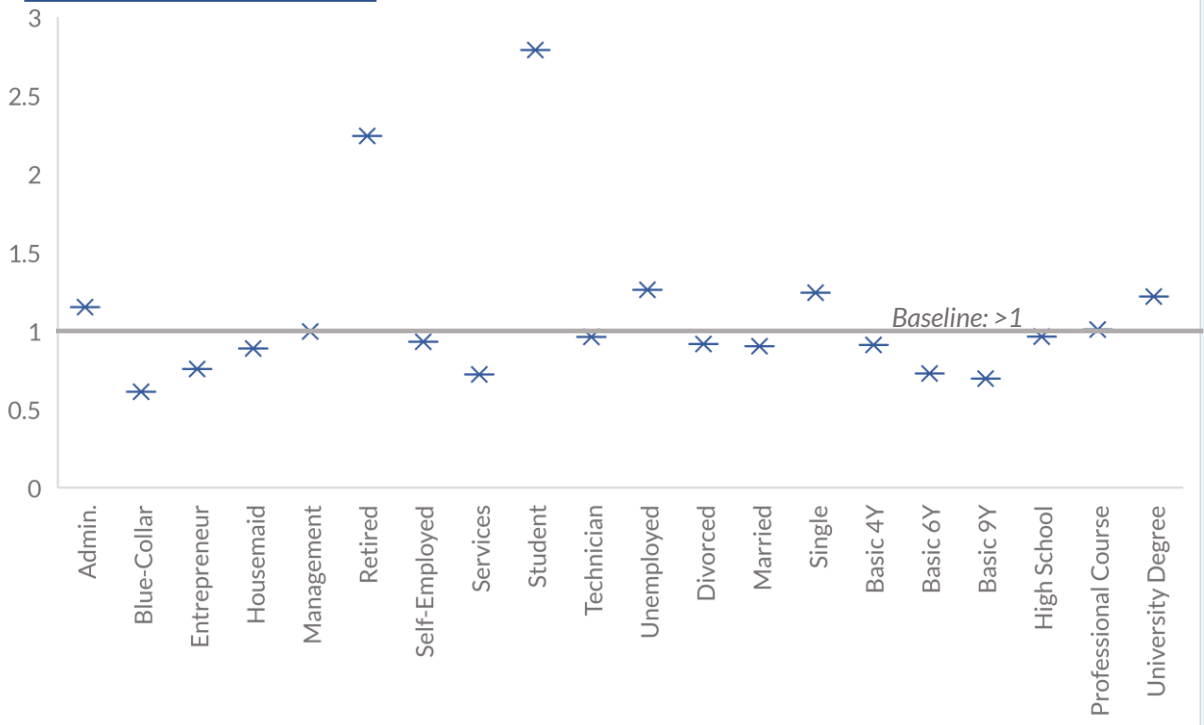
Subscribers by Month



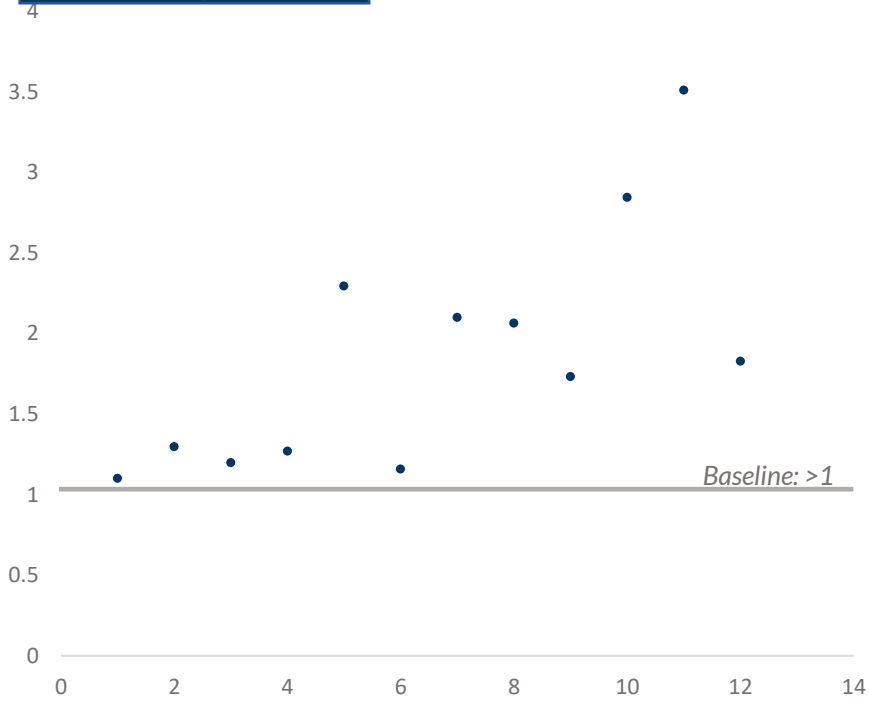
Campaign Success by Subscribers



2-Way Lift



3-Way Lift



The top five categories of Atlas Bank clients who are more likely to subscribe to a term deposit are - retired people, students, the unemployed, single marital status, professional course certificates and university degree holders.

In addition, relationships exist between two variables and the possibility of subscribing. This revealed that admin workers, the retired and students when paired with being married or single and possessing a professional course certificate or a university degree have a higher possibility of subscribing to term deposits.