

Bank Marketing Campaign Analysis

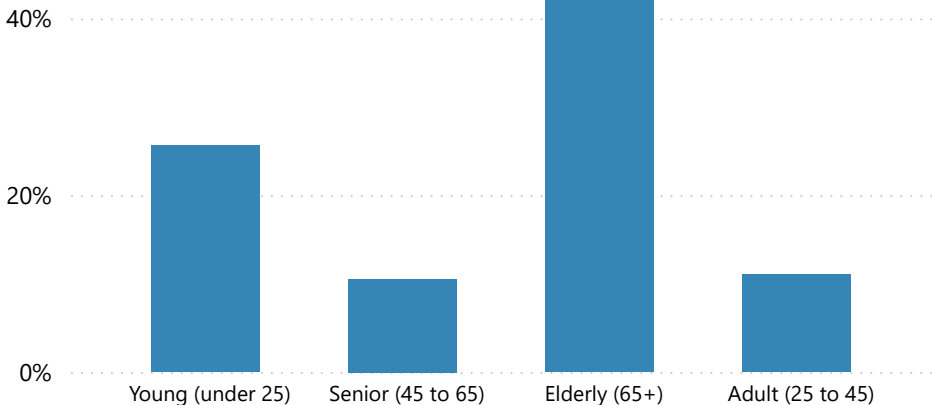
Age Group

- ☐ Select all
- ☐ Adult (25 to 45)
- ☐ Elderly (65+)
- ☐ Senior (45 to 65)
- ☐ Young (under 25)

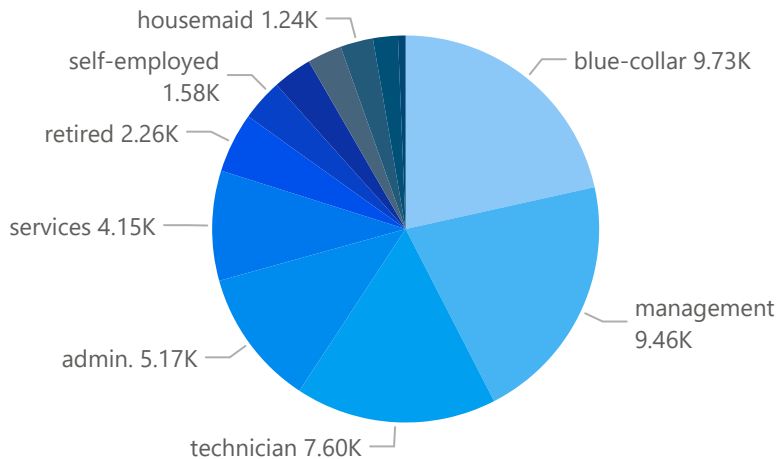
Job

- ☐ Select all
- ☐ admin.
- ☐ blue-collar
- ☐ entrepreneur
- ☐ housemaid
- ☐ management
- ☐ retired
- ☐ self-employed
- ☐ services
- ☐ student
- ☐ technician
- ☐ unemployed
- ☐ unknown

Subscription Rate by Age Group



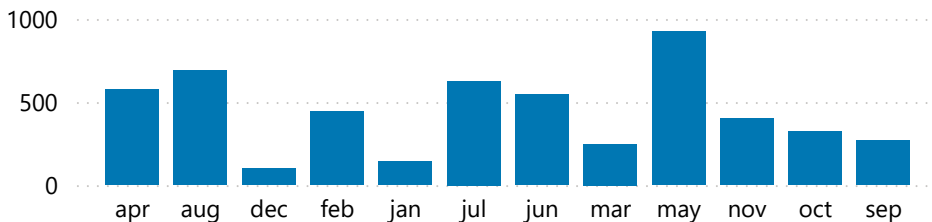
Job Distribution of Customers



Total Contacts
45211

Subscription Rate
11.70%

Subscription Trends by Month



Subscription Trends by Month

