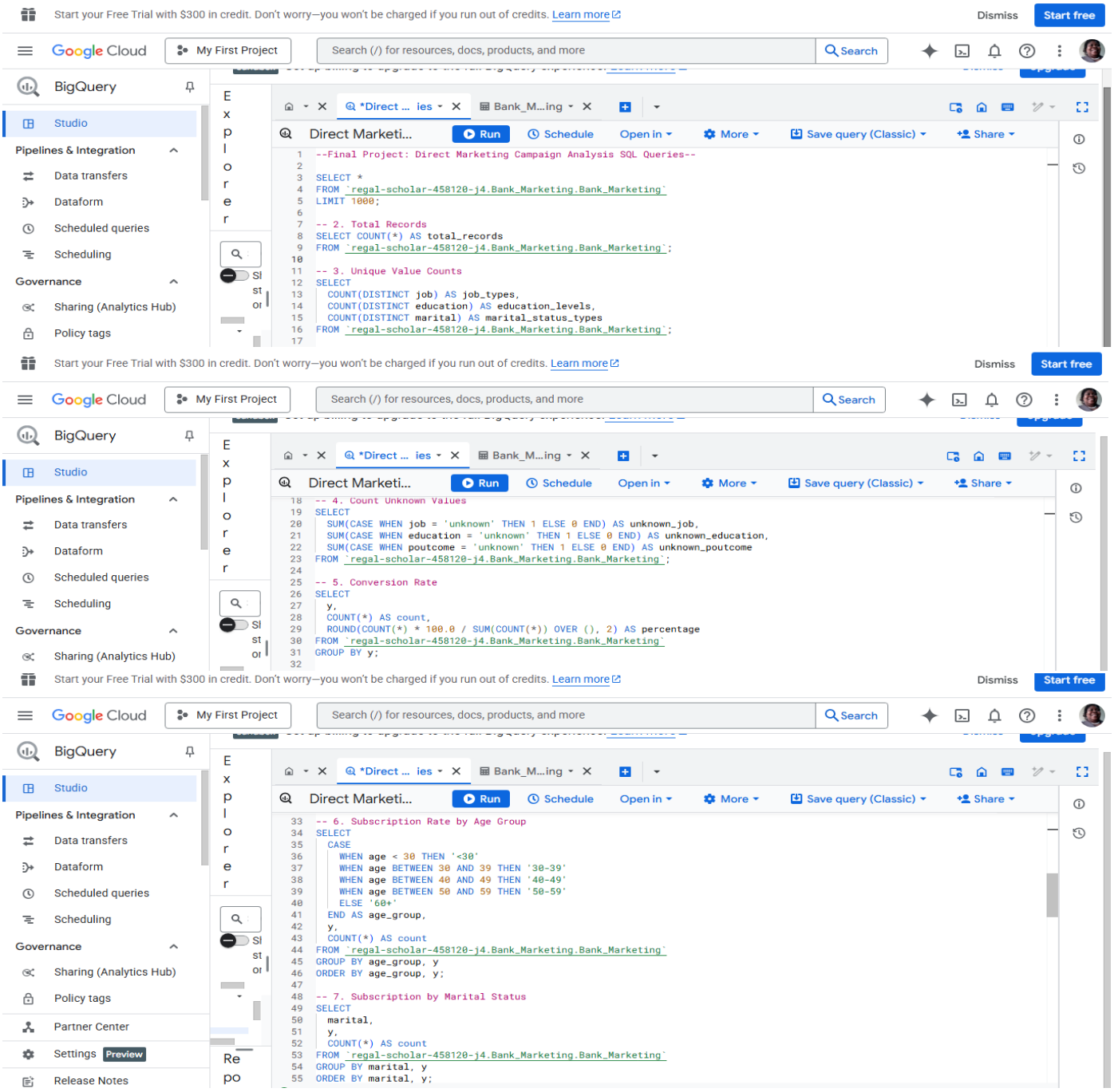
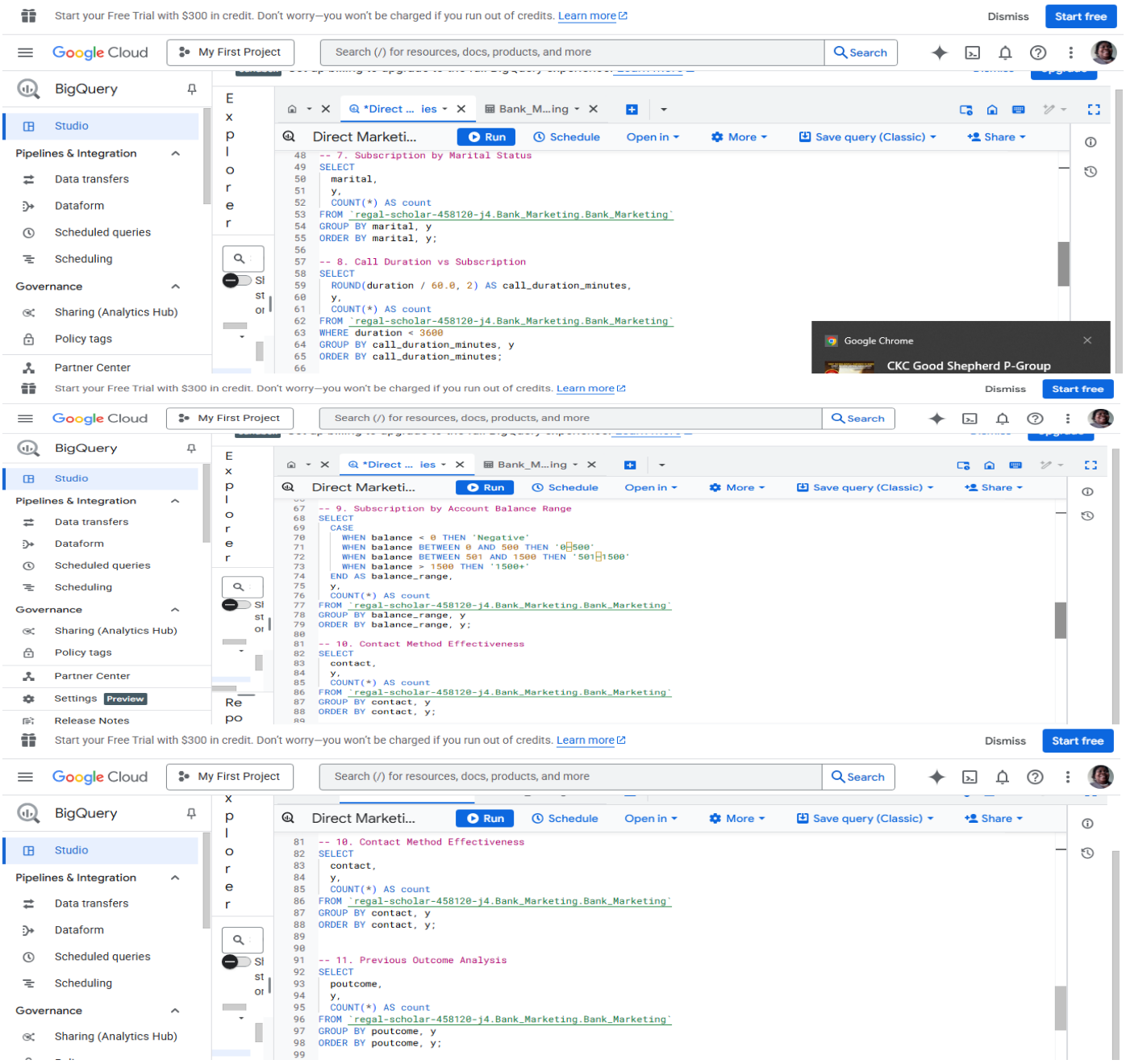
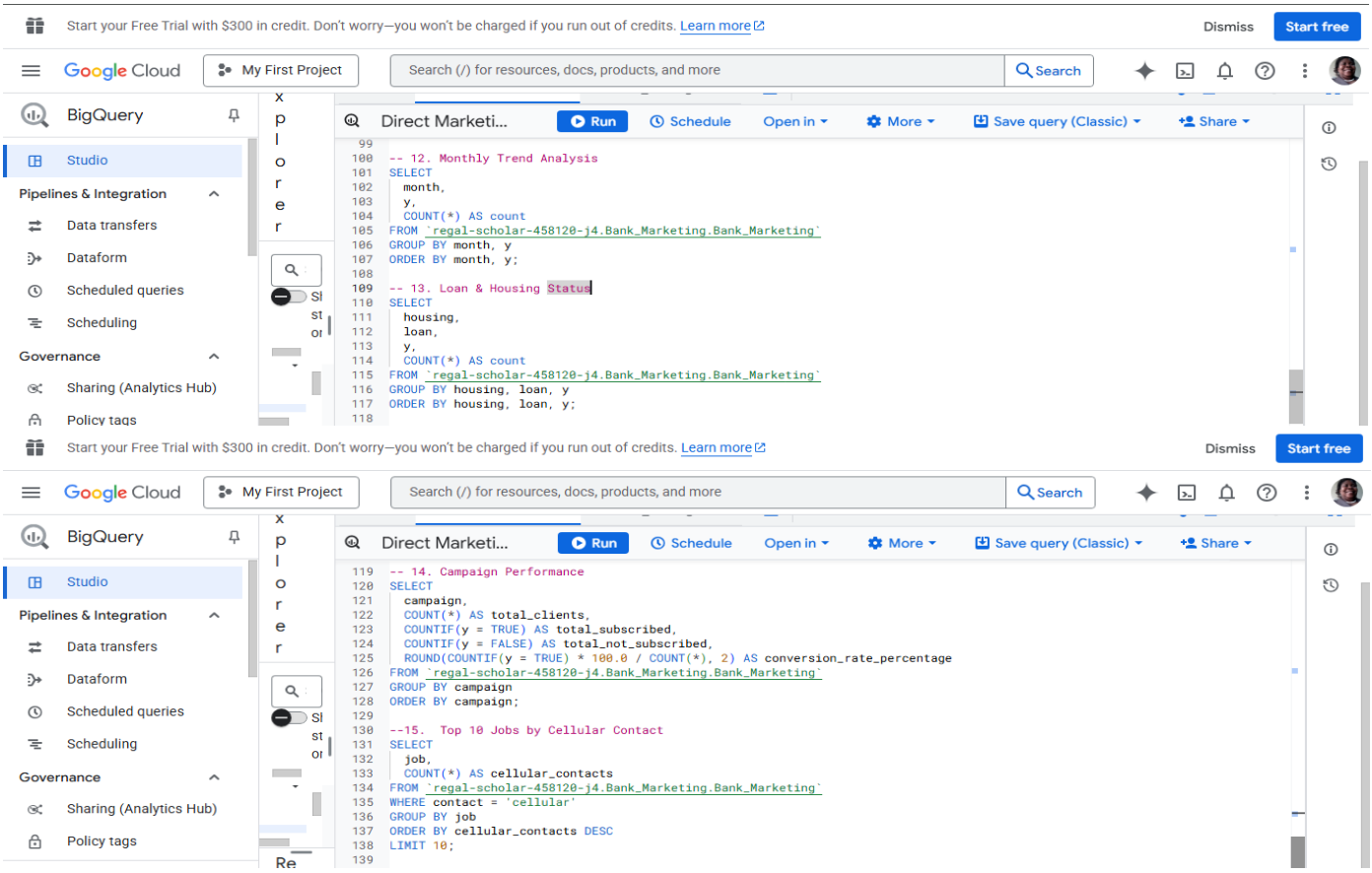
SQL Queries on Google Big Query. The link below is for the SQL queries, since it is not a paid one the link might not allow access to the entire Big Query platform, hence the screenshots.

https://console.cloud.google.com/bigquery?sq=455788408236:53e11deaab86481fba10e24b290ccbb4




Start your Free Trial with $300 in credit. Don't worry—you won't be charged if you run out of credits. Learn more
Dismiss
Start free
Google Cloud
My First Project
Search (/) for resources, docs, products, and more
Search
BigQuery
Studio
Pipelines & Integration
Data transfers
Dataform
Scheduled queries
Scheduling
Governance
Sharing (Analytics Hub)
Policy tags
Partner Center
Settings
Preview
Release Notes
Explorer
Direct Marketi...
Run
Schedule
Open in
More
Save query (Classic)
Share
-- 7. Subscription by Marital Status
SELECT
marital,
y,
COUNT(*) AS count
FROM `regal-scholar-458120-j4.Bank_Marketing.Bank_Marketing`
GROUP BY marital, y
ORDER BY marital, y;
-- 8. Call Duration vs Subscription
SELECT
ROUND(duration / 60.0, 2) AS call_duration_minutes,
y,
COUNT(*) AS count
FROM `regal-scholar-458120-j4.Bank_Marketing.Bank_Marketing`
WHERE duration < 3600
GROUP BY call_duration_minutes, y
ORDER BY call_duration_minutes;
Google Chrome
CKC Good Shepherd P-Group
-- 9. Subscription by Account Balance Range
SELECT
CASE
WHEN balance < 0 THEN 'Negative'
WHEN balance BETWEEN 0 AND 500 THEN '0-500'
WHEN balance BETWEEN 501 AND 1500 THEN '501-1500'
WHEN balance > 1500 THEN '1500+'
END AS balance_range,
y,
COUNT(*) AS count
FROM `regal-scholar-458120-j4.Bank_Marketing.Bank_Marketing`
GROUP BY balance_range, y
ORDER BY balance_range, y;
-- 10. Contact Method Effectiveness
SELECT
contact,
y,
COUNT(*) AS count
FROM `regal-scholar-458120-j4.Bank_Marketing.Bank_Marketing`
GROUP BY contact, y
ORDER BY contact, y;
-- 11. Previous Outcome Analysis
SELECT
poutcome,
y,
COUNT(*) AS count
FROM `regal-scholar-458120-j4.Bank_Marketing.Bank_Marketing`
GROUP BY poutcome, y
ORDER BY poutcome, y;


Start your Free Trial with $300 in credit. Don't worry—you won't be charged if you run out of credits. Learn more
Dismiss
Start free
Google Cloud
My First Project
Search (/) for resources, docs, products, and more
Search
BigQuery
Studio
Pipelines & Integration
Data transfers
Dataform
Scheduled queries
Scheduling
Governance
Sharing (Analytics Hub)
Policy tags
Explorer
Direct Marketi...
Run
Schedule
Open in
More
Save query (Classic)
Share
99
100 -- 12. Monthly Trend Analysis
101 SELECT
102 month,
103 y,
104 COUNT(*) AS count
105 FROM `regal-scholar-458120-j4.Bank_Marketing.Bank_Marketing`
106 GROUP BY month, y
107 ORDER BY month, y;
108
109 -- 13. Loan & Housing Status
110 SELECT
111 housing,
112 loan,
113 y,
114 COUNT(*) AS count
115 FROM `regal-scholar-458120-j4.Bank_Marketing.Bank_Marketing`
116 GROUP BY housing, loan, y
117 ORDER BY housing, loan, y;
118

Start your Free Trial with $300 in credit. Don't worry—you won't be charged if you run out of credits. Learn more
Dismiss
Start free
Google Cloud
My First Project
Search (/) for resources, docs, products, and more
Search
BigQuery
Studio
Pipelines & Integration
Data transfers
Dataform
Scheduled queries
Scheduling
Governance
Sharing (Analytics Hub)
Policy tags
Explorer
Direct Marketi...
Run
Schedule
Open in
More
Save query (Classic)
Share
119 -- 14. Campaign Performance
120 SELECT
121 campaign,
122 COUNT(*) AS total_clients,
123 COUNTIF(y = TRUE) AS total_subscribed,
124 COUNTIF(y = FALSE) AS total_not_subscribed,
125 ROUND(COUNTIF(y = TRUE) * 100.0 / COUNT(*), 2) AS conversion_rate_percentage
126 FROM `regal-scholar-458120-j4.Bank_Marketing.Bank_Marketing`
127 GROUP BY campaign
128 ORDER BY campaign;
129
130 --15. Top 10 Jobs by Cellular Contact
131 SELECT
132 job,
133 COUNT(*) AS cellular_contacts
134 FROM `regal-scholar-458120-j4.Bank_Marketing.Bank_Marketing`
135 WHERE contact = 'cellular'
136 GROUP BY job
137 ORDER BY cellular_contacts DESC
138 LIMIT 10;
139