BANK MARKETING CAMPAIGN ANALYSIS

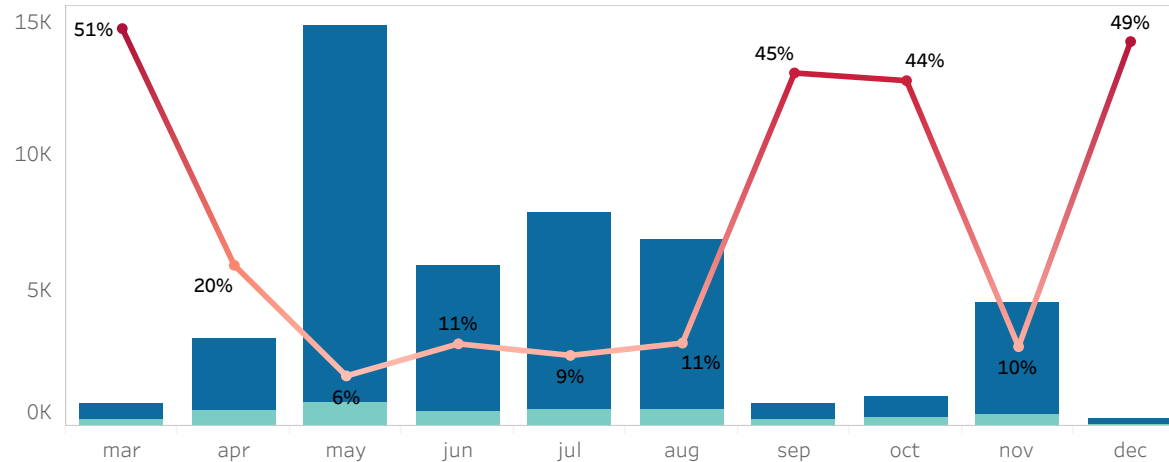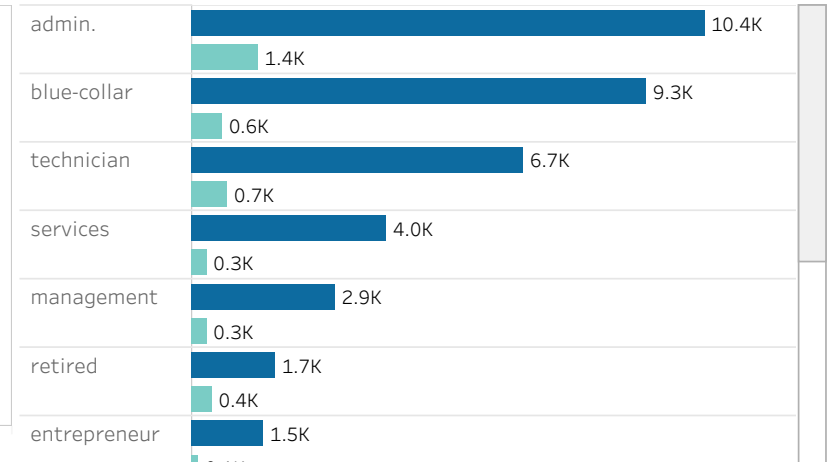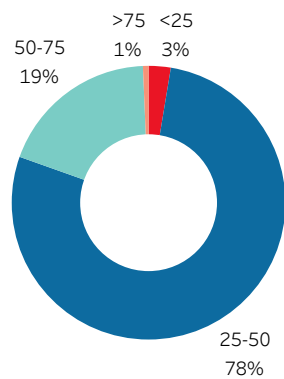| Total Customers	Total Registration	Success Rate	Total Contact	Average Duration
41,176	**4,639**	**11.27%**	**105,735**	**4.3**

Campaign Performances

Customers
Registers

Type of Job Perfomances

	Customers	Registers
admin.	10.4K	1.4K
blue-collar	9.3K	0.6K
technician	6.7K	0.7K
services	4.0K	0.3K
management	2.9K	0.3K
retired	1.7K	0.4K
entrepreneur	1.5K	

Customers by Age

>75 1%
<25 3%
50-75 19%
25-50 78%

Customers by Marital Status

unknown 0%
single 28%
married 61%

Customers by Education

university.degree	30%
high.school	23%
basic.9y	15%
professional.course	13%
basic.4y	10%
basic.6y	6%
unknown	4%
illiterate	0%
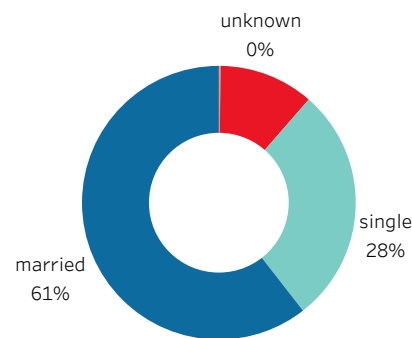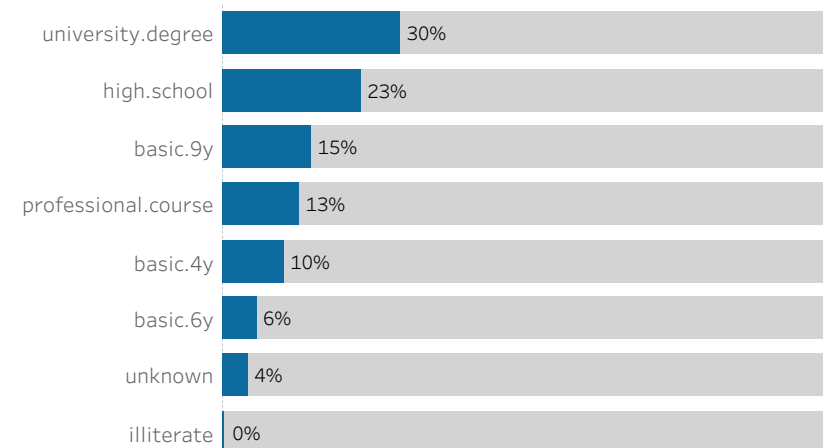
BANK MARKETING CAMPAIGN ANALYSIS

Customers by Default

- unknown 21%
- yes 0%
- no 79%

Customers by Housing

- unknown 2%
- yes 52%
- no 45%

Customers by Loan

- unknown 2%
- yes 15%
- no 82%
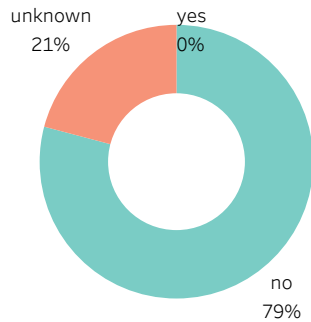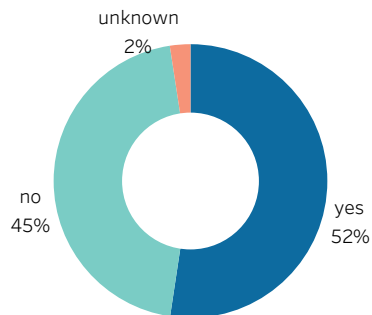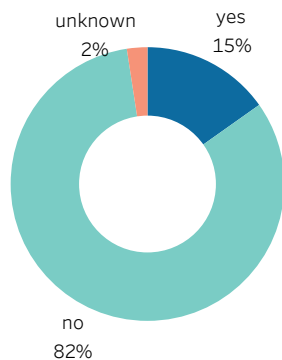
Customers by Age group and Success Rate

Age group	Customers	Success Rate
<20	0.1K	45%
20-25	1.0K	22%
25-30	4.6K	14%
30-35	9.1K	11%
35-40	7.8K	9%
40-45	5.6K	8%
45-50	4.9K	8%
50-55	3.8K	10%
55-60	3.0K	11%
60-65	0.5K	30%
65-70	0.2K	47%
70-75	0.2K	41%
75-80	0.1K	53%
80-85	0.1K	52%
85-90	0.0K	50%
90-95	0.0K	43%
>95	0.0K	67%
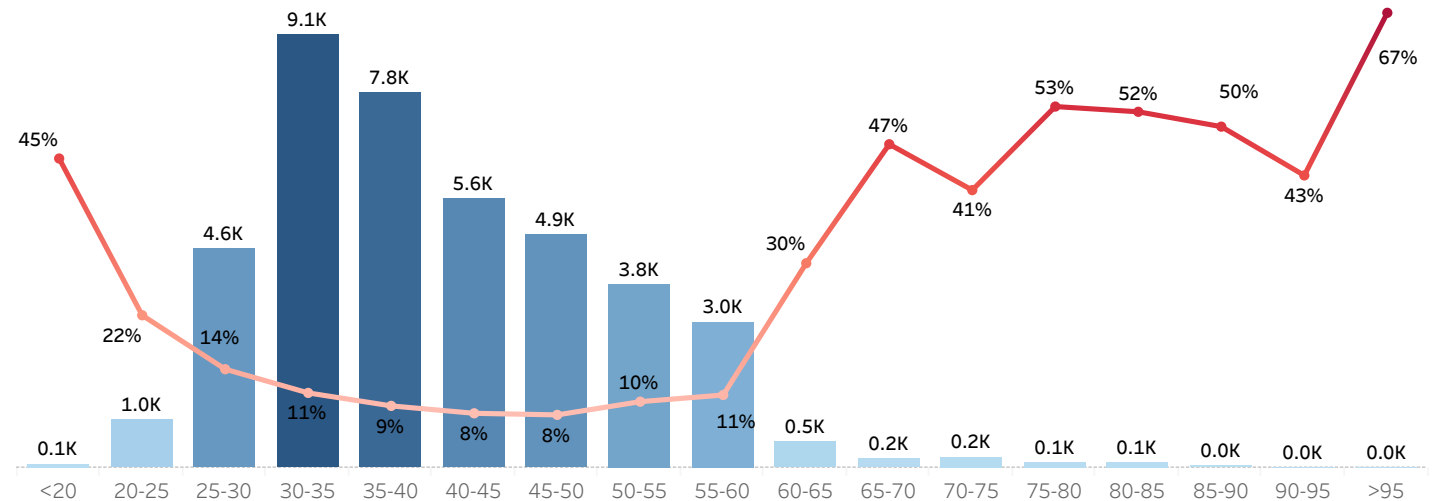
Type of Education Performances

Education

Education	Education	Education_yes
university.degree	12.2K	1.7K
high.school	9.5K	1.0K
basic.9y	6.0K	0.5K
professional.course	5.2K	0.6K
basic.4y	4.2K	0.4K
basic.6y	2.3K	0.2K
unknown	1.7K	0.3K
illiterate	0.0K	0.0K
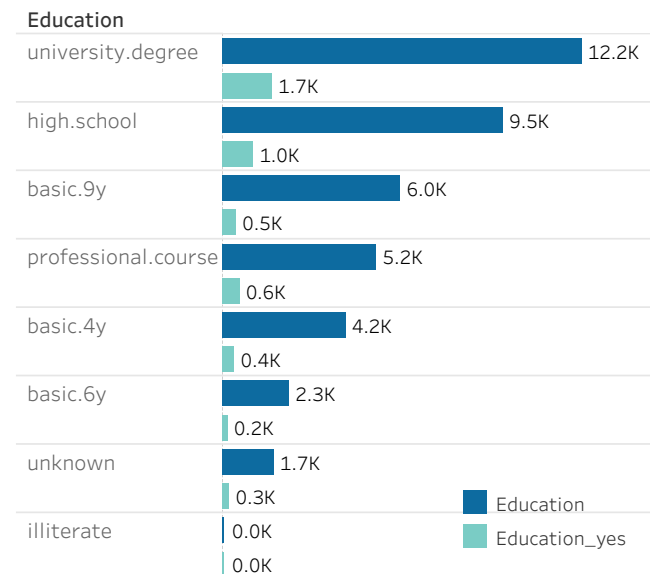
Registered Customers by Education Level and Type of Jobs

Job	Education
admin.	university.de...
	high.school
	basic.9y
	professional...
	unknown
	basic.6y
	basic.4y
	illiterate
blue-collar	basic.9y
	basic.4y
	basic.6y
	high.school
	unknown
	professional...
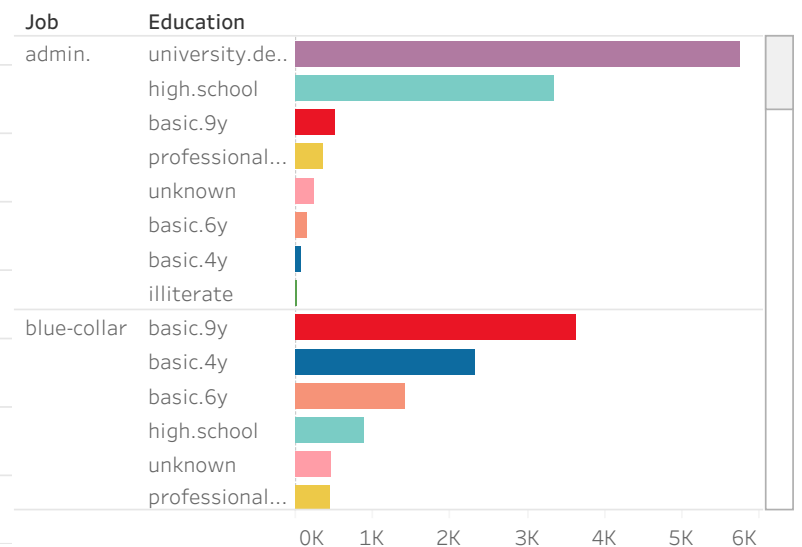
BANK MARKETING CAMPAIGN ANALYSIS

Duration + Success Rate

Legend: Duration(mins) (blue), Success_rate (red)

Y-axis (left): 0K, 2K, 4K, 6K, 8K
Y-axis (right): 0%, 10%, 20%, 30%, 40%, 50%
X-axis: <1, 1-2, 2-3, 3-4, 4-5, 5-6, 6-7, 7-8, 8-9, 9-10, >10
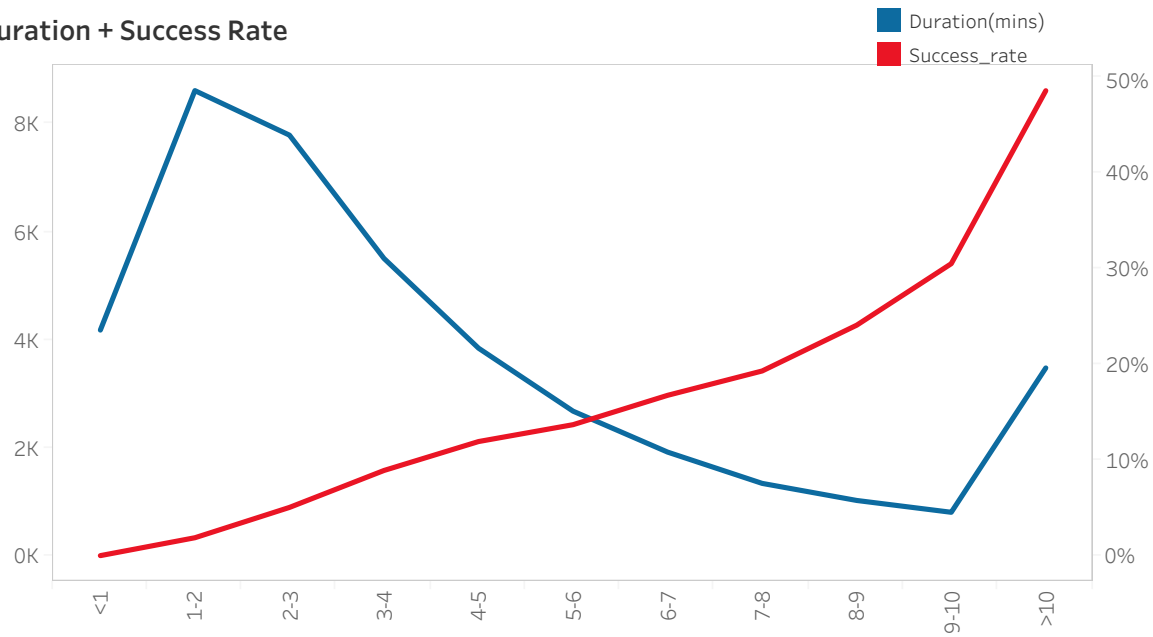
Total Contact of C.C
105,735

Total Contact of P.C
7,124

Customers by Contact of C.C

- telephone 37%
- cellular 63%
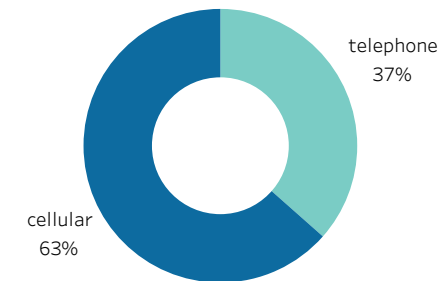
No. Contact Types and Success Rate by Day of C.C

Legend: Cellular (blue), Telephone (teal)

Day	Cellular	Telephone	Success Rate
mon	5.5K	3.0K	10.0%
tue	5.1K	3.0K	11.8%
wed	5.1K	3.1K	11.7%
thu	5.8K	2.8K	12.1%
fri	4.6K	3.2K	10.8%

Success Rate from P.C

Poutcome

Legend: Subcribed (teal), Not Subcribed (blue)

Poutcome	Subcribed	Not Subcribed
failure	14%	86%
nonexistent	9%	91%
success	65%	35%
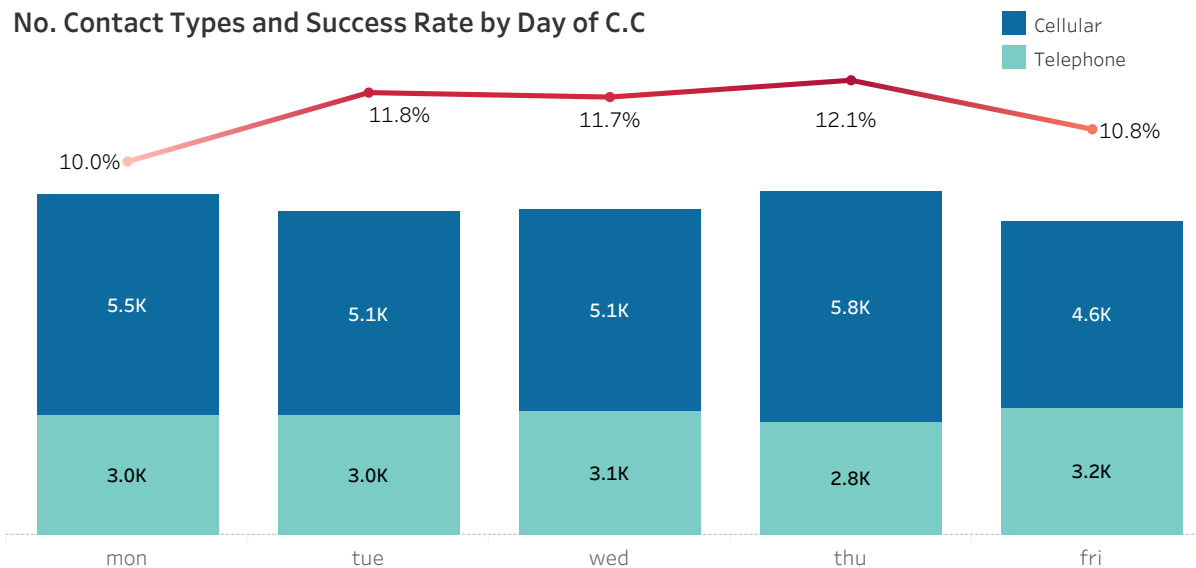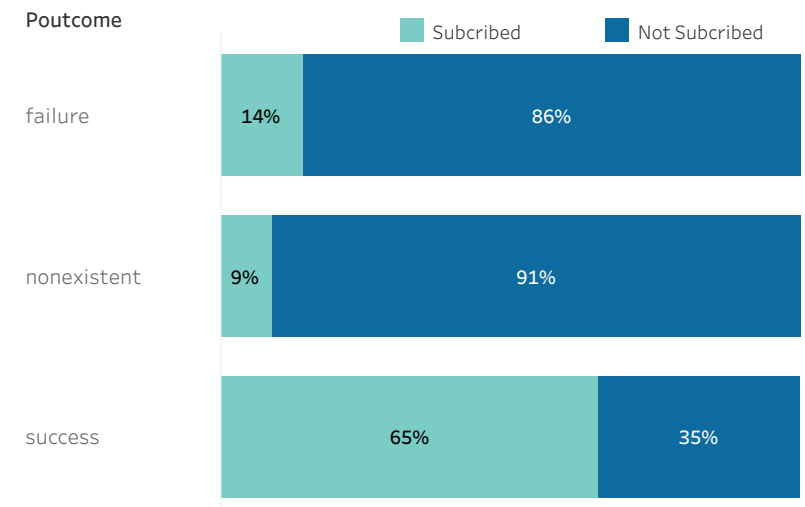
BANK MARKETING CAMPAIGN ANALYSIS

Total Contact of Month of C.C

Avg Euribor 3M + Successed Rate

- Avg. Euribor3M
- Success_rate

Avg Cons.Price.Idx + Success Rate

- Avg. Cons.Price.Idx
- Success_rate

Avg Cons.Conf.Idx + Success Rate

- Avg. Cons.Conf.Idx
- Success_rate