

Consider the `bank-additional-full.csv`. The data is related with direct marketing campaigns of a Portuguese banking institution. The marketing campaigns were based on phone calls. Often, more than one contact to the same client was required, in order to access if the product (bank term deposit) would be ('yes') or not ('no') subscribed. **In Python**, answer the following:

1. (3 points) Using the pandas library, read the csv file and create a data-frame called `bank_marketing`
2. (3 points) Create a variable called `conversion` that takes the value of 1 when `y = yes` and 0 when `y = no`.
3. (3 points) Report the conversion rate.
4. (3 points) Compute the conversion rate by education level.
5. (3 points) Compute the conversion rate by job.