

Banking Data set Analysis



1 Average age for attracted client = AVERAGE(data_attracted_[age])



Banking Data Analysis

41,19K

Total Clients

11,27 %

Shares

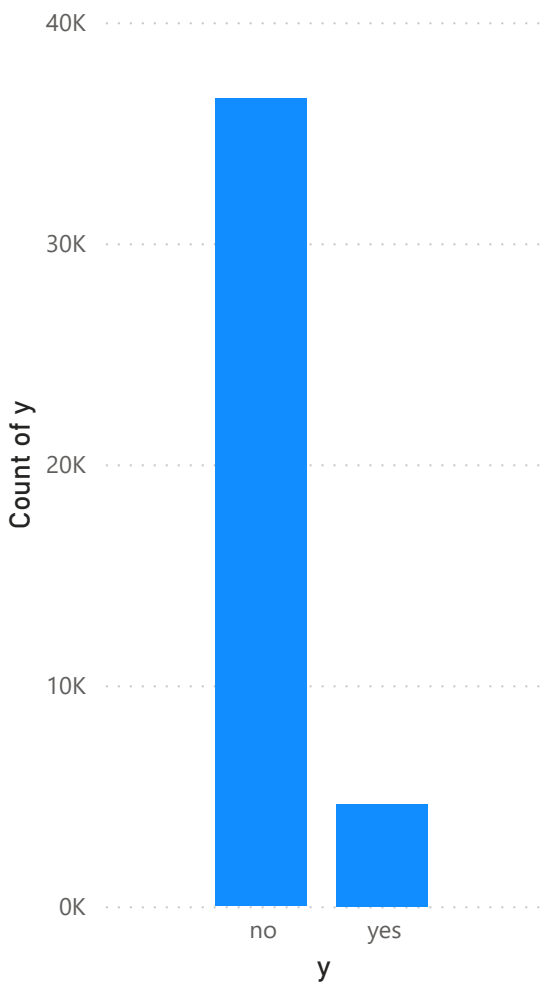
41

Average age for attracted client

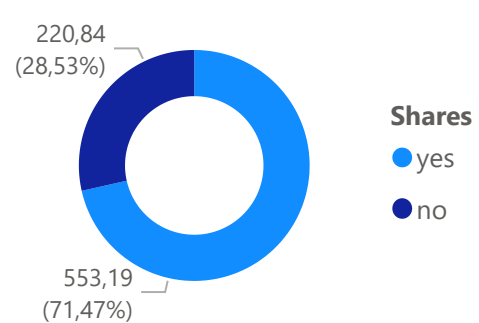
9,22

Average duration for attracted clients

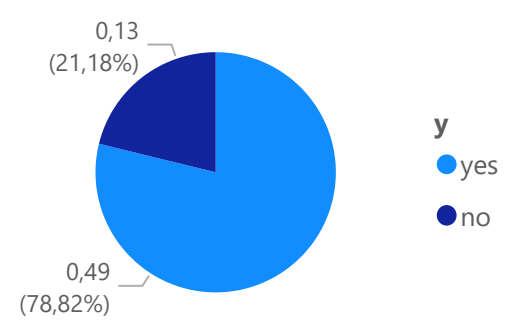
Count of y by y



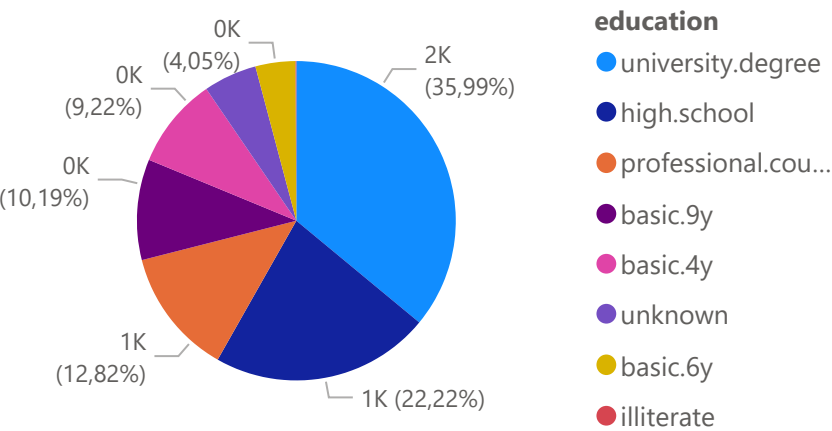
Average of duration by Shares



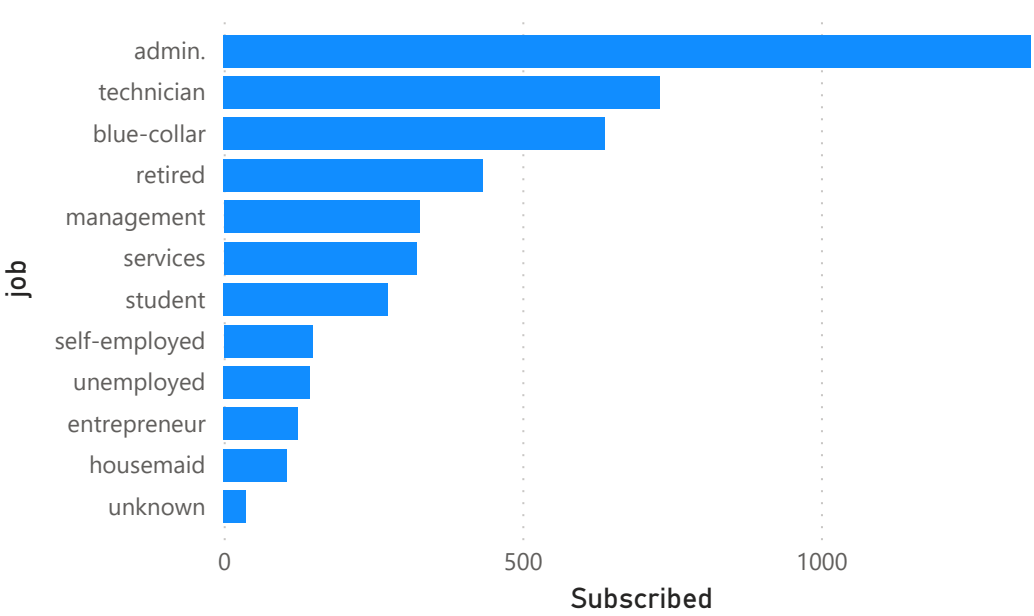
Average of previous by y



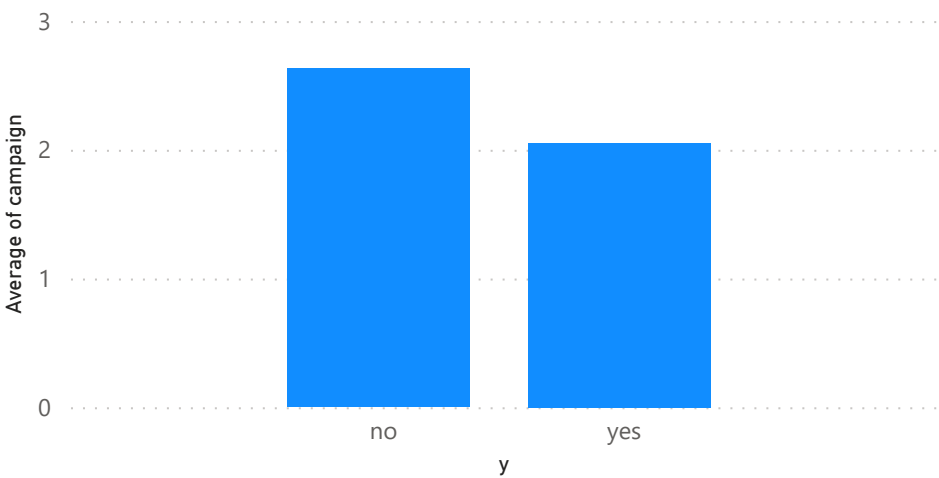
y_class by education



Subscribed by job



Average of campaign by y





Exploratory Data Analysis

Q1.What is the share of clients attracted in our source data?

11%

Q2 .What are the mean values of numerical features among the attracted clients?

| Average of campaign | Average of cons.conf.idx | Average of cons.price.idx | Average of emp.var.rate | Average of euribor3m | Average of pdays | Average of nr.employed | Average of previous |
|---------------------|--------------------------|---------------------------|-------------------------|----------------------|------------------|------------------------|---------------------|
| 2,05 | -39,79 | 93,35 | -1,23 | 2,12 | 792,04 | 5 095,12 | 0,49 |

Q3..What is the average call duration for the attracted clients?

| Average of duration |
|---------------------|
| 553,19 |

Q4.What is the average age among the attracted and unmarried clients?

| Average of duration | Average of age |
|---------------------|----------------|
| 522,85 | 35,57 |

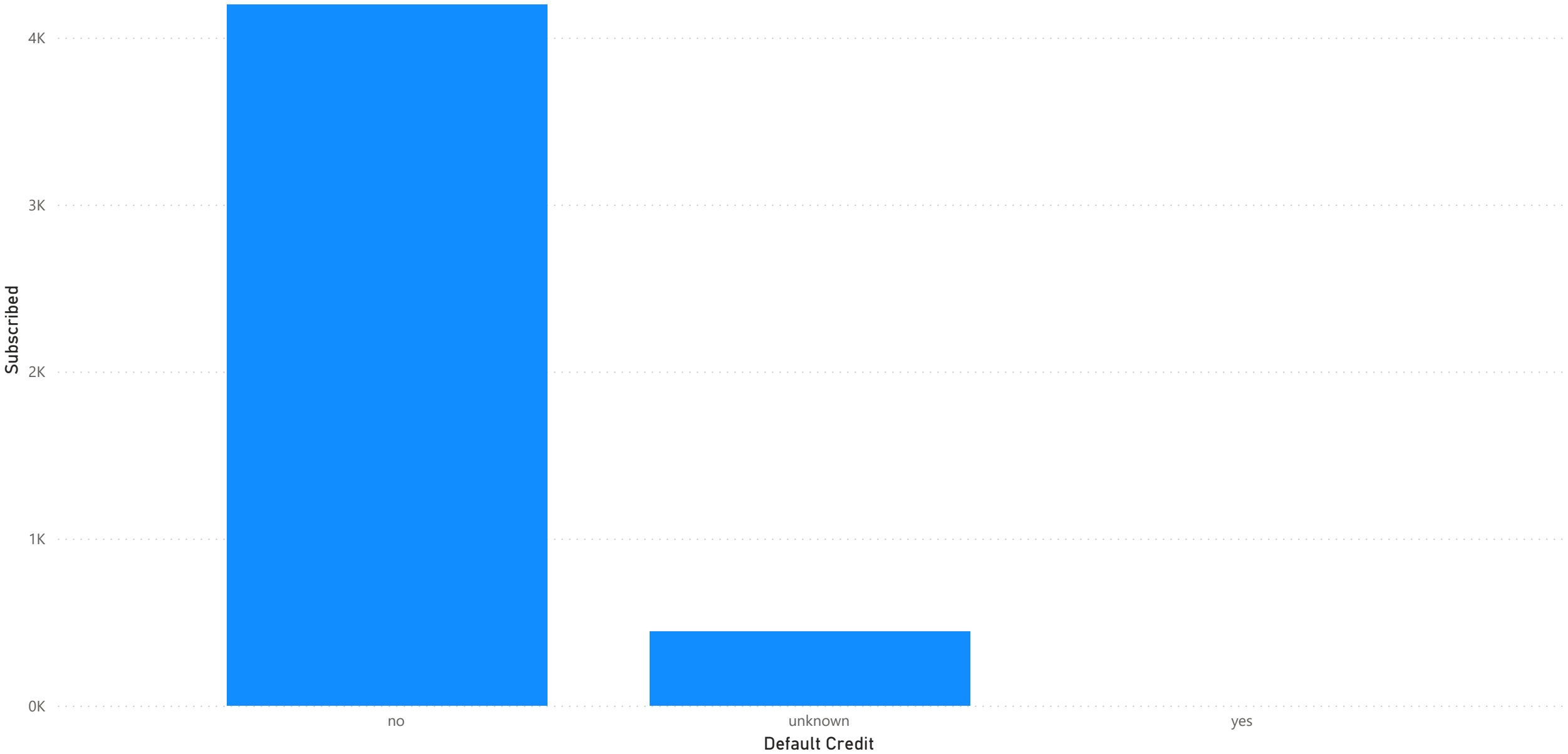
Q5.What is the average age and call duration for different types of client employment?

| Sum of Age | Sum of Duration | job |
|------------|-----------------|----------|
| 38,19 | 254,31 | admin. |
| 39,56 | 264,54 | blue-co |
| 41,72 | 263,27 | entrepr |
| 45,50 | 250,45 | housen |
| 42,36 | 257,06 | manage |
| 62,03 | 273,71 | retired |
| 39,95 | 264,14 | self-em |
| 37,93 | 258,40 | services |
| 25,89 | 283,68 | student |
| 38,51 | 250,23 | technic |
| 39,73 | 249,45 | unempl |
| 45,56 | 239,68 | unknow |
| 496,93 | 3 108,93 | |

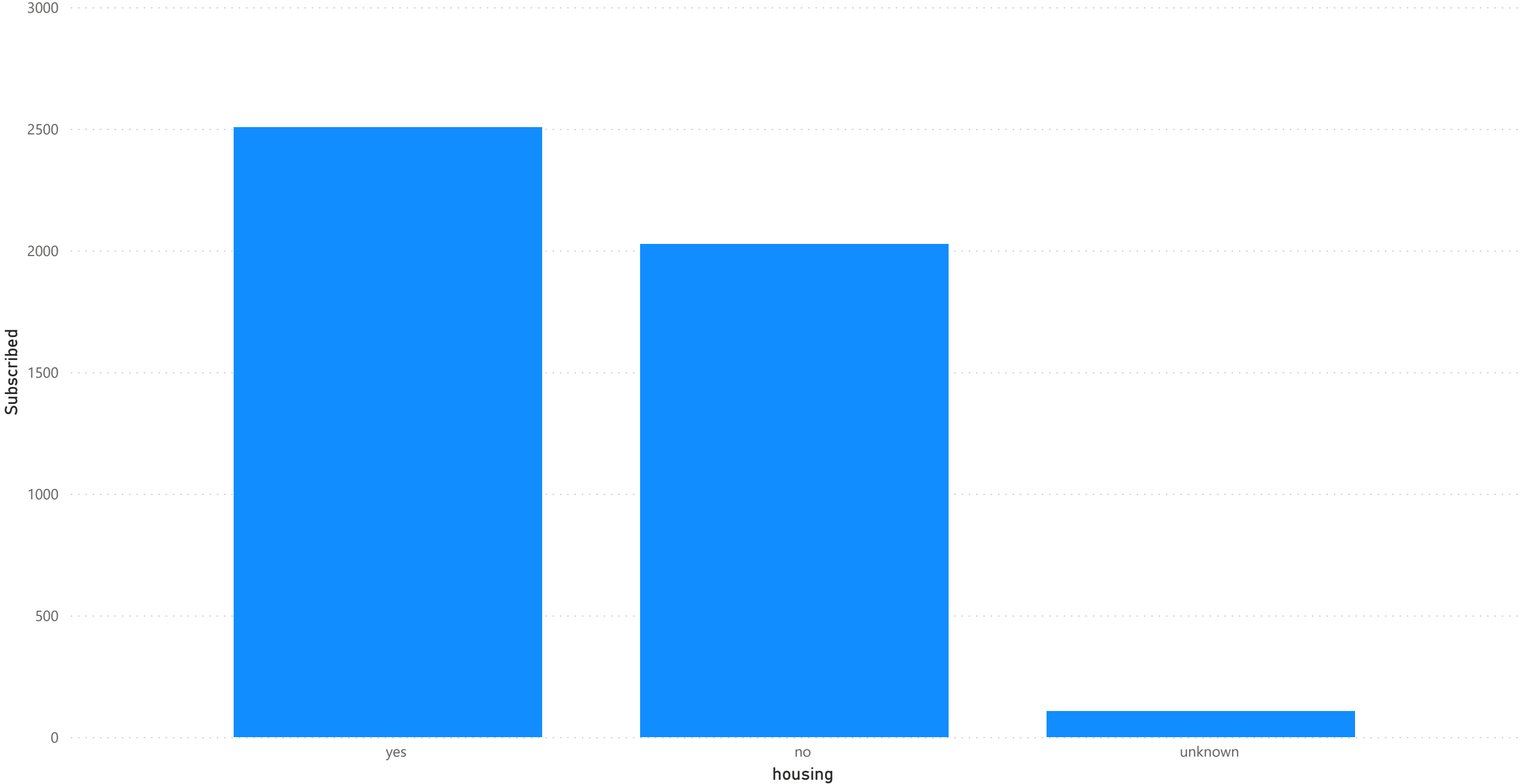
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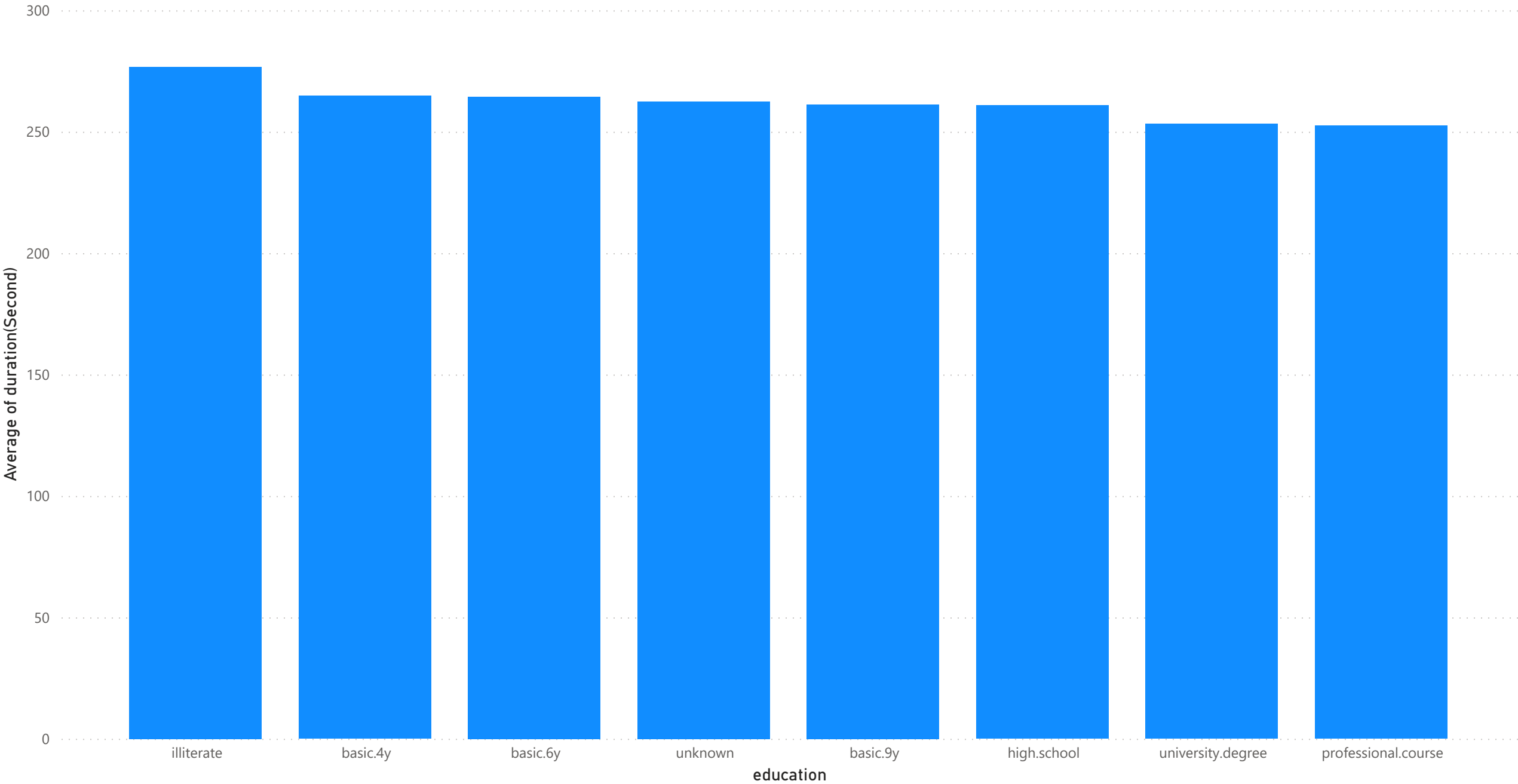
Subscribed by Default Credit



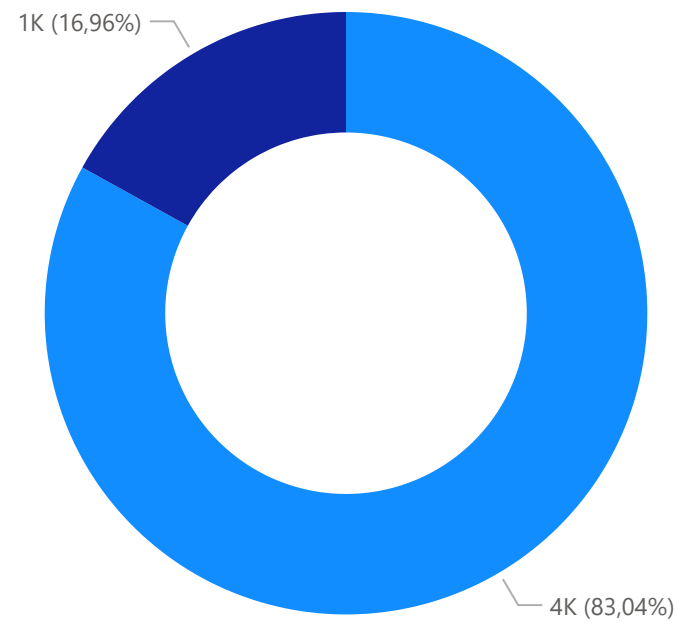
Subscribed by housing



Average of duration(Second) by education

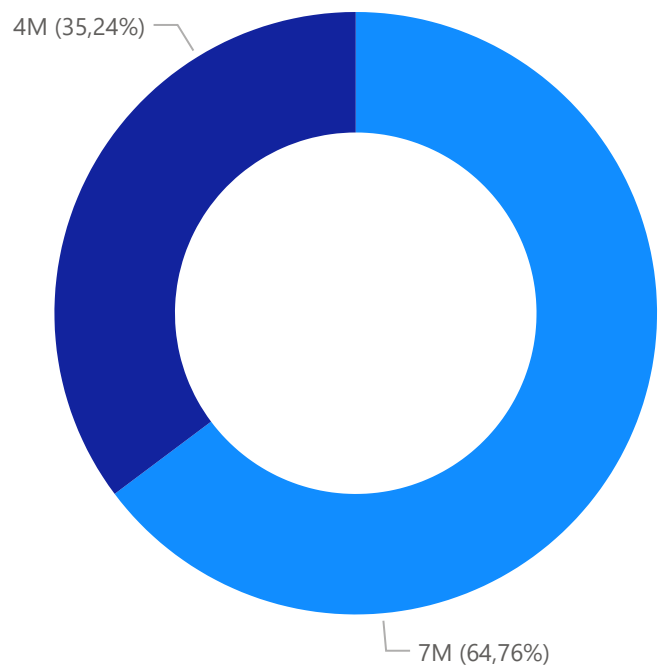


Subscribed by contact type



contact type
● cellular
● telephone

duration by contact type



contact type
● cellular
● telephone

Subscribed by Campaign Outcome

