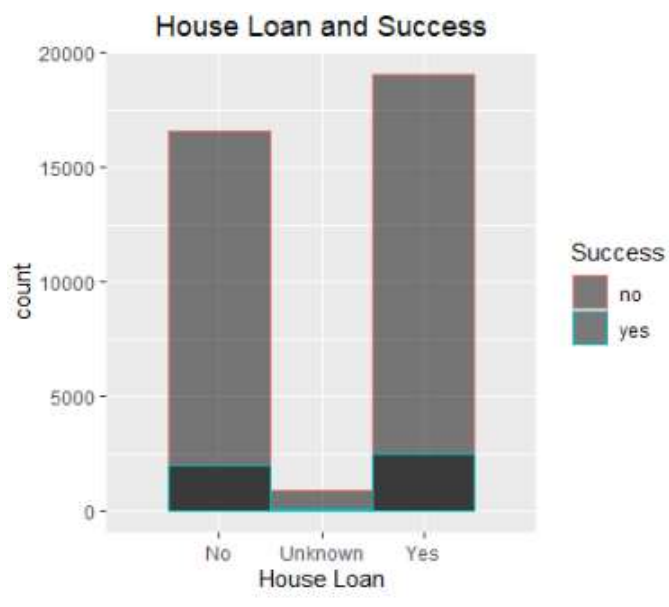
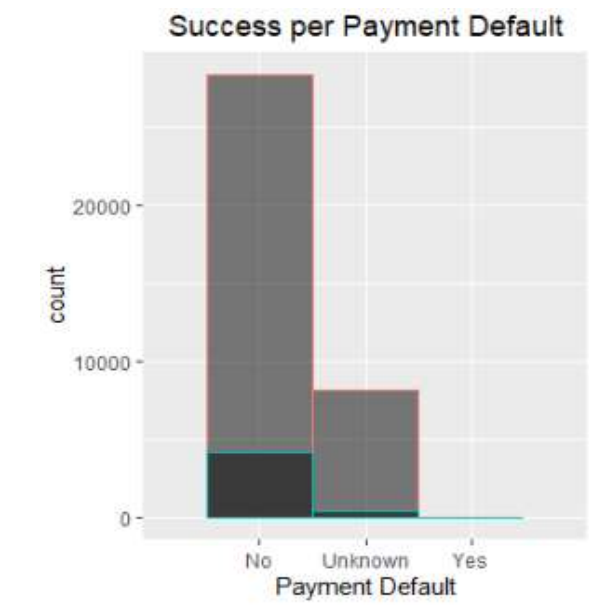
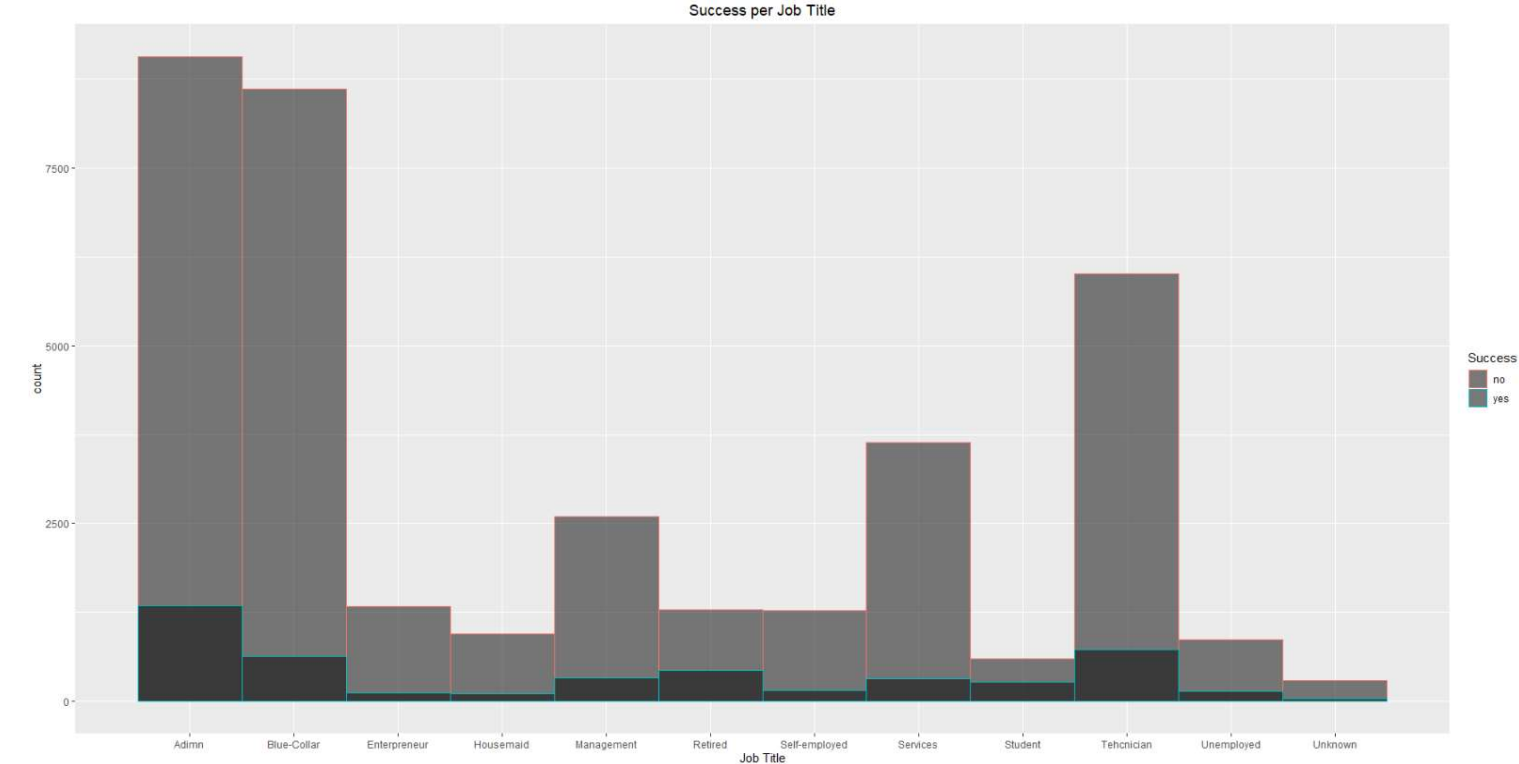
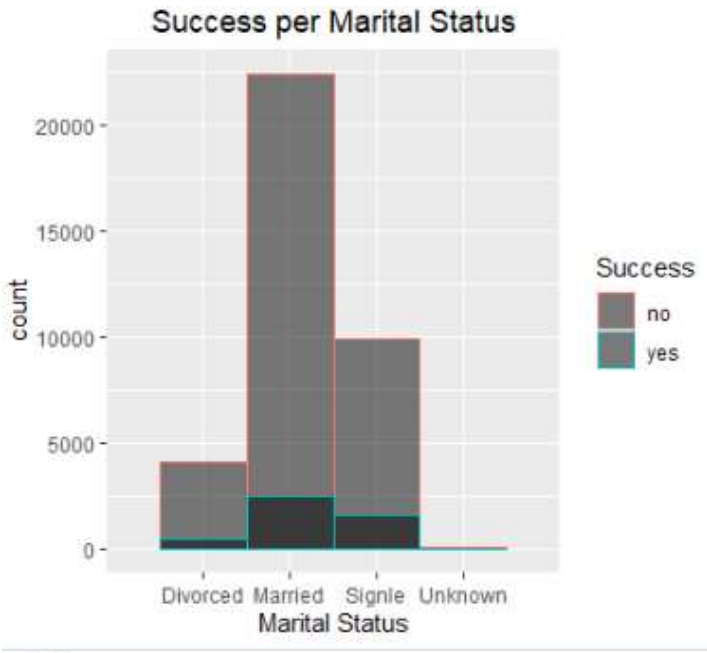
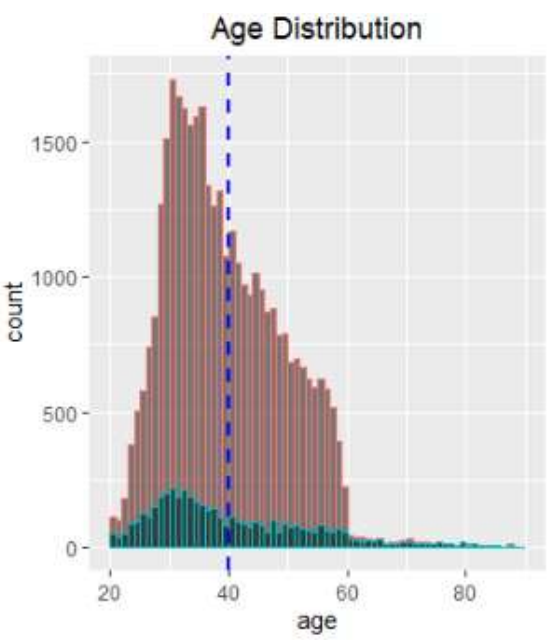
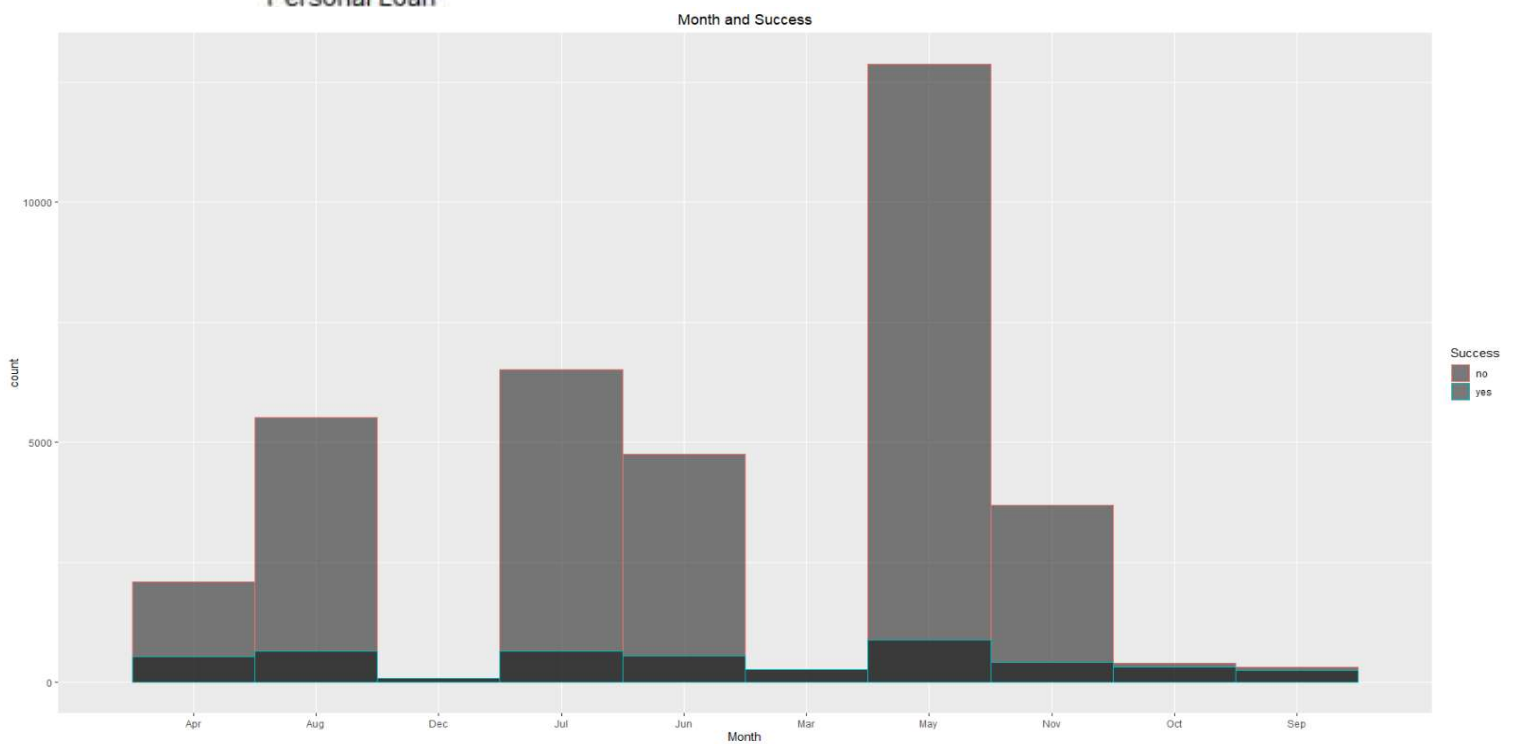
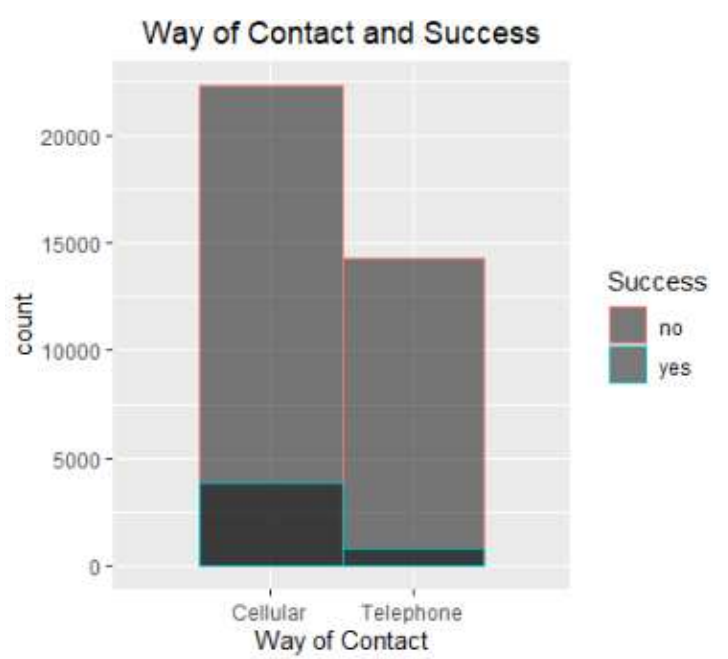
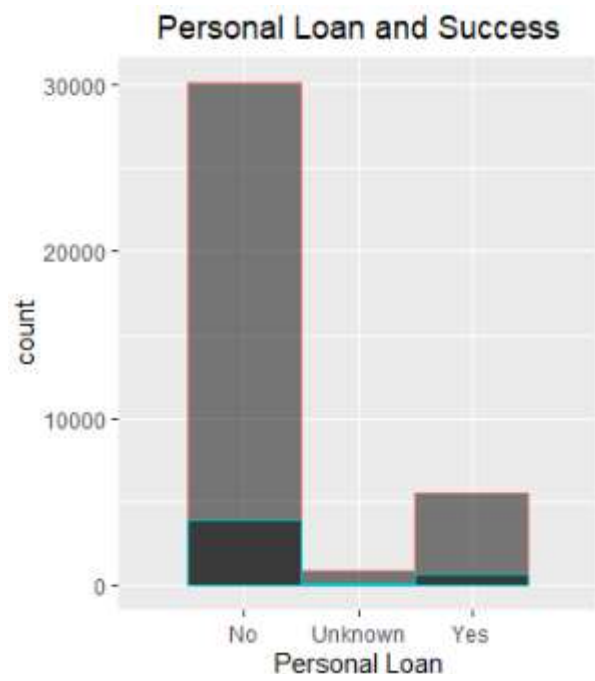
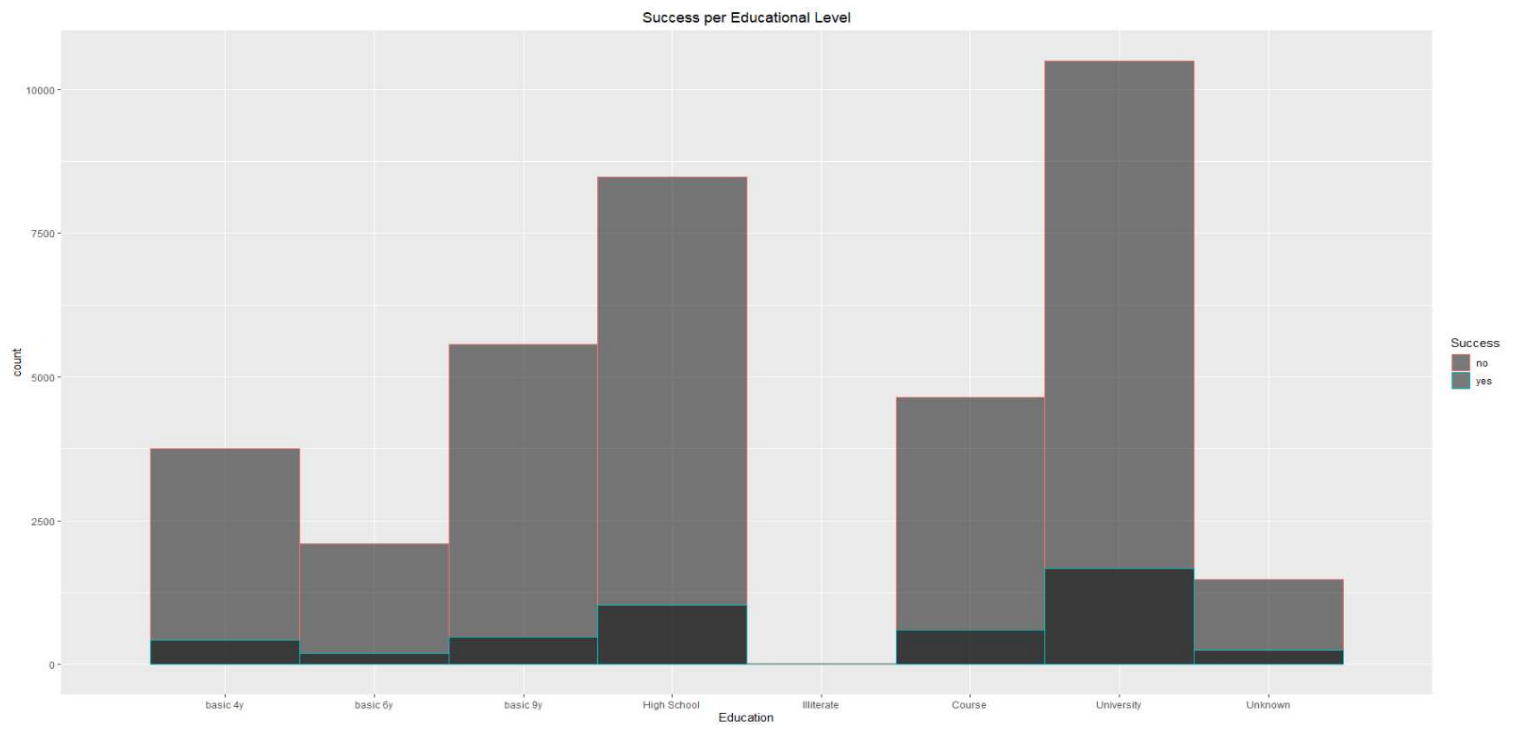
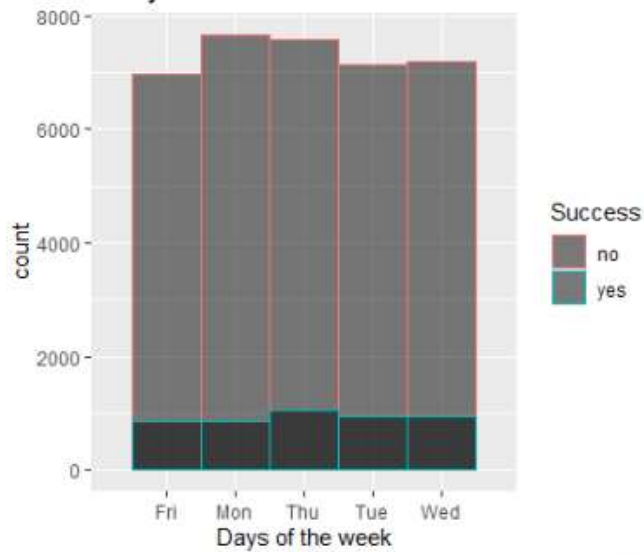


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> bank_NA_count
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duration 0      campaign 0      pdays     0      previous   0      poutcome   0      emp.var.rate cons.price.idx cons.conf.idx euribor3m  0      nr.emplo
Success  0
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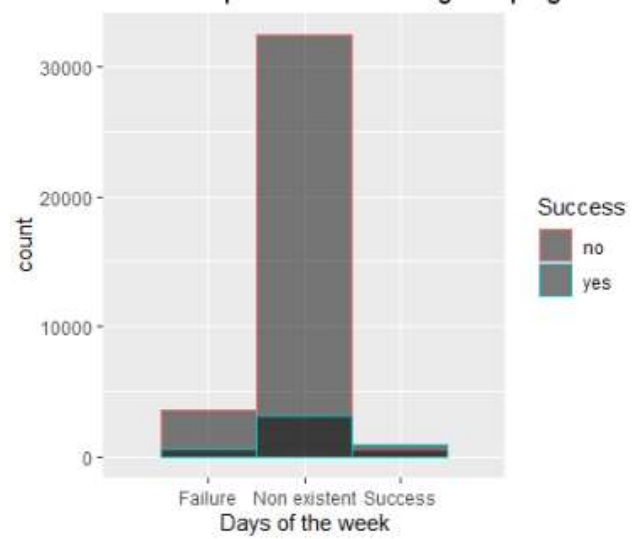




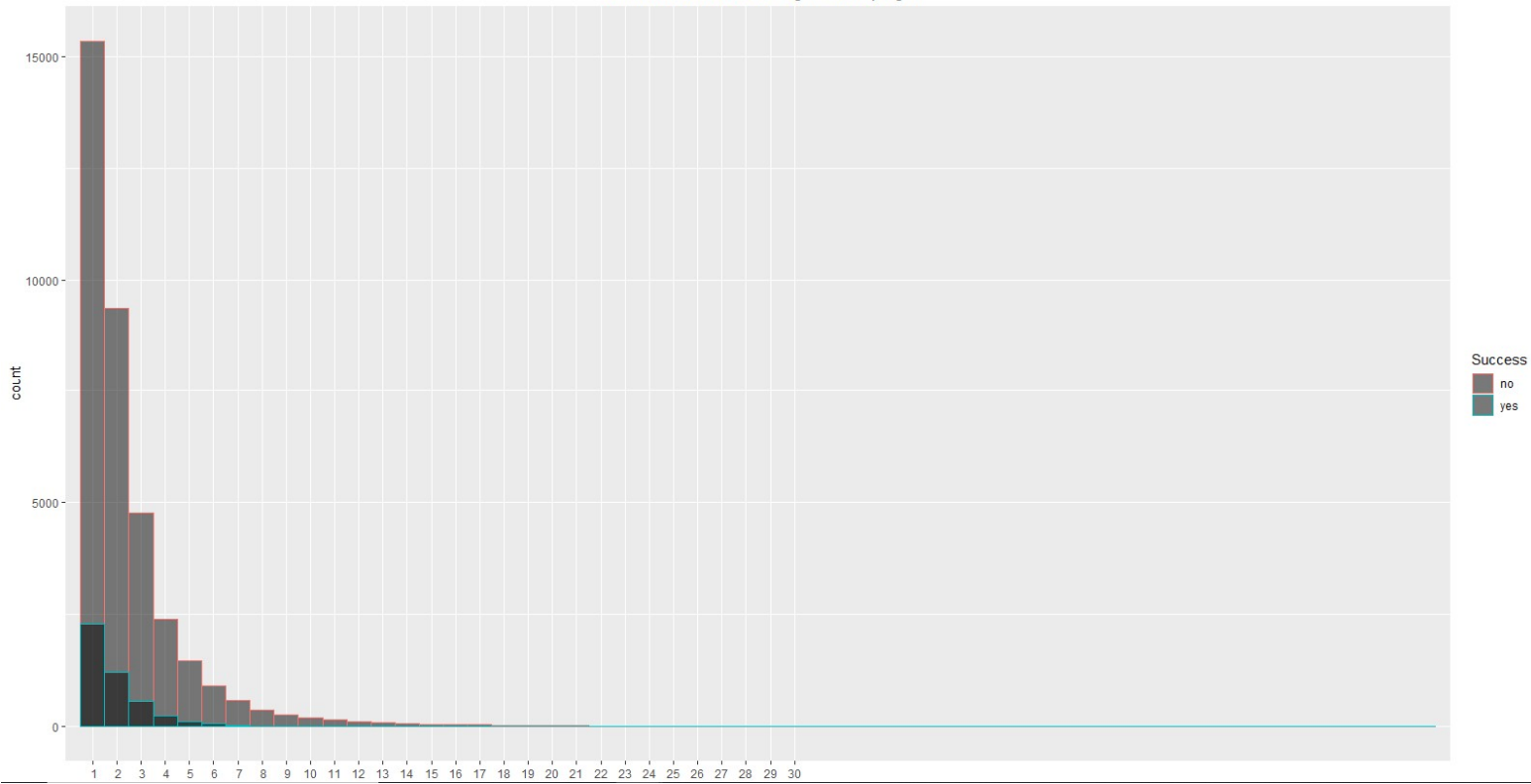
Days of the week and Success



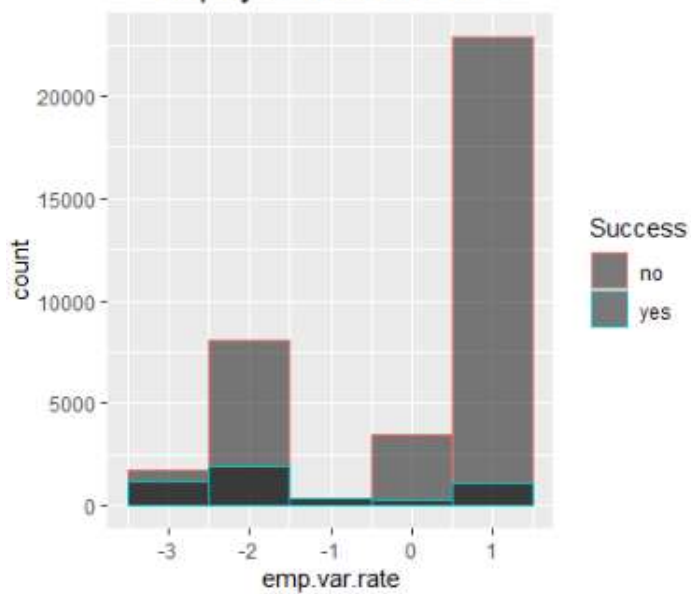
Outcome of the previous marketing campaign



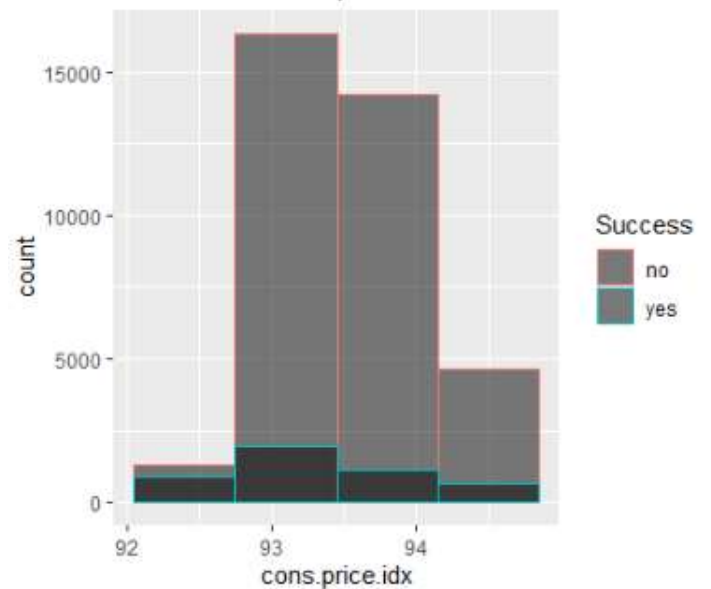
Number of contacts during this campaign



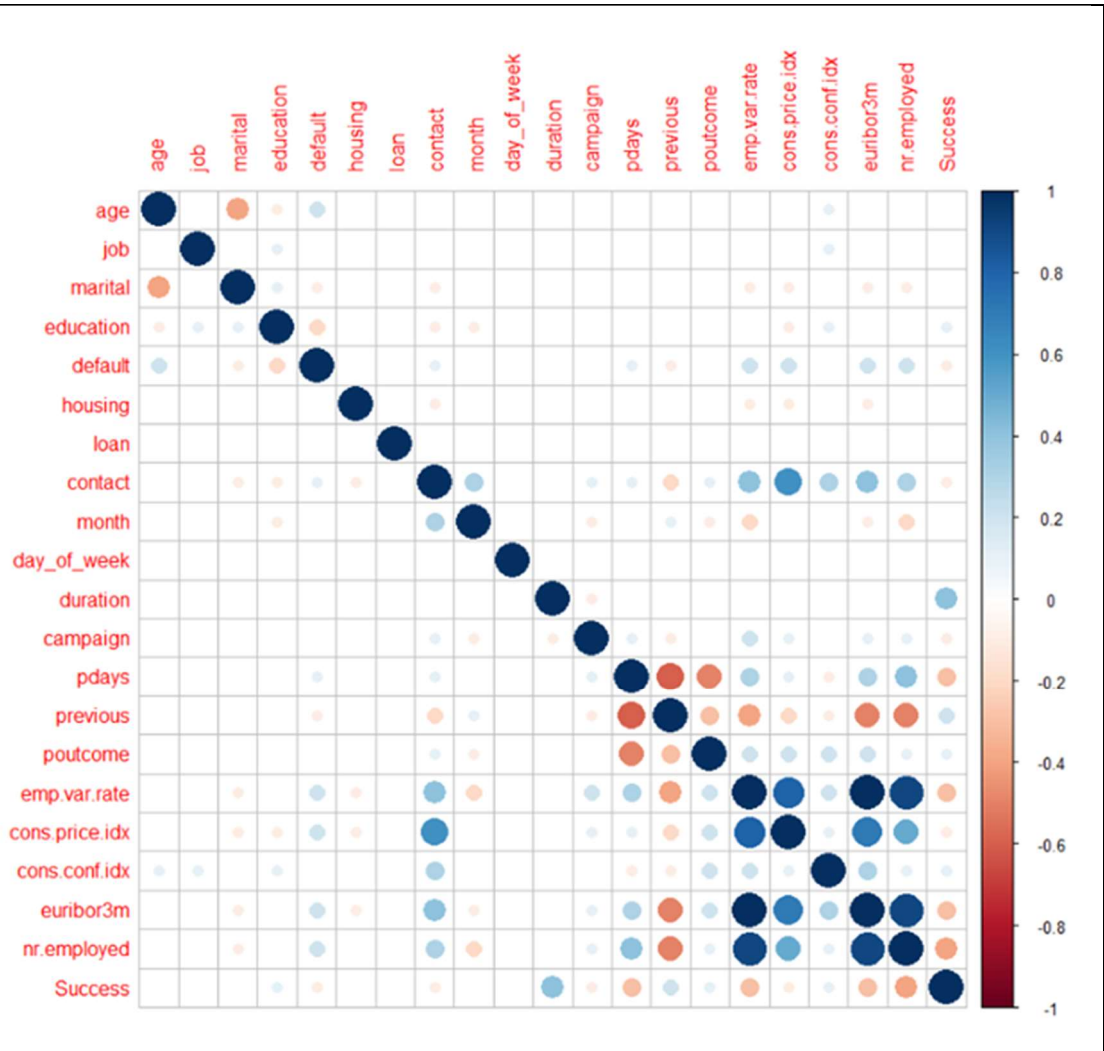
Employment variation rate



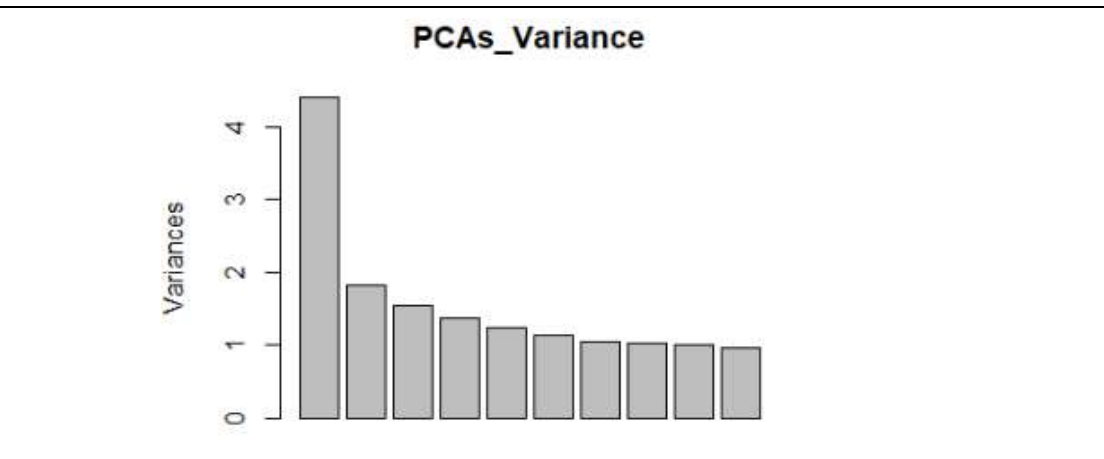
Consumer price index



The correlation matrix on the right presents the variables with the highest correlation. It is important not to include highly correlated variables to the research question because we will cause overfitting.



The variance plot presents how much of the total variance is covered by each PC. It is observed that the most PC covers almost half of the total variance.



The cumulative PEV presents how the PCs contribute to cover the total of variance. A red line has been set at 80% of variance. All the PCs above this line will not be included in the analysis since they do not add significant value.

