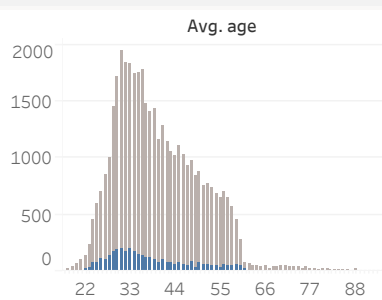


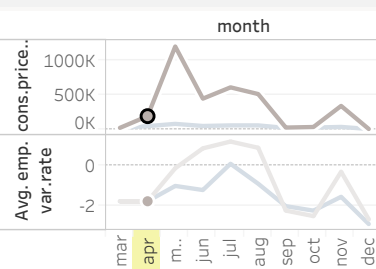
Bank Campaign Dashboard

Campaign for different Age



83% of customer contact through Cellular bought than 17% through Telephone

Campaign performance on social and economic scenario

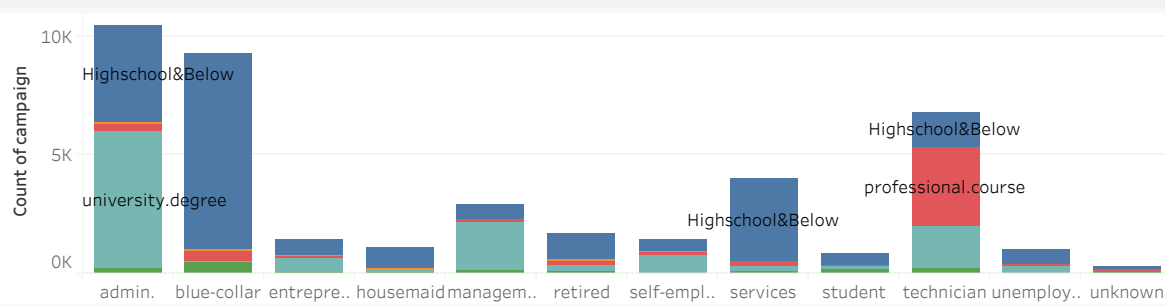


y
☒ no
☒ yes

y
☐ no
☒ yes

default
☒ no
☒ unknown
☒ yes

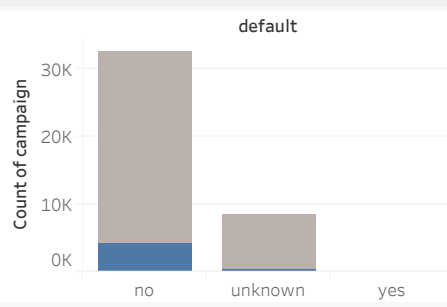
Campaigns against Job and Education



y
☒ no
☒ yes

education (group)
☒ Highschool&Below
☒ illiterate
☒ professional.course
☒ university.degree
☒ unknown

Percentage campaign for non-defaulters



Monthwise Campaign Result

