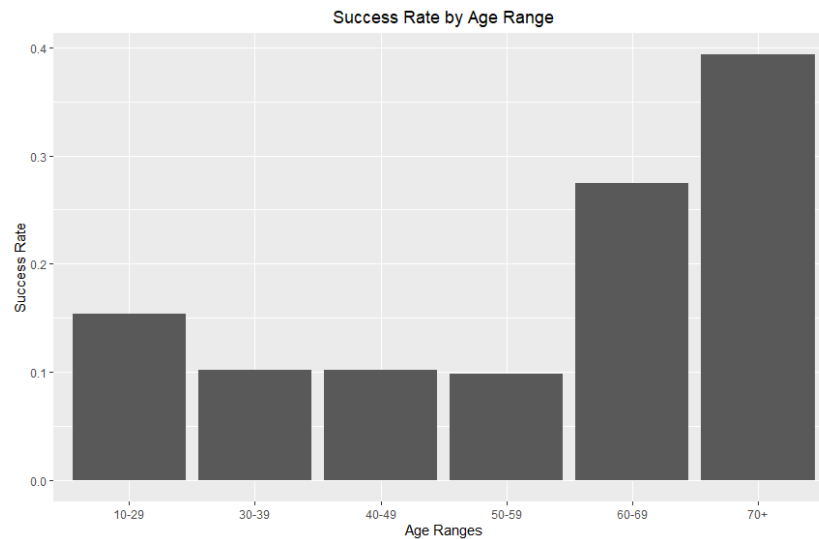


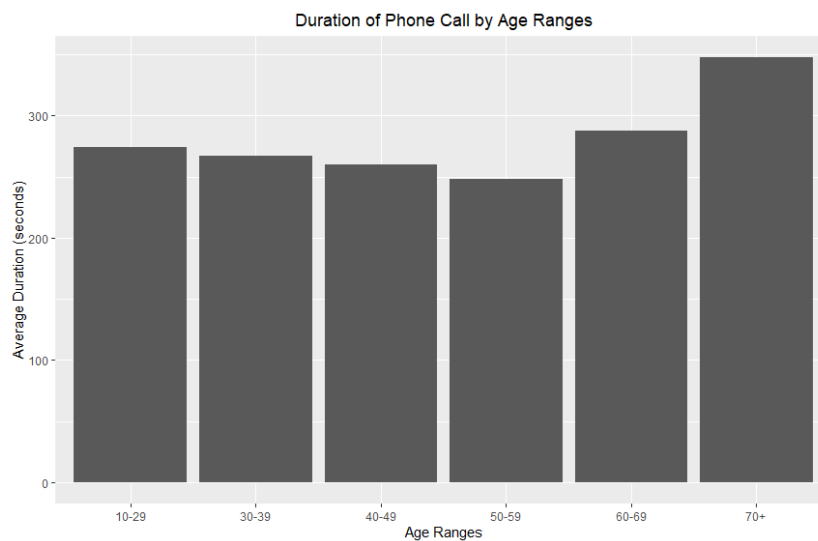
Memo on bank.csv Dataset

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The dataset provided was analyzed using R. This analysis focuses on the effectiveness of phone marketing campaigns for different age ranges to help the executive team determine if certain age groups are worth calling more or less. First, the dataset was segmented into age ranges generally based upon 10-year intervals. Next, a bar plot that shows the success rate for each age group was created. The success rate is defined by the percentage of respondents that made a deposit.

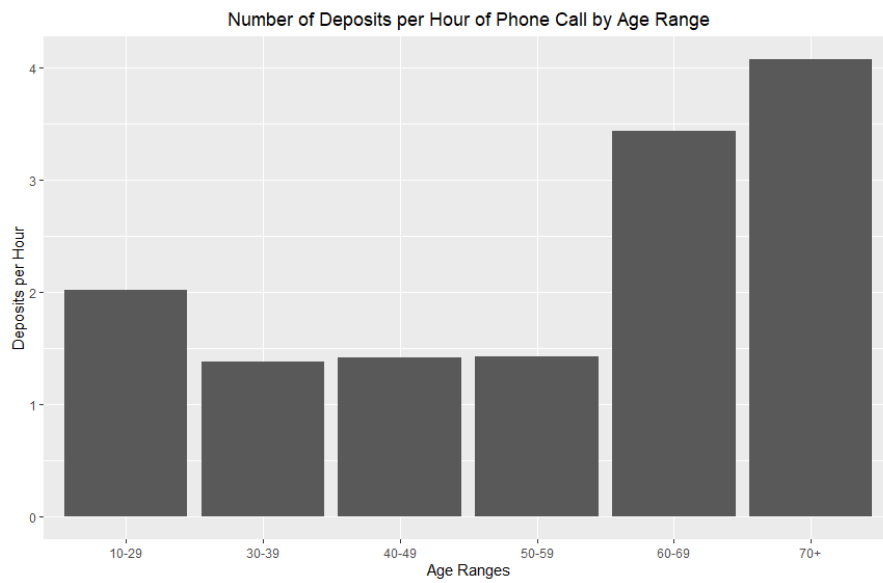


Next, a bar plot was developed to see if there was any difference in the amount of time spent on the phone for each age range. This was defined as the average amount of time in seconds spent on the phone.



Noticing that the 70+ age group exhibited both the highest success rate and longest duration, it was decided that the number of deposits per time spent on the phone should be calculated in order for

the executive team to come to a conclusion as to which age groups to focus marketing calls on. The success rate was divided by the average duration for each group. This was then multiplied by 3600 in order to convert from deposits per second to deposits per hour.



Results shows that older customers tend to respond better to phone marketing calls compared to younger customers. If additional information was provided as to the dollar amount of each deposit then the amount of dollars per hour deposited for each age group could be determined which may be an even more useful statistic.