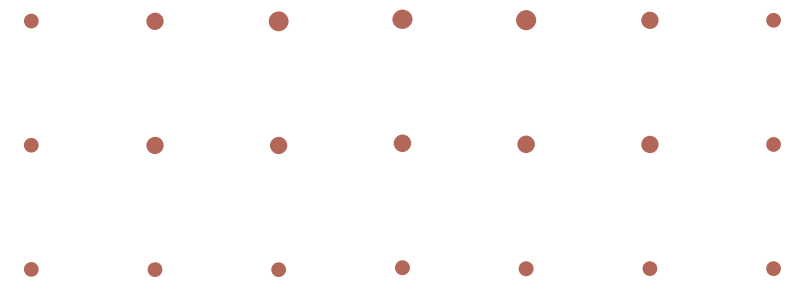


● Institute of Emerging Career

Capstone Project 3

Presented by Subhan Qureshi



Bank Marketing

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.

Attribute Information:

age

marital status

housing

contact

day_of_week

campaign

previous

emp.var.rate

job

education

loan

month

duration

pdays

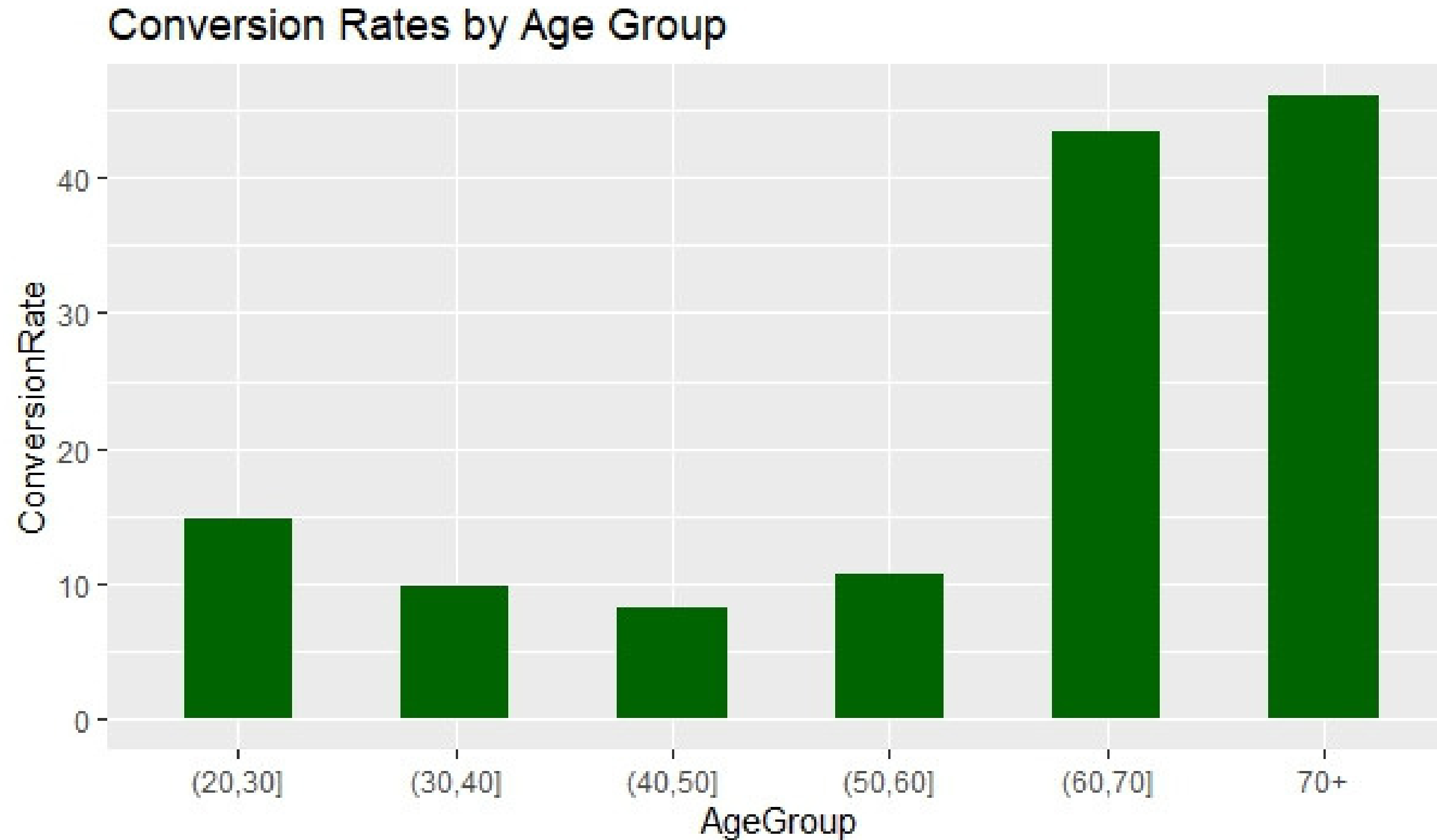
poutcome

nr.employed

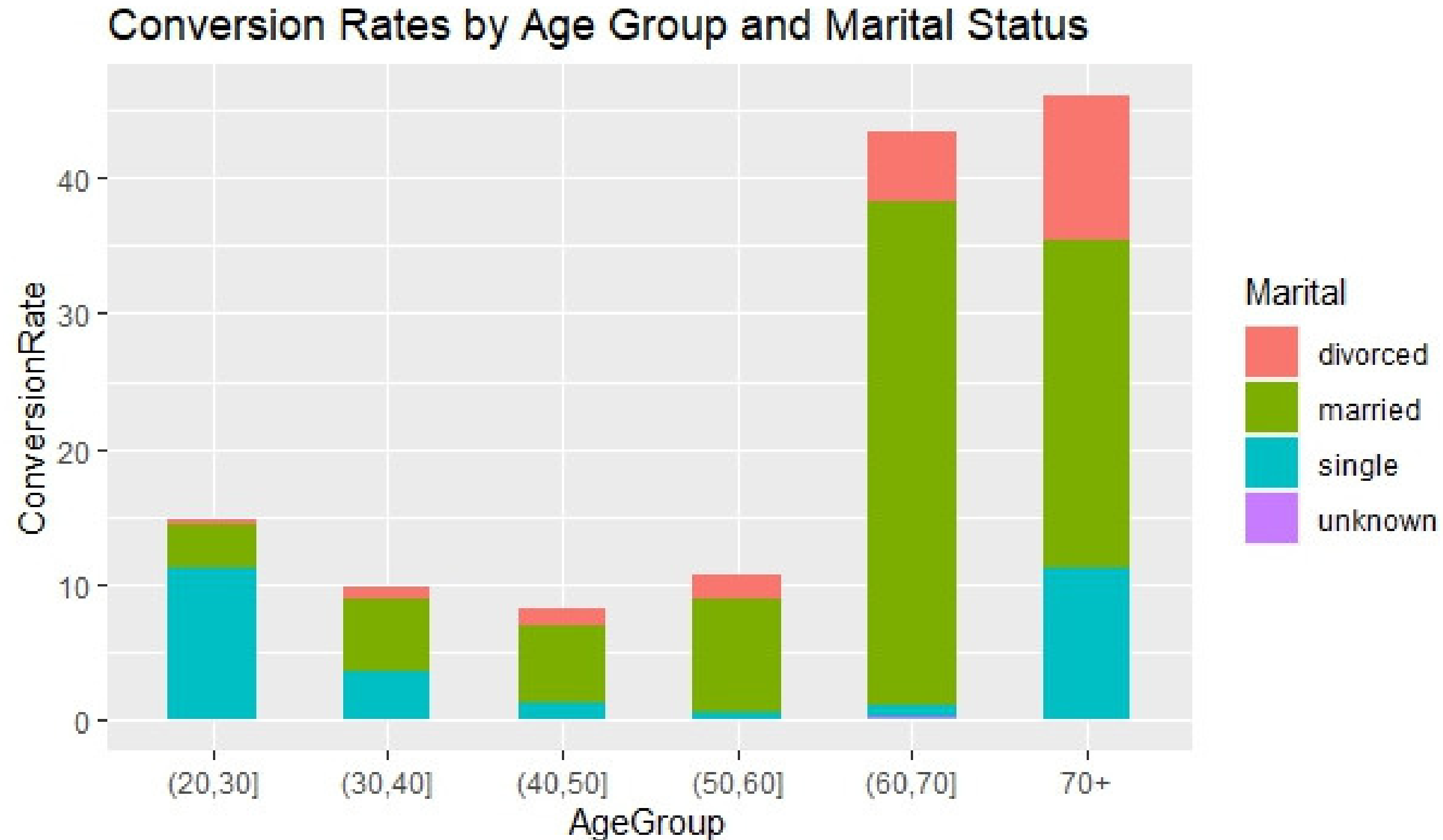
Exploratory Data Analysis



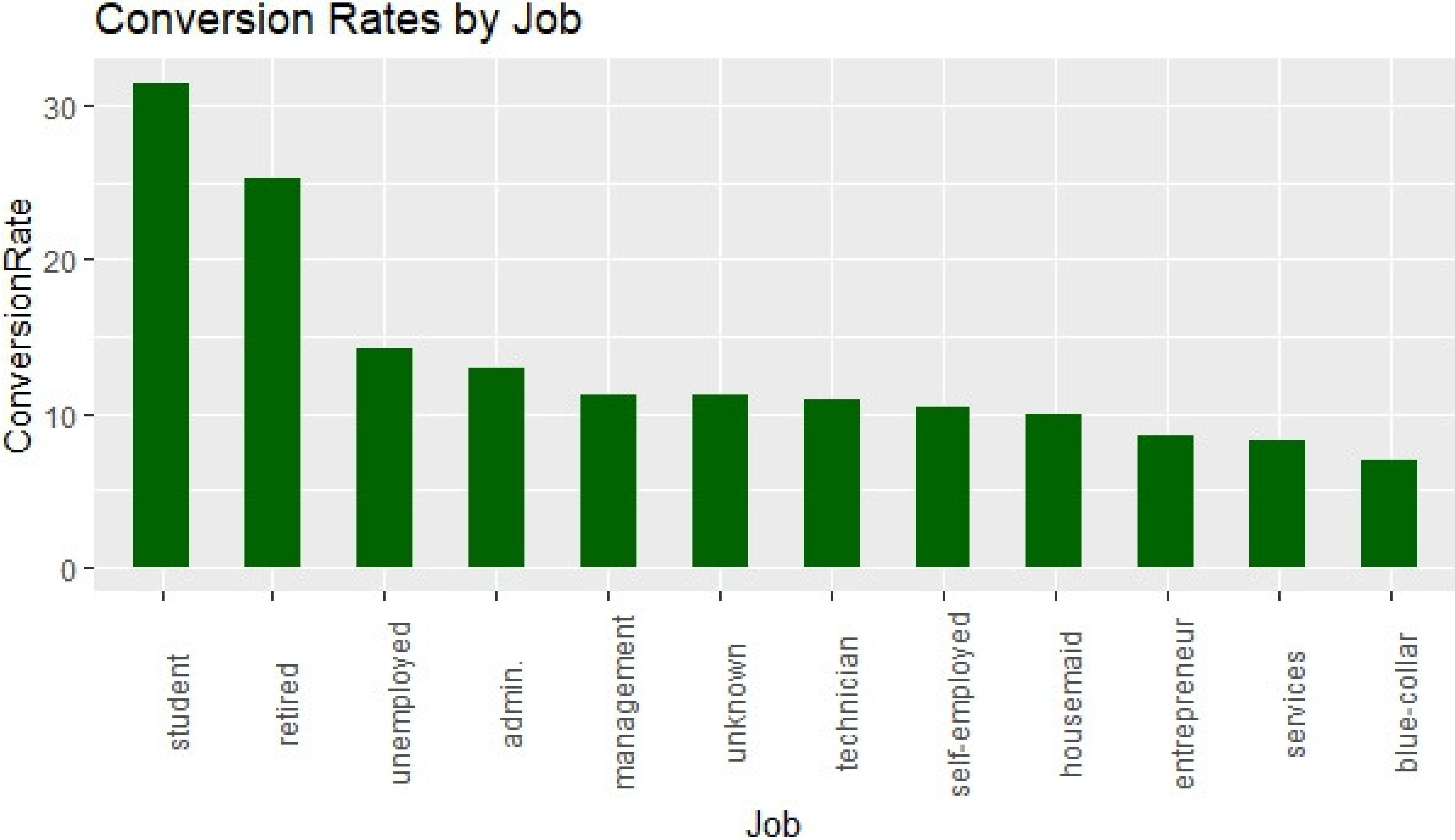
Conversion Rate by Age



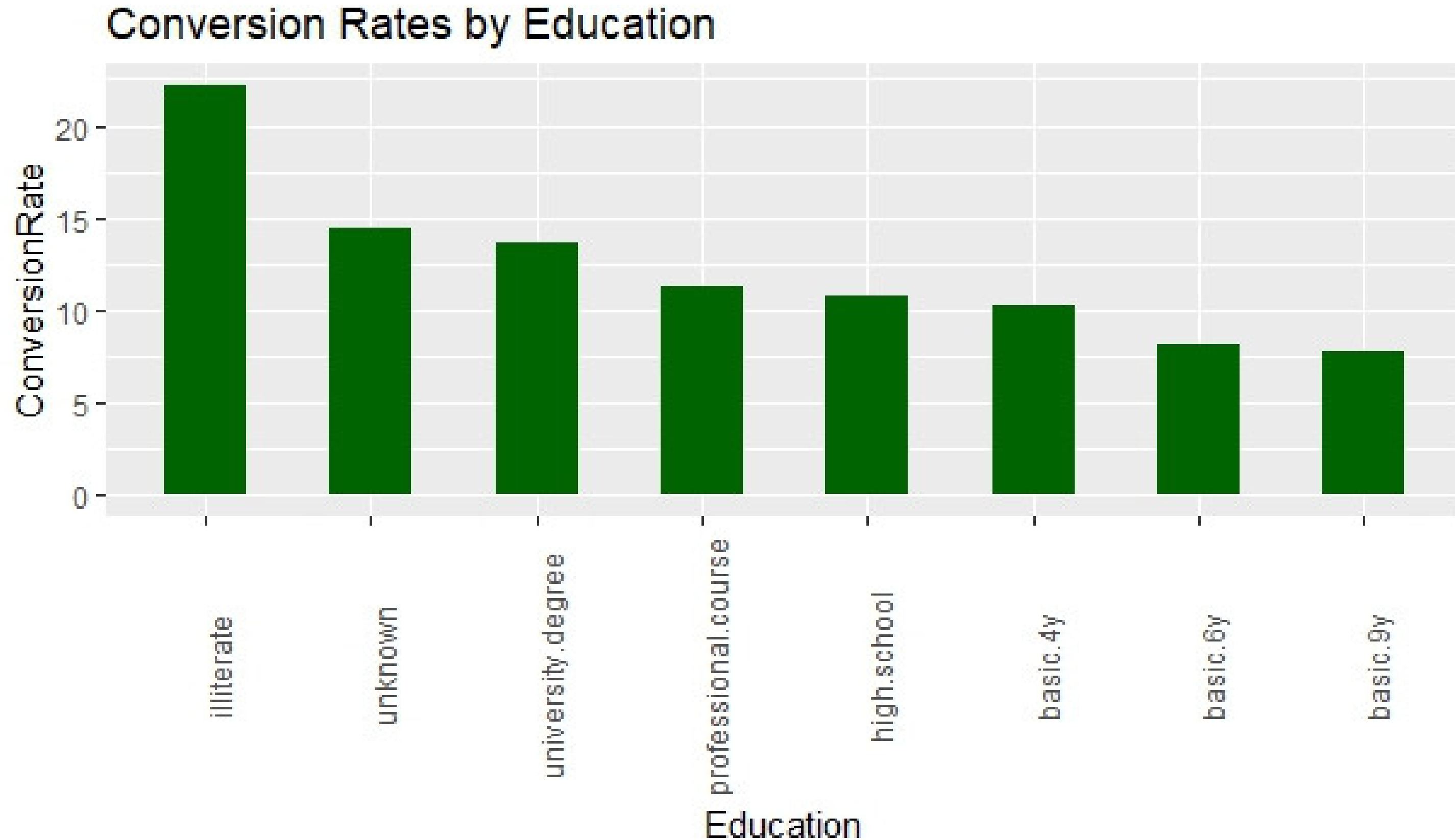
Conversions by age group and marital status



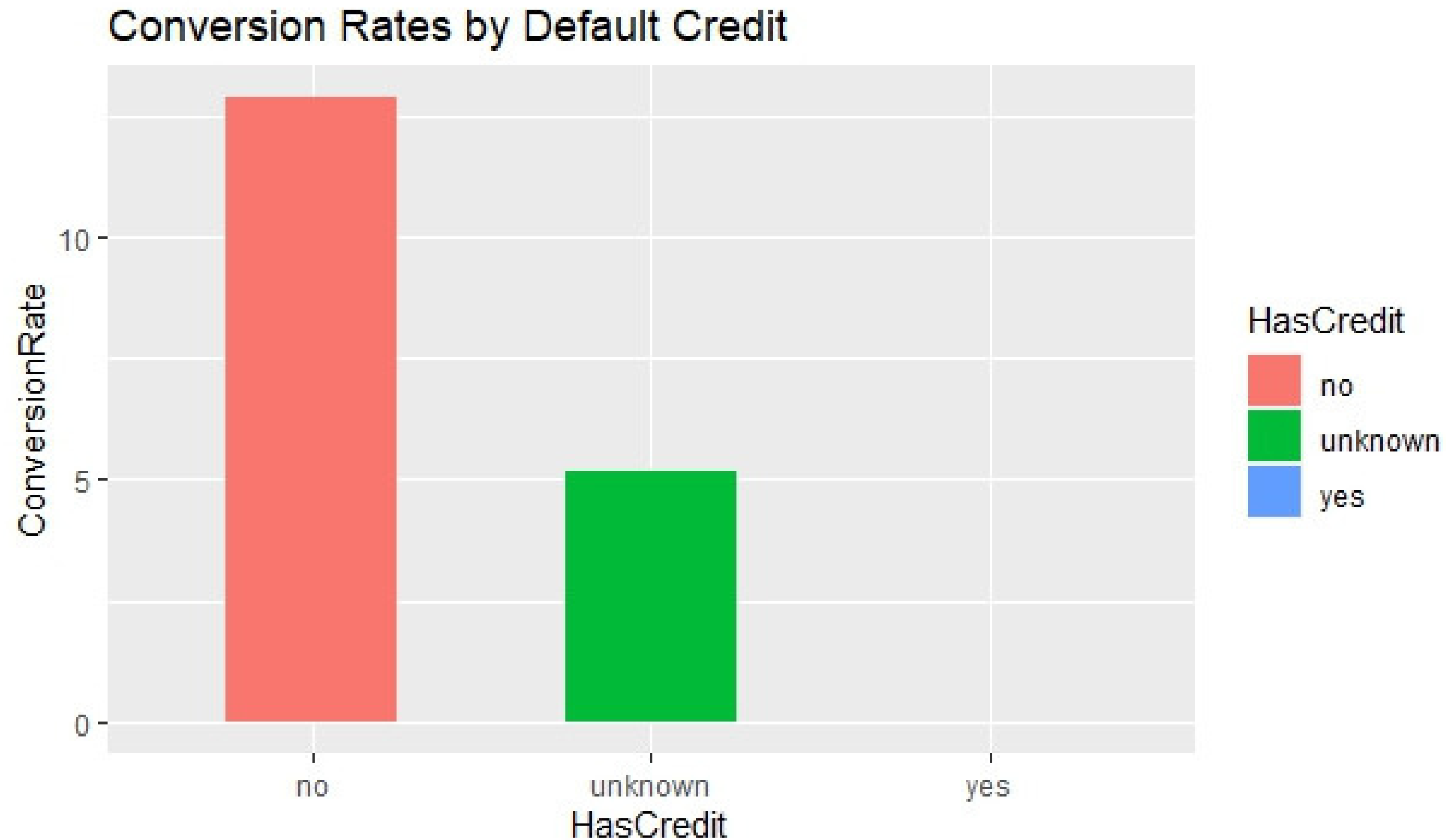
Conversions by job



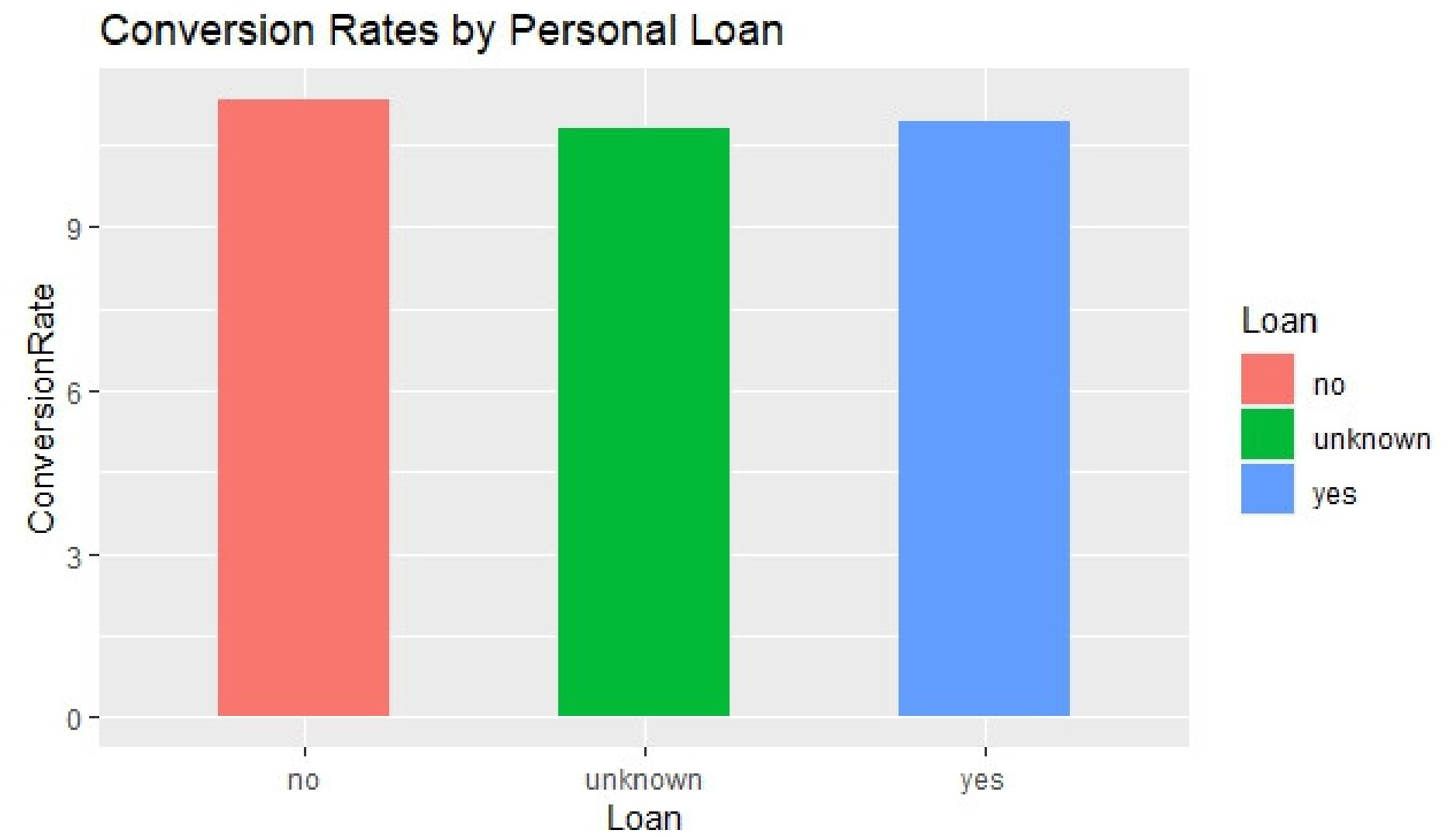
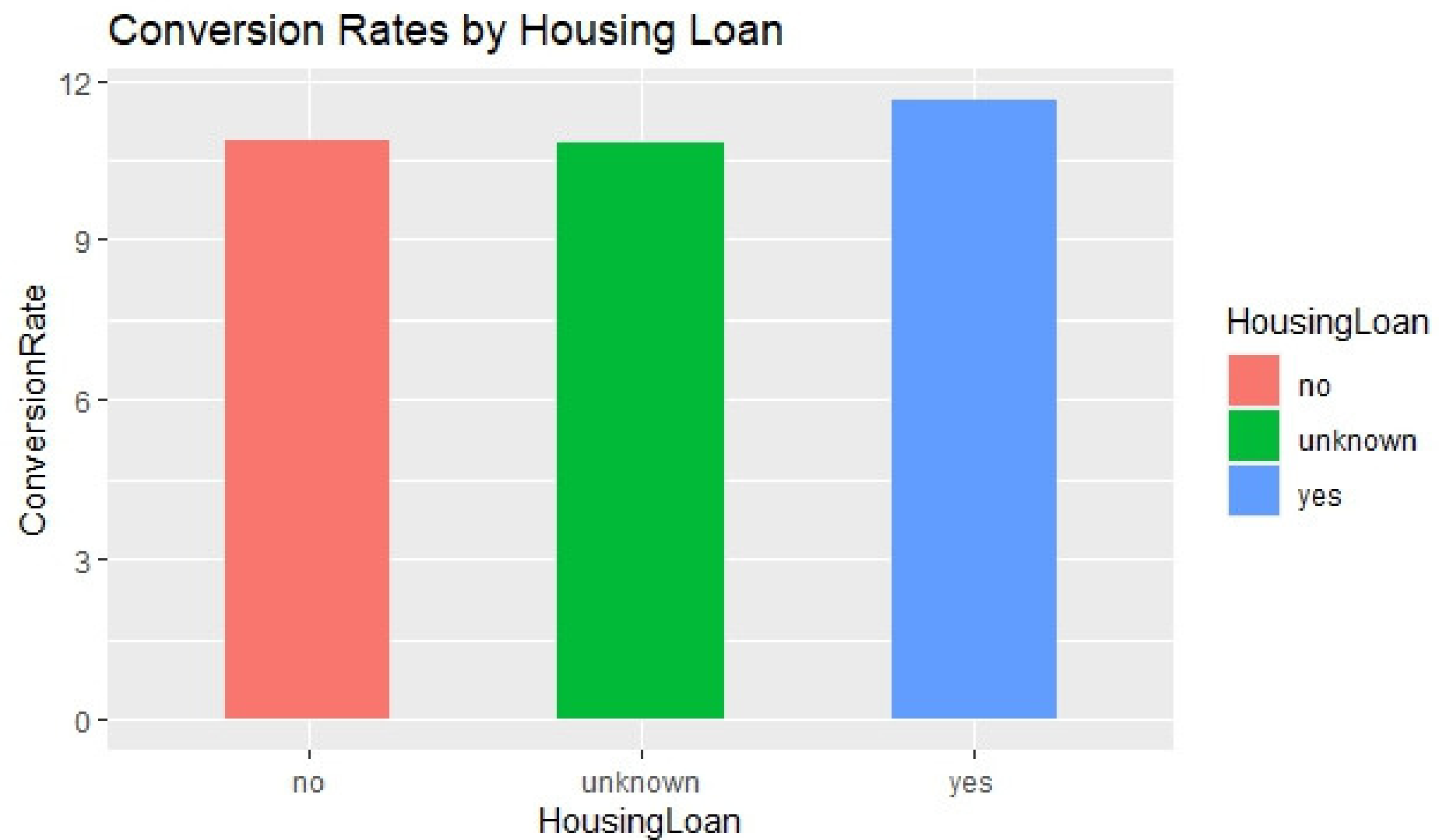
Conversions by education



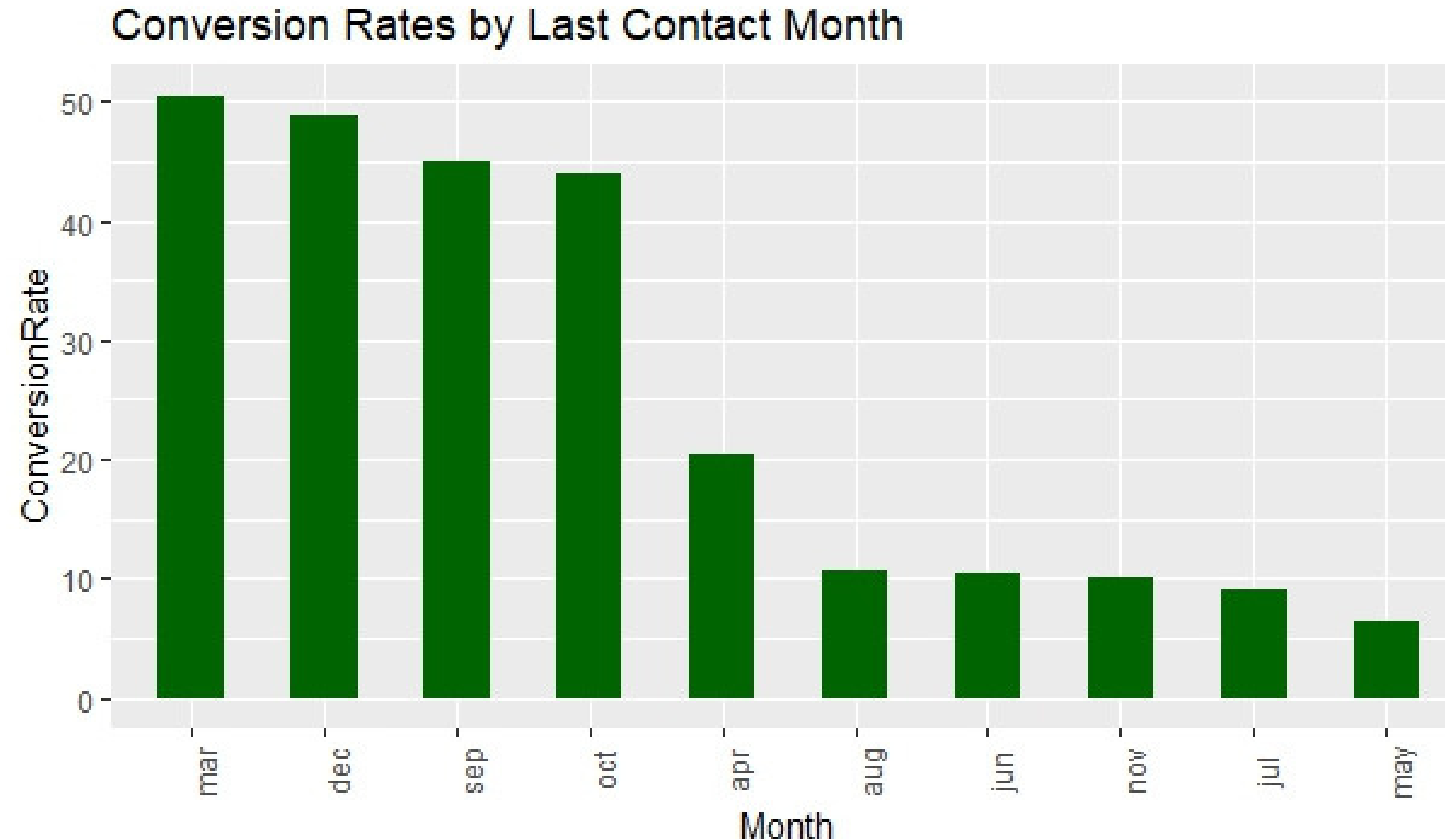
Conversions by having or not a credit in default



Conversions by having a housing loan and a personal loan



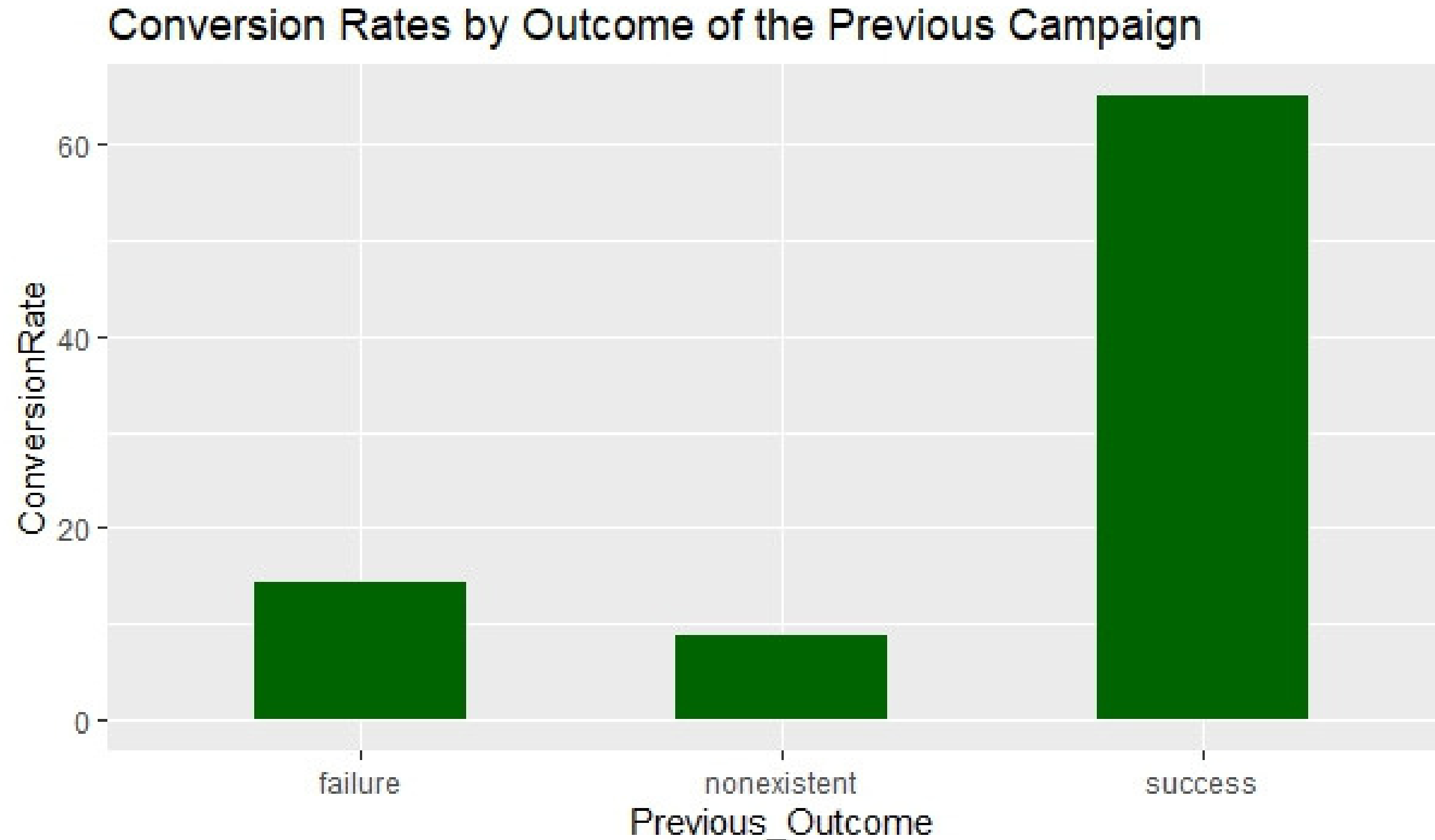
Conversions by the last contact month of a year



Conversions by the last contact day of a week



Conversions by the outcome of the previous campaign



Summarize

Recommendations for the bank

Recommendations for the Sales Department (Call Center)

Thank You

