



Marketing campaign Dashboard

Output
All

Month
All

Job
All

Day Of Week
All

Age Group
All

Education
All

Contact
All

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Subscription for Job Types

Job	Contact	
	Cellular	Telephone
Admin	7,126	3,296
Blue-Collar	5,090	4,164
Technician	4,637	2,106
Services	2,311	1,658
Management	1,902	1,022
Retired	1,231	489
Entrepreneur	855	601
Self-Employed	893	528
Housemaid	640	420
Unemployed	620	394
Student	671	204
Unknown	168	162

Age wise Loan and Subscription

Age Group	Output	Loan		
		No	Unknown	Yes
18-25	No	1		
26-35	No	10	1	1
	Yes	1		
36-45	No	42		5
	Yes	3		
Unknown	No	1,021	33	172
	Yes	358	10	62



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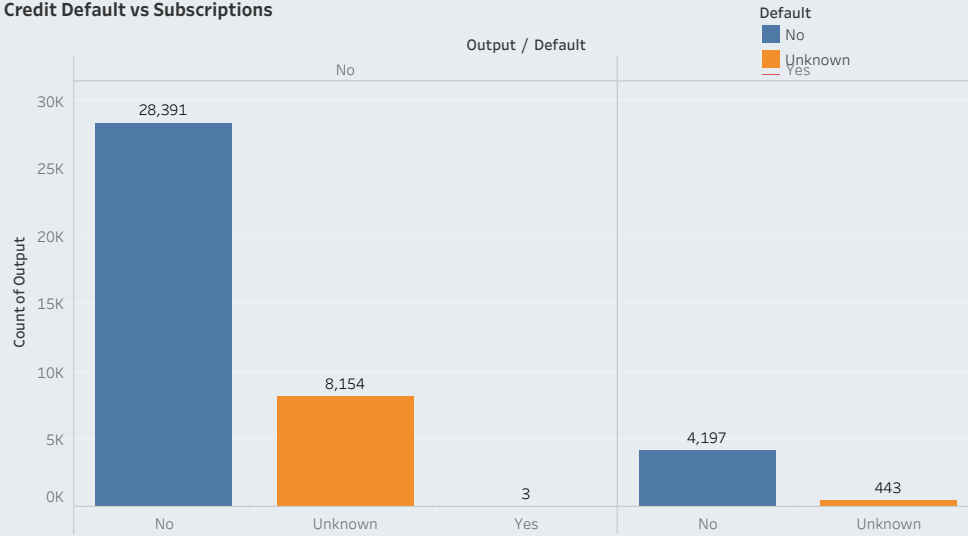
Day Of Week
All

Contact
All

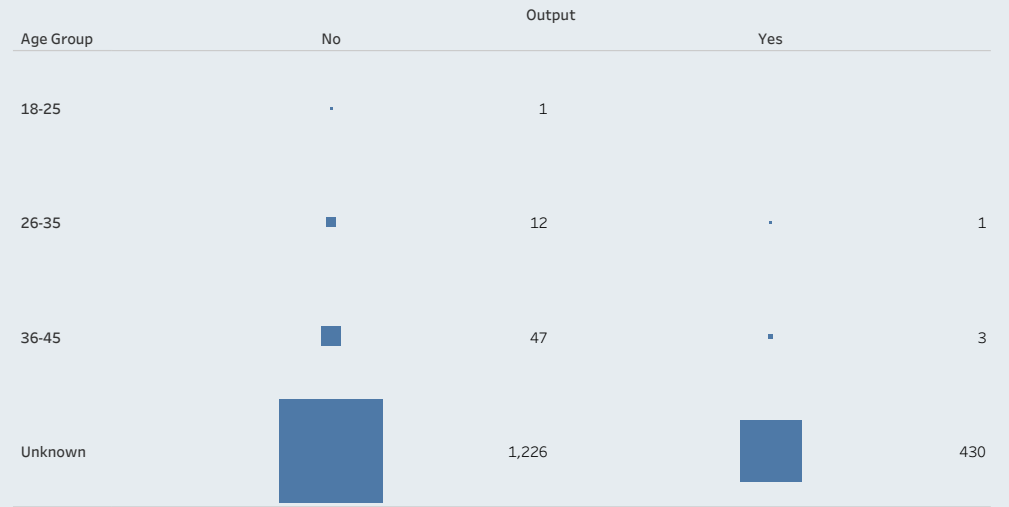
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Credit Default vs Subscriptions



Correlation between Age Group and Subscription





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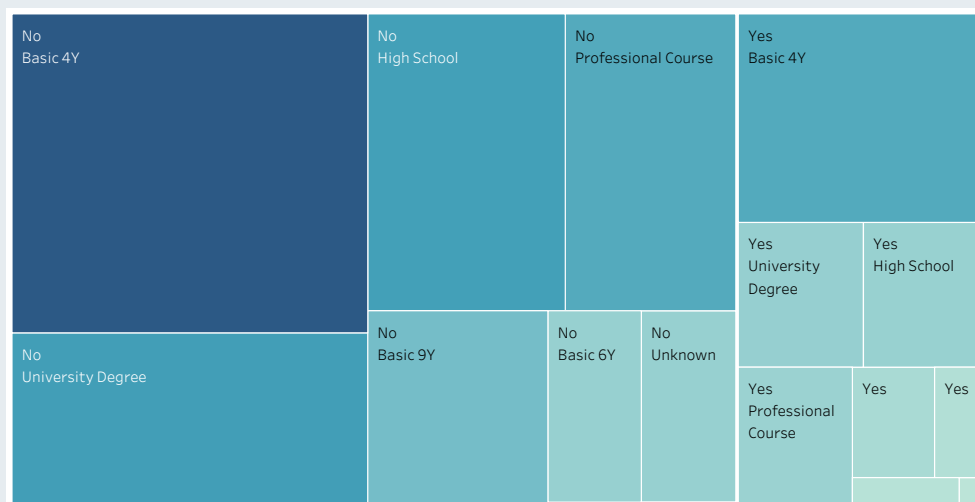
Day Of Week
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Contact
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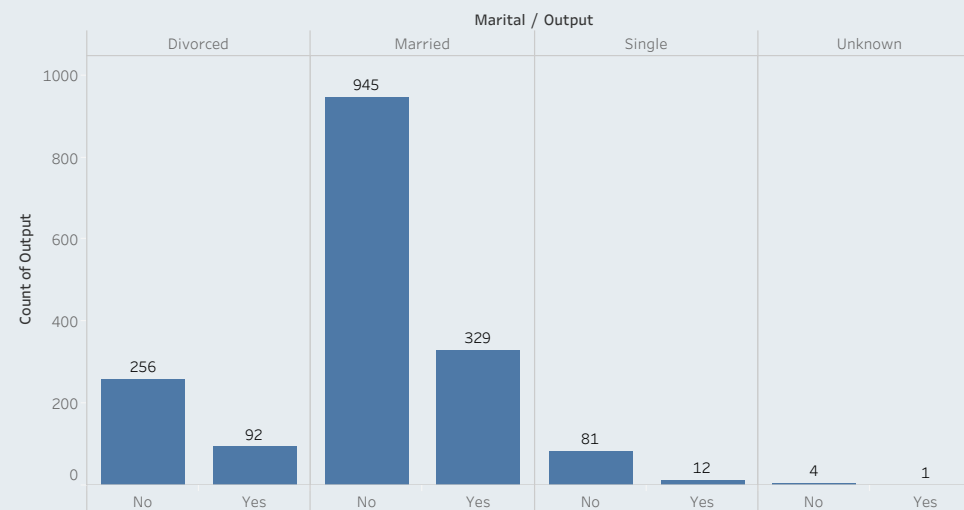
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Education vs Subscription



Marital wise Subscriptions



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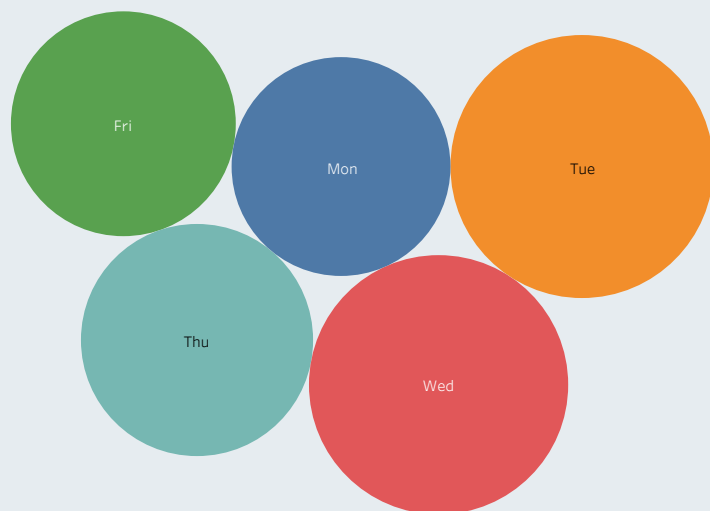
Day Of Week

Mon
Tue
Wed
Thu
Fri

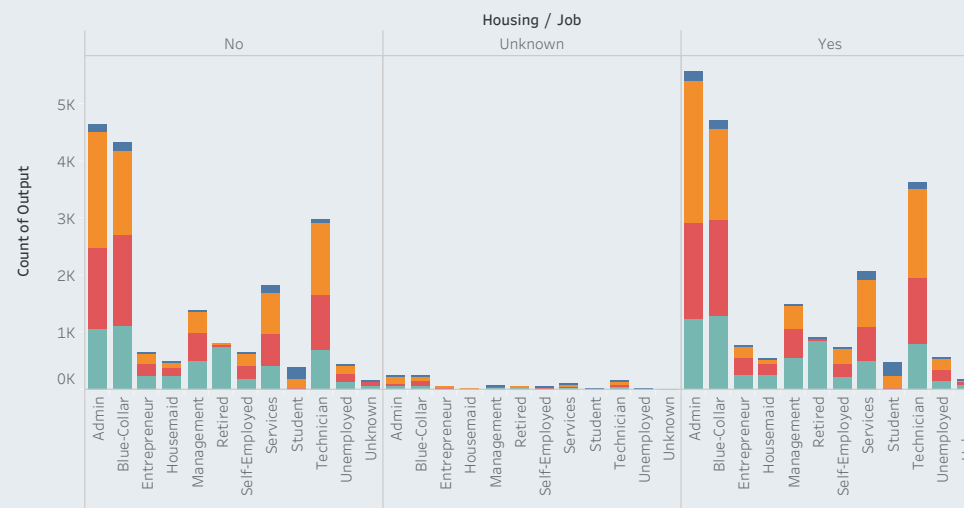
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Daywise Subscription Rate Distribution



Housing vs Job





Marketing campaign Dashboard

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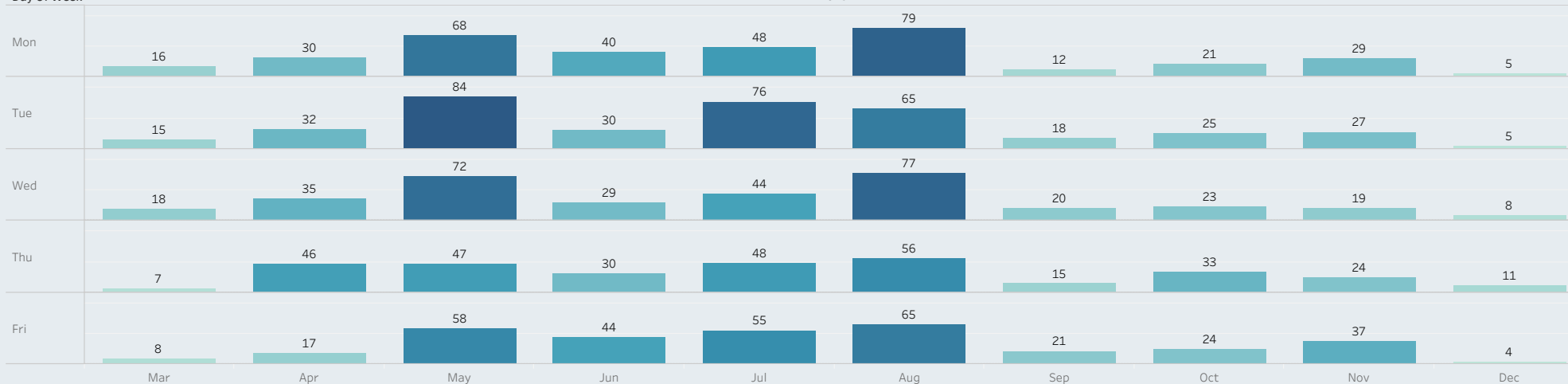
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Days of the Subscription rate

Day Of Week

Month





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Insights:

The people are mostly working as Admin and Most of the subscriptions and most non subscriptions happened from them.

The age group of people Unknown doesn't subscribe and doesn't apply for loan.

The people who don't have Credit default has subscribed more with a count of 28,391 and the next is unknown with a count of 8154.

The most number of subscribed people age is Unknown.

The highest number of subscribed people have studied Basic 4Y with a count of 185.

Most married people don't have subscriptions. Only 329 have subscribed.

The highest subscriptions happened on TUESDAY followed by Wednesday and the month of AUGUST has highest subscriptions.