

Marketing Campaign Measures

Change in Subscription Rate

customer segment	percentage
customers with personal loans	10.93%
subscribed to a term deposit,	
segmented by marital status	


Subscribers count by age group

Age group	
20-30	1,090
31-40	1,597
41-50	837
51-60	668
61-70	212
70+	236

Conversion rate
11.27%

11.27%

average number of days it takes for customers to subscribe to a term deposit after being contacted by the bank,



Month	Is Subscriber
Mar	250
Apr	490
May	610
Jun	350
Jul	590
Aug	620
Sep	240
Oct	250

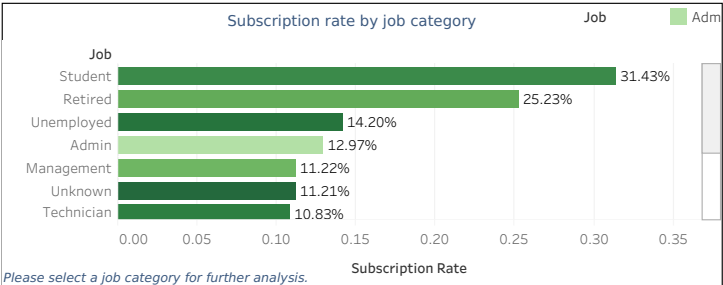
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Trending Jobs

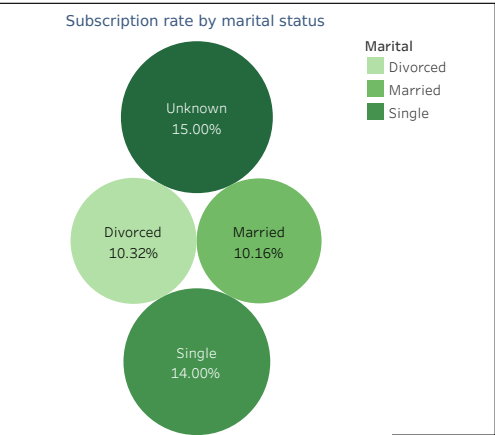
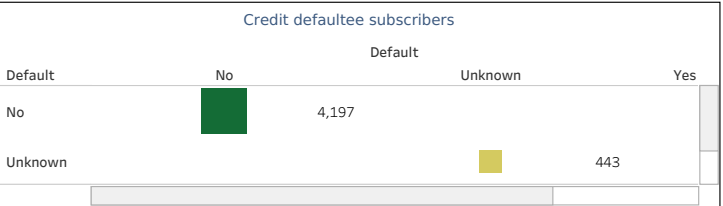
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Marketing Campaign Dashboard

Is Subscriber
0 4,197



The student job has the highest subscription rate of 31.43% followed by retired person.



There is not much difference between the subscription rate according to marital status. Married has the subscription rate of 10.16% and highest is 15% for u..

Please click here for more analysis

Count of marketing_cam..
3
10,000
20,000
32,588
All

Day Of Week
All

Age vs Term deposit			
Age group	Is Subscriber		
	No	Yes	
20-30	6,218	1,0	
31-40	14,788	1,5	
41-50	9,403	8	

Age group
All

On thursday, there is a spike of 0.45% in subscription rate for the term deposit, a further analysis can be done on this Insight.

Subscription Rate
All values

