

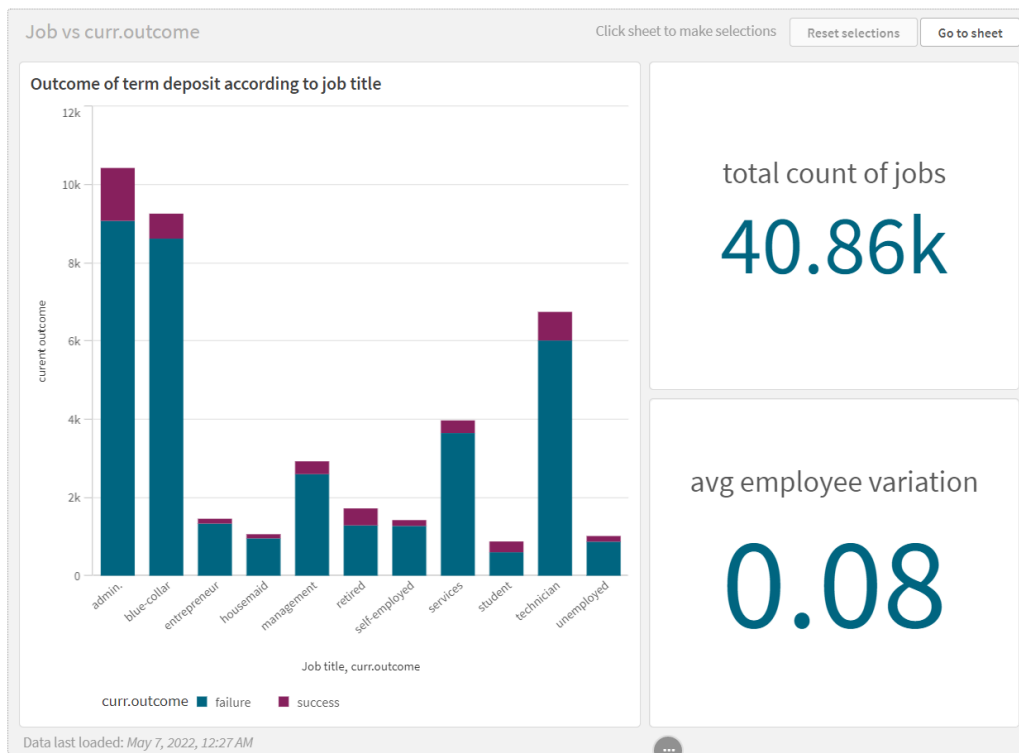
QLIK ASSIGNMENT

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DATA: BANK MARKETING CAMPAIGN

ANALYSIS: My analysis shall provide reasons as to why the campaign failed or succeeded to persuade clients to apply for term deposits using data and visualisation.

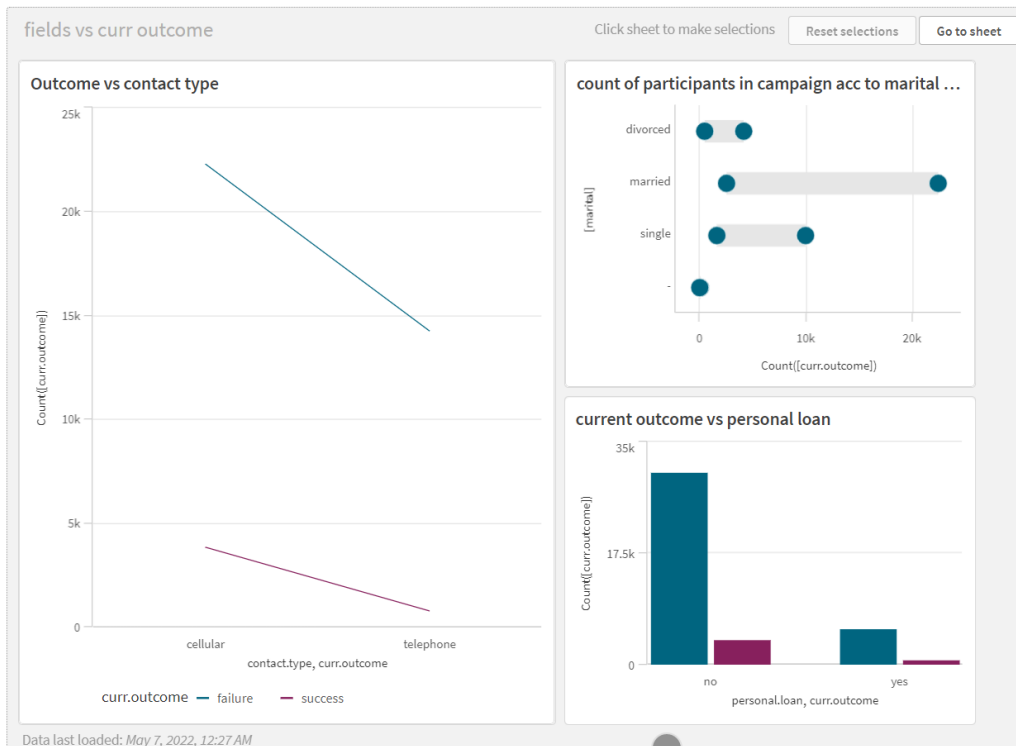
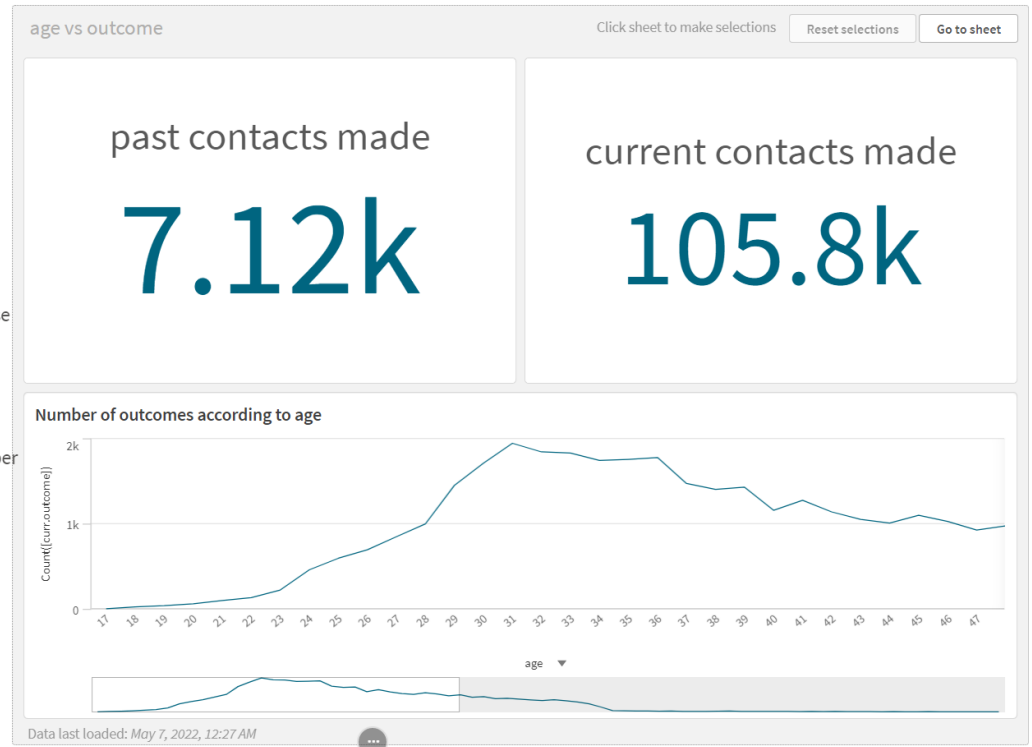
Analysis:



It can be seen from the bar graph that the bulk of the data consists of clients from the "admin" and "blue-collar" job sector. There seems to be a lot of variation in terms of job position and them being contacted or actually applying for term deposits. The campaign succeeded in pursuing the admin, blue-collar, retired and technician to apply for the term deposit as it has the highest rate of success, but , at the same time the highest rate of failure.

The age group targeted for the campaign is from 23-61 with most contacts(outcomes generated) were made at the age of 31 , maybe because at that age a human being is liable to make better judgements and hence apply for term deposits aswell.

The two scorecards show a very impressive improvement in the number of contacts made compared to the previous campaign.

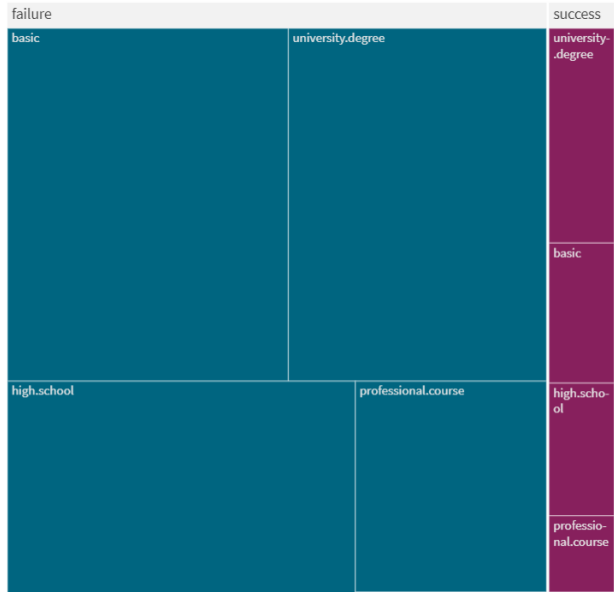


In terms of contact, cellular contact with clients performed better in a successful outcome than telephone. Failure rate still far exceeds the success rate in both the contact types but , more so in telephone.

The distribution plot shows that the clients were mostly married , maybe because a married couple must be well off when compared to other clients.

Clients applied for term deposit more when they did not have personal loans . It looks like people who had personal loans were given much priority in the campaign as the difference of numbers is huge.

Success & Failure of term deposit according to education *



* The data set contains negative or zero values that cannot be shown in this chart.

Data last loaded: May 7, 2022, 12:27 AM

Total contact duration
10.64M

Max price.index
94.77

The success and failure of the outcome follows mostly the same path in education column. More education means they are contacted more for the campaign. Highest success is of the university category.

Total contact duration is an impressive 10.6M

The consumer price index seems to be high due to which many clients were less likely to get a term deposit.