

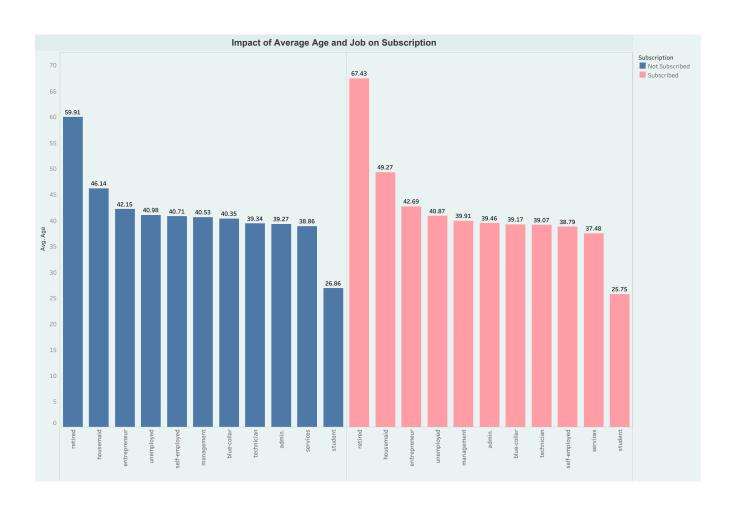
# Bank Marketing Analytics

Wireframe Documentation



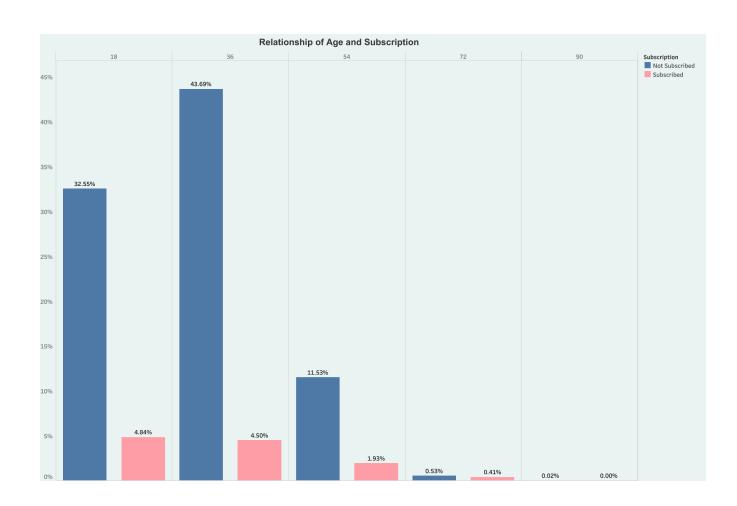
# <u>Homepage</u>

#### 1. Impact of Avg. Age and Job on Subscription



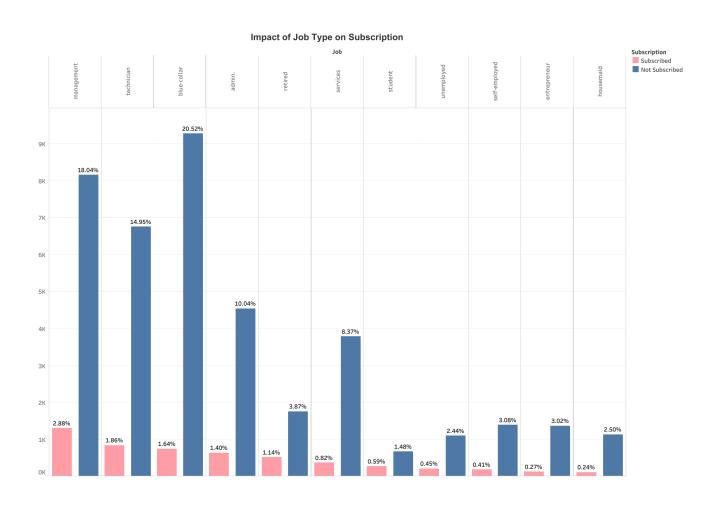


## 2. Relationship of different Age Groups and Subscription.



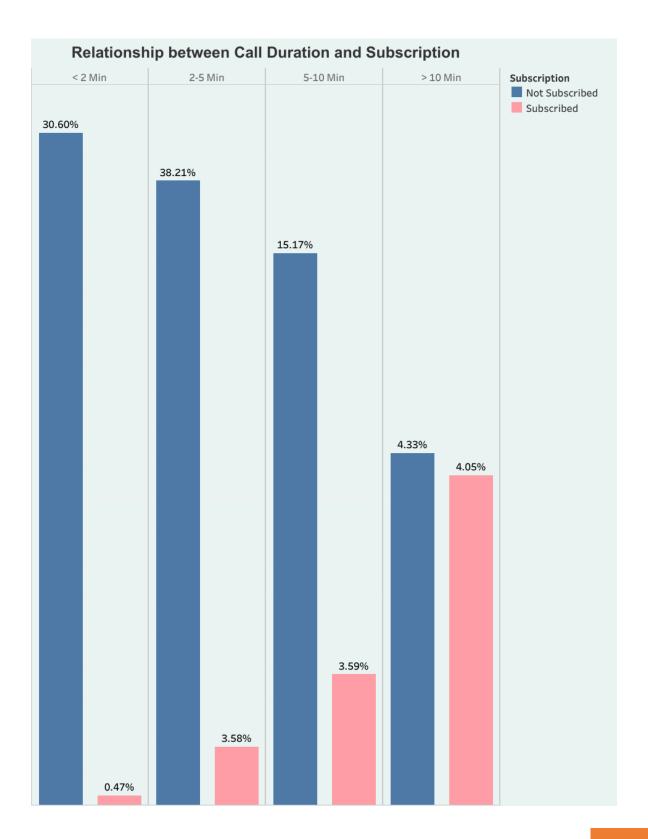


# 3. Impact of Job Type on Subscription.



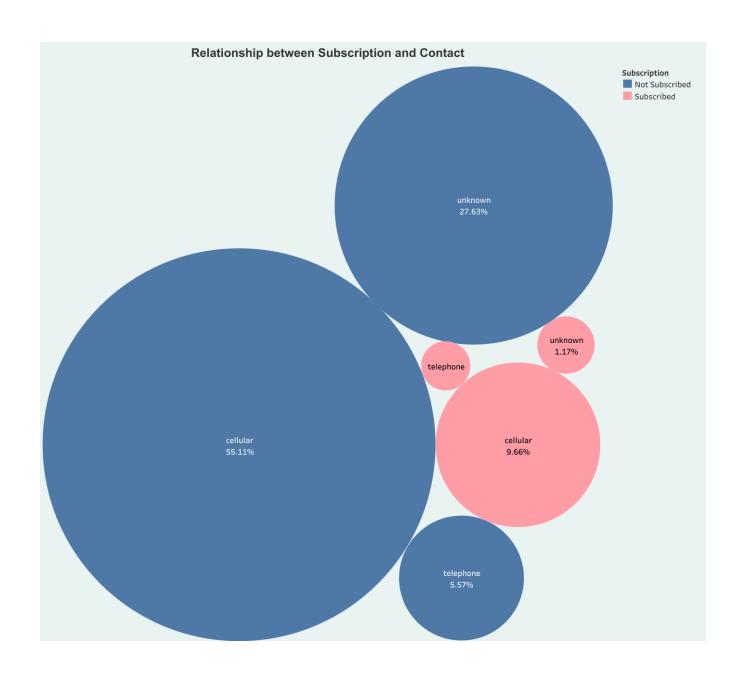


#### 4. Impact of Call Duration on Subscription.



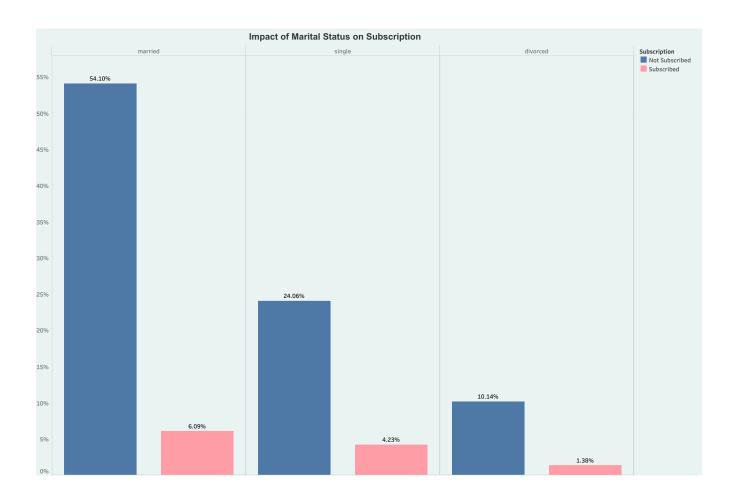


# 5. Impact of different mode of contact and subscription.



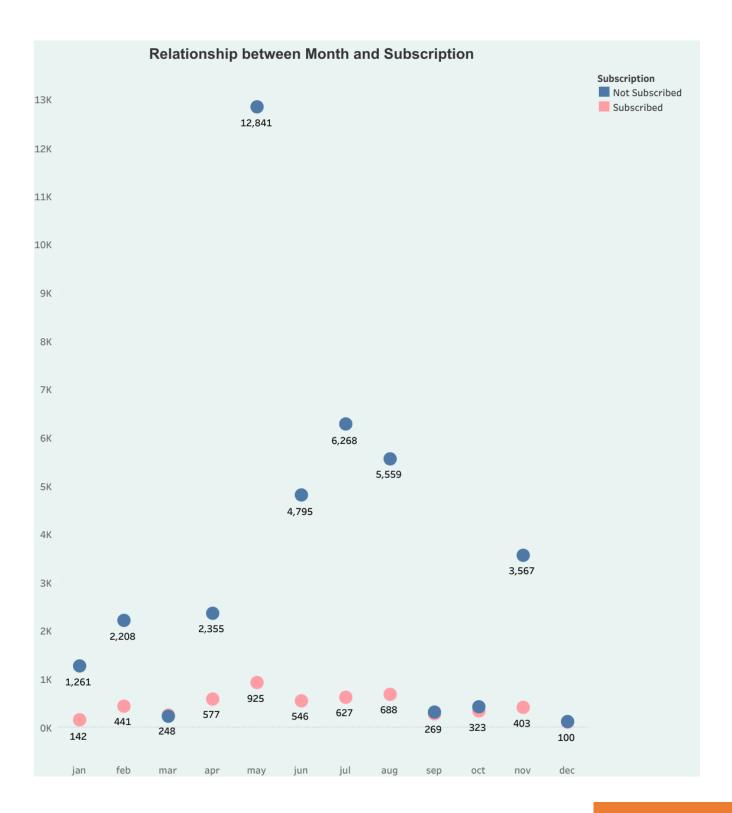


## 6. Impact of Marital Status on Subscription



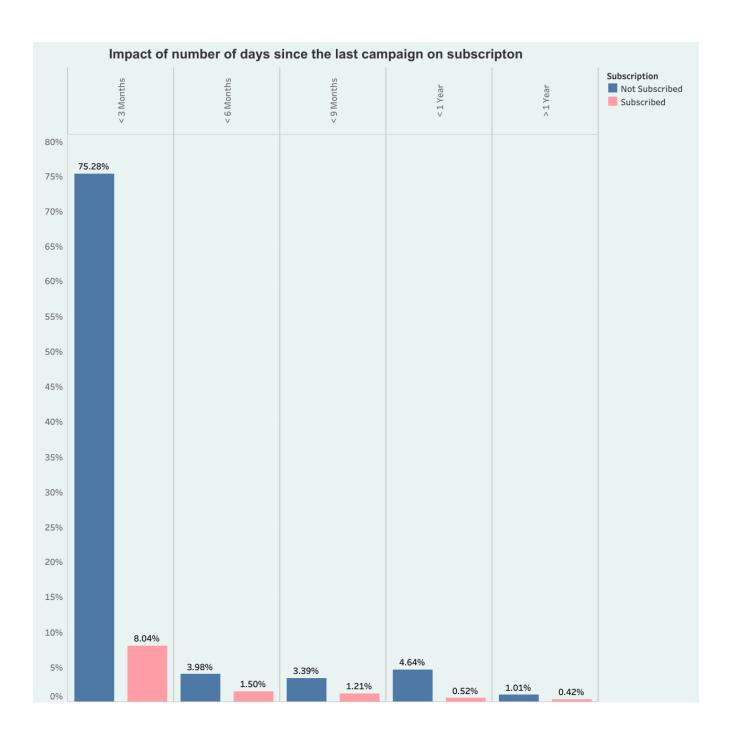


#### 7. Relationship between Month and Subscription.



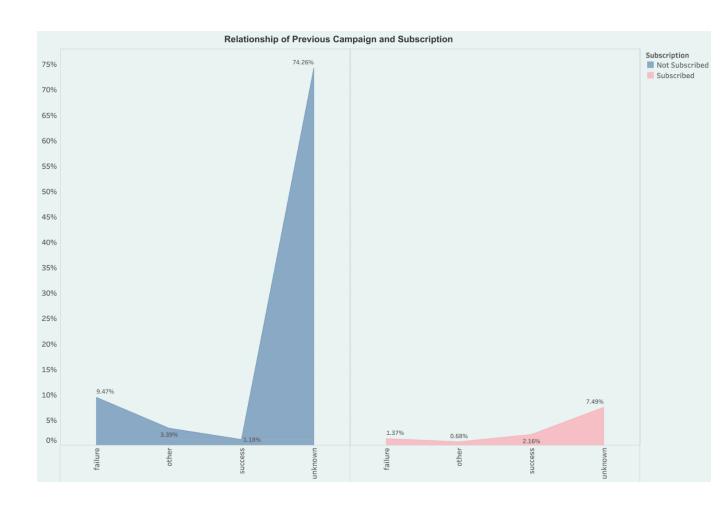


#### 8. Impact of number of days since the last campaign on Subscription.



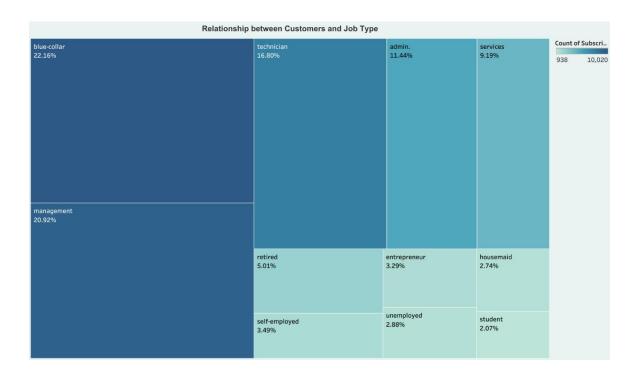


#### 9. Relationship of Previous Campaign and Subscription





## 10. Relationship between Customers and their Job Type



#### 11. Subscription by Month

Subscription by Month			
Month	Not Subscribed	Subscribed	Count of Subscription
jan	1,261	142	
feb	2,208	441	100 12,841
mar	229	248	
apr	2,355	577	
may	12,841	925	
jun	4,795	546	
jul	6,268	627	
aug	5,559	688	
sep	310	269	
oct	415	323	
nov	3,567	403	
dec	114	100	