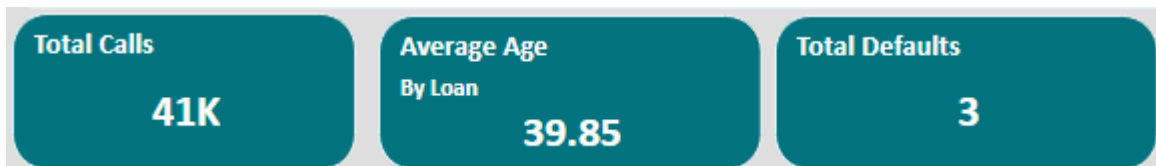# BANK MARKETING ANALYSIS

WIREFRAME DOCUMENTATION

For Bank Additional Call Sheet One
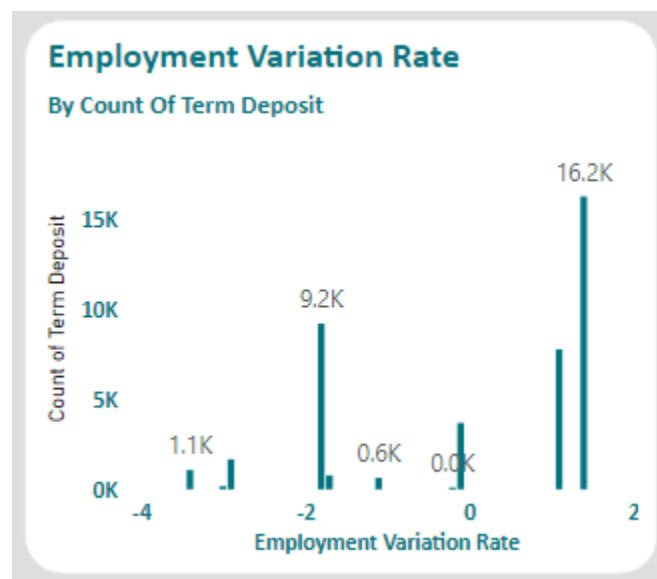
1. These are KPI's of Total calls, Avarage Age by Loan and total defaults.

Total Calls	Average Age By Loan	Total Defaults
41K	39.85	3

2. These are KPI's of Count of married by Loan, Count of university degree and count of people by housing loan.

| Count of Married By Loan	Count Of University Degree	Count Of People By Housing Lone
3773	12K	22K
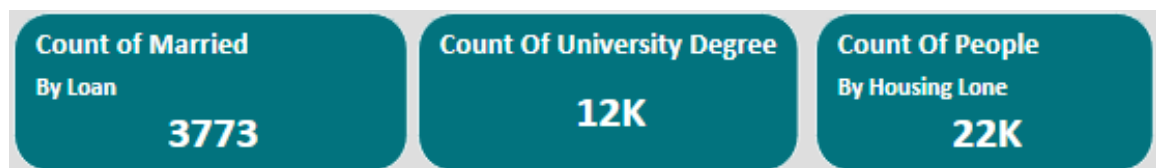
3. This KPI shows Relation between Employment variation rate and count of term deposit

4. This KPI show job and count of house owner

job	owing house
admin.	5559
blue-collar	4710
entrepreneur	779
housemaid	540
management	1490

5. This KPI's Shows Relation between Age and Count of Default
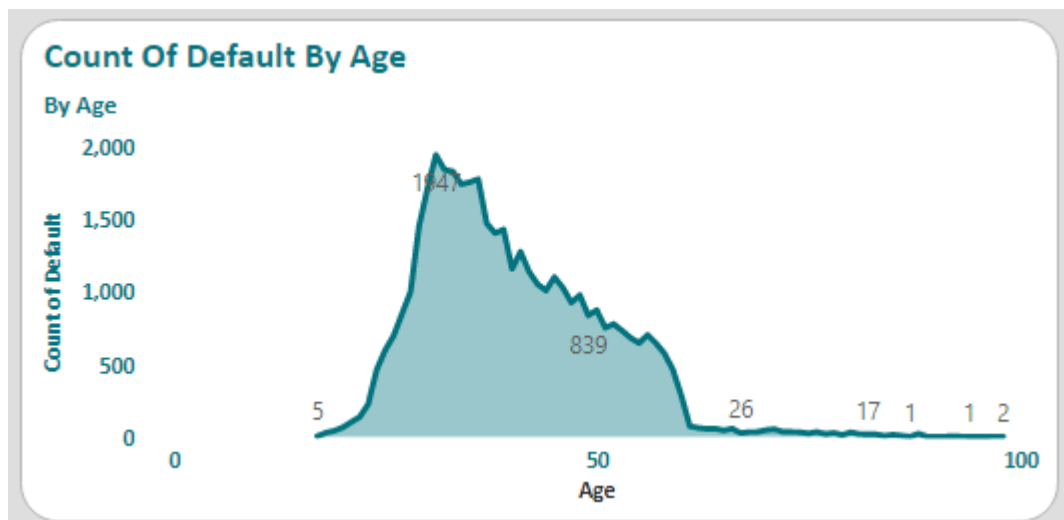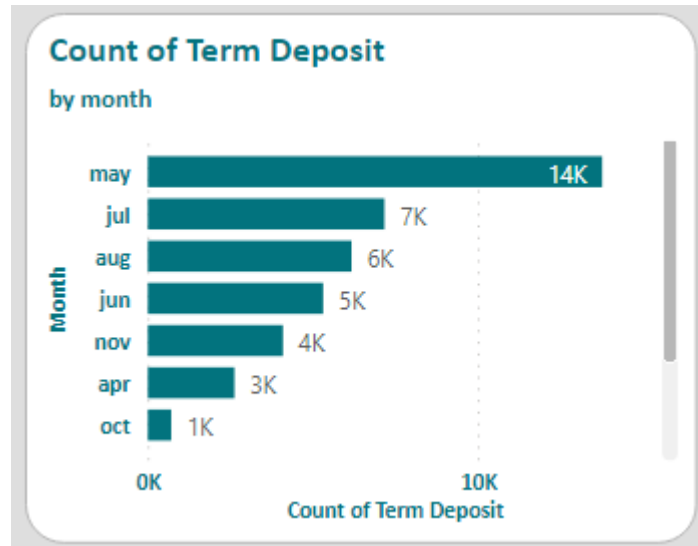

Count Of Default By Age

6. This KPI's Shows Relation between Sum of Duration and Age

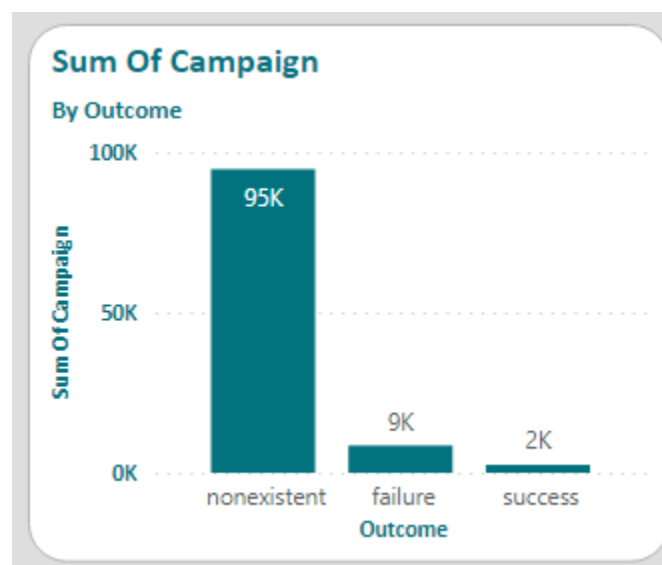**7. This KPI shows Relation between Month and Count of Education**

8. This KPI shows Relation between Count of Term Deposit and Month

Count of Term Deposit
by month

Month	Count of Term Deposit
may	14K
jul	7K
aug	6K
jun	5K
nov	4K
apr	3K
oct	1K
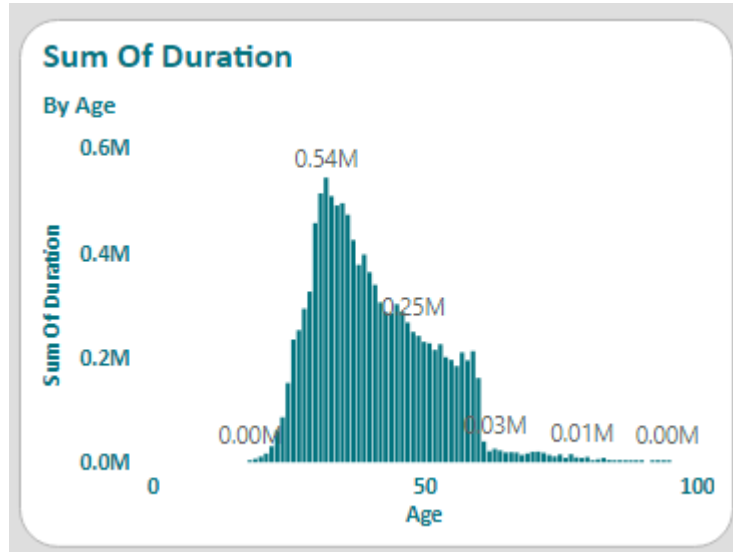
9. This KPL shows Outcome and Sum of Campaign
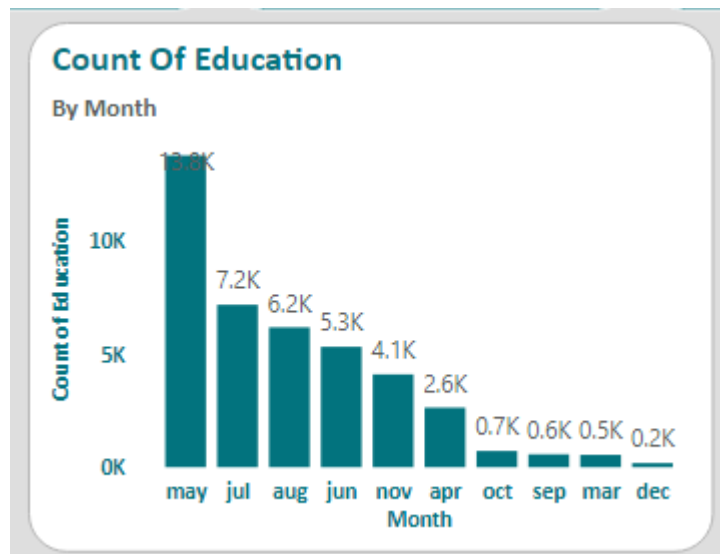
Sum Of Campaign
By Outcome

Outcome	Sum Of Campaign
nonexistent	95K
failure	9K
success	2K

For Bank Call Sheet Two

1. These are KPI's of Total calls, Avarage Age by Loan and total defaults.

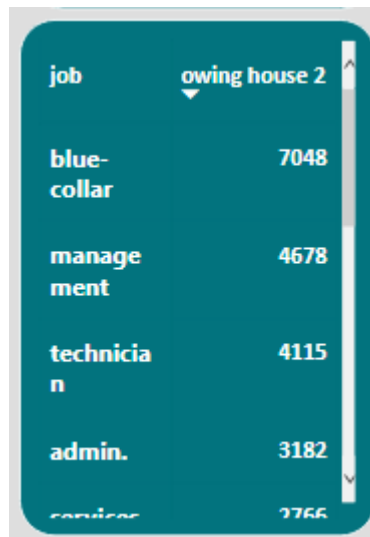| Total Calls	Average Age By Loan	Total Defaults
41K	40.56	815

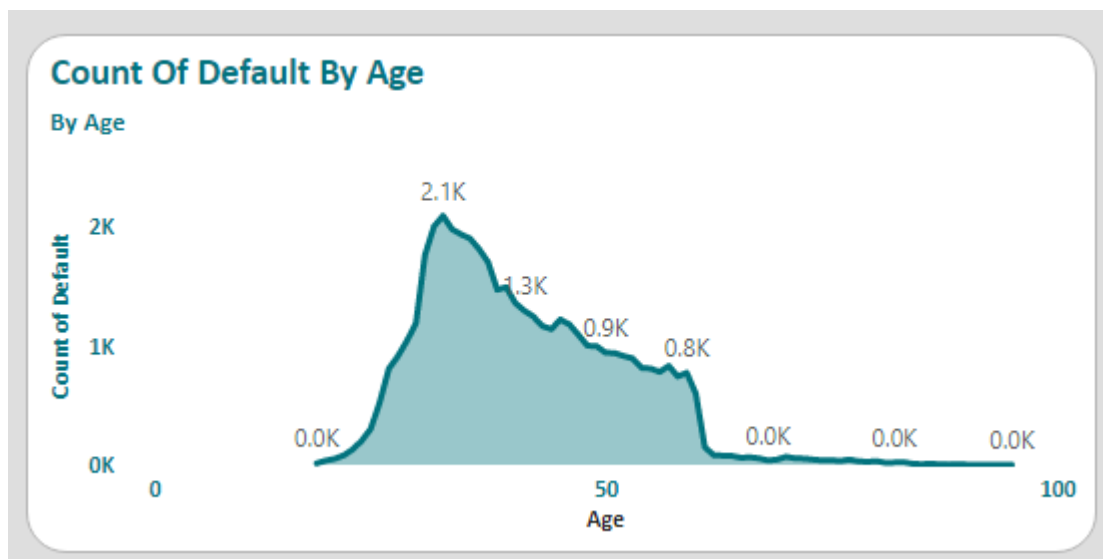2. These are KPI's of Count of married by Loan, Count of Tertiary degree and count of people by housing loan.

Count of Married By Loan	Count Of Tertiary Degree	Count Of People By Housing Lone
4660	13K	25K
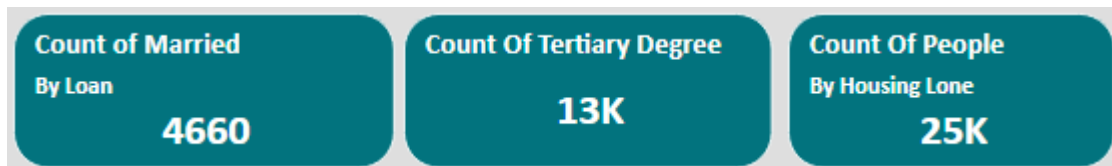
3. This KPI shows Relation between Age and Sum of Balance

4. This KPI show job and count of house owner

job	owing house 2
blue-collar	7048
management	4678
technician	4115
admin.	3182
services	2766

5. This KPI's Shows Relation between Age and Count of Default

Count Of Default By Age
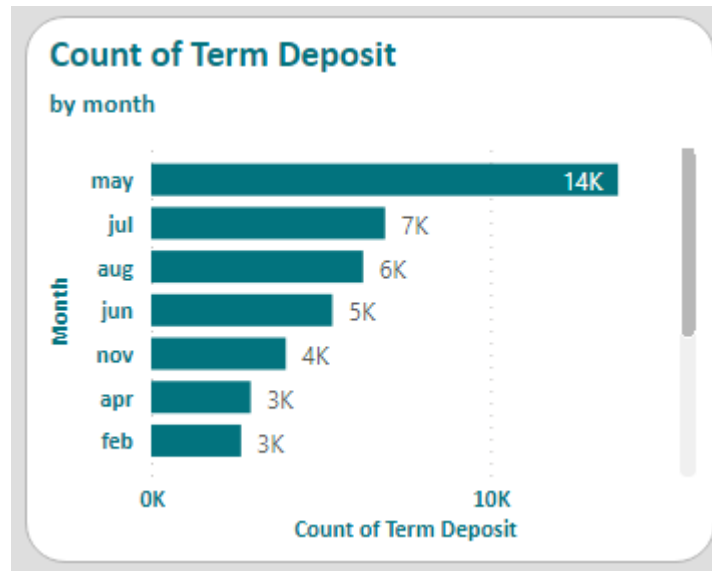
By Age

2.1K
1.3K
0.9K
0.8K
0.0K 0.0K 0.0K 0.0K

6. This KPI's Shows Relation between Sum of Duration and Age

7. This KPI shows Relation between Month and Count of Education

8. This KPI shows Relation between Count of Term Deposit and Month

Count of Term Deposit
by month

Month	Count of Term Deposit
may	14K
jul	7K
aug	6K
jun	5K
nov	4K
apr	3K
feb	3K

9. This KPL shows Outcome and Sum of Campaign

Sum Of Campaign
By Outcome

Outcome	Sum Of Campaign
unknown	108K
failure	10K
other	5K
success	3K