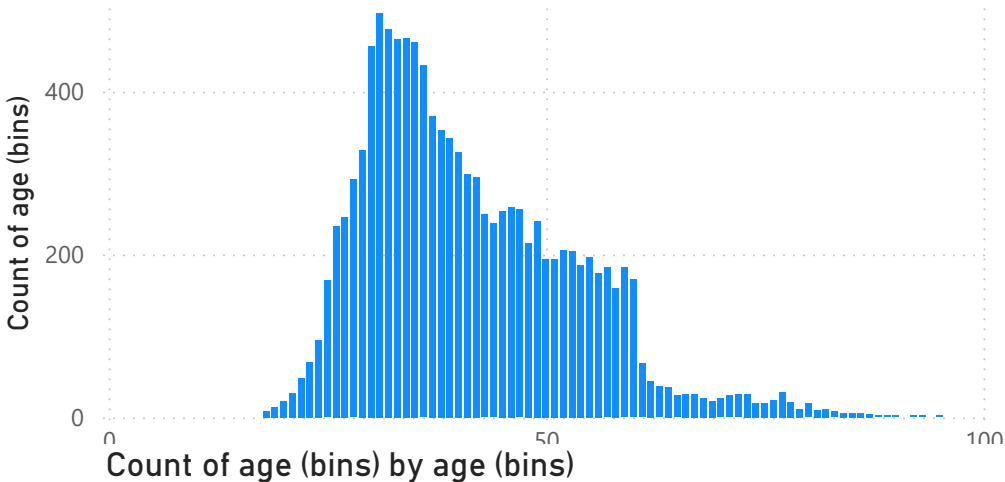# Personal Status Analysis

Count of age (bins) by age
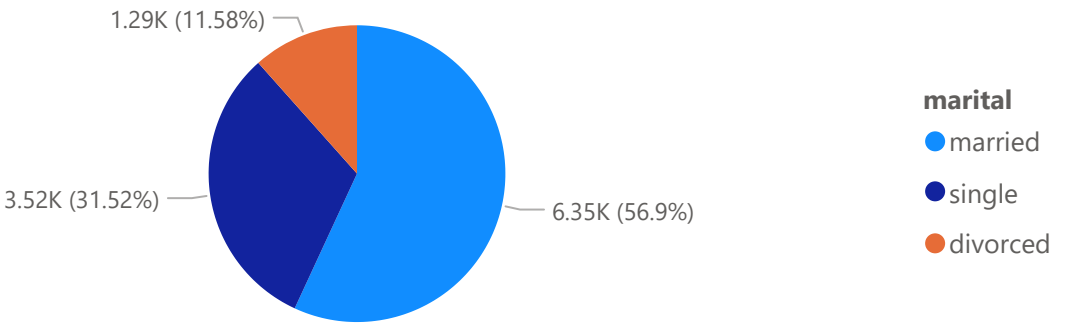

Count of job by job

Count of age (bins) by age (bins)

0.48K (4.34%)
1.53K (13.71%)
1.89K (16.89%)
2.63K (23.54%)
4.32K (38.68%)
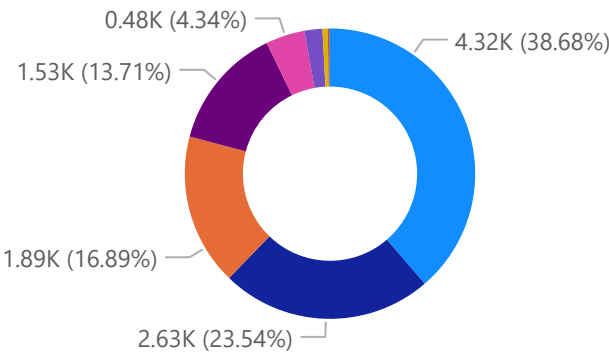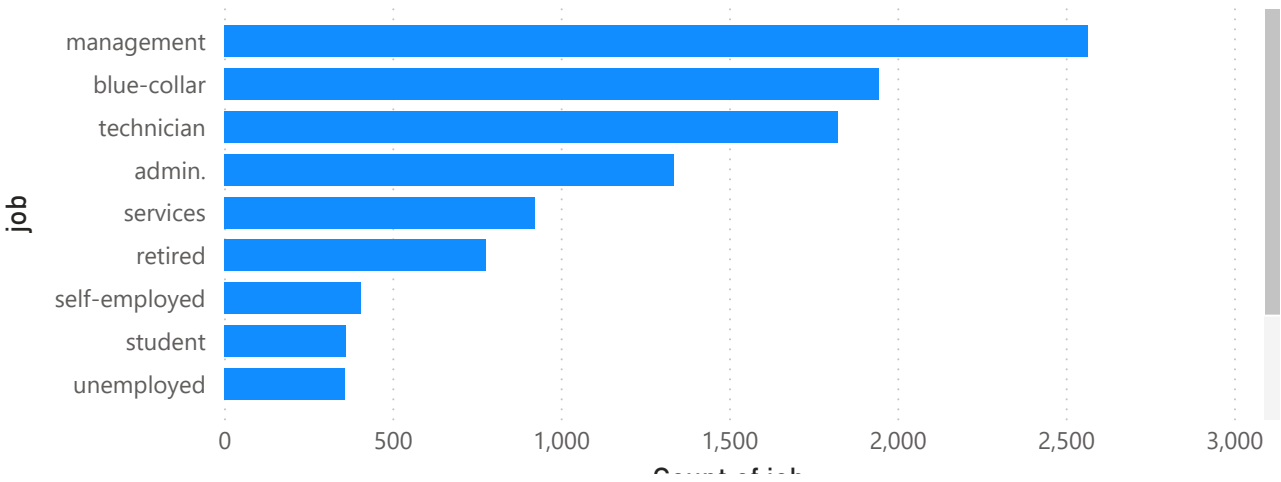
age (bins)
- 30
- 40
- 50
- 20
- 60
- 70

Count of marital by marital

1.29K (11.58%)
3.52K (31.52%)
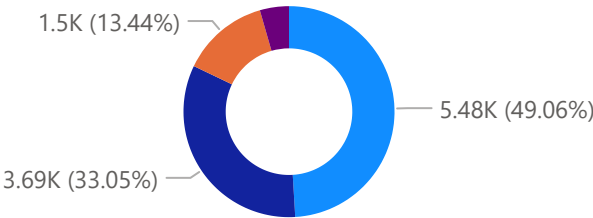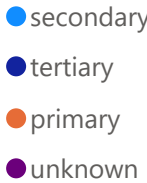6.35K (56.9%)

marital
- married
- single
- divorced

· *The majority of responsive customers are married, middle-aged professional with secondary education.*

Count of education by education

1.5K (13.44%)
3.69K (33.05%)
5.48K (49.06%)
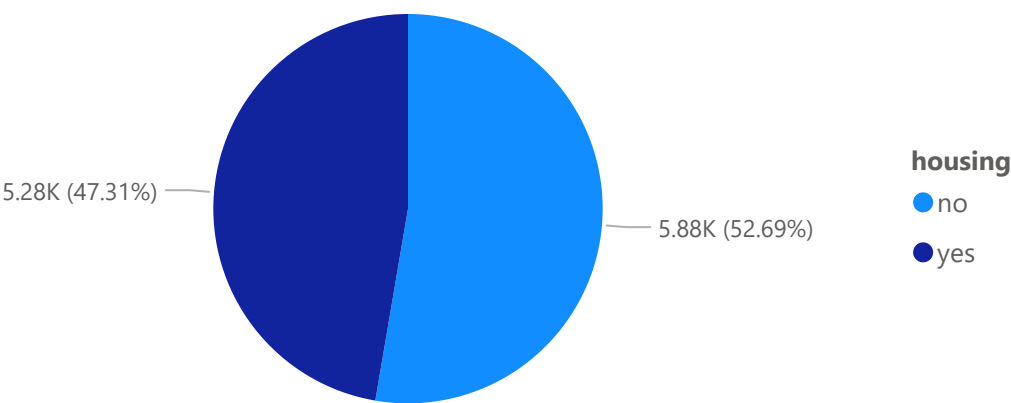
education
- secondary
- tertiary
- primary
- unknown

Financial Status Analysis

- **customers without loans or housing loans have higher account balances, with those aged 30 leading in engagement, and a greater likelihood of subscription status among individuals without loans or housing.**
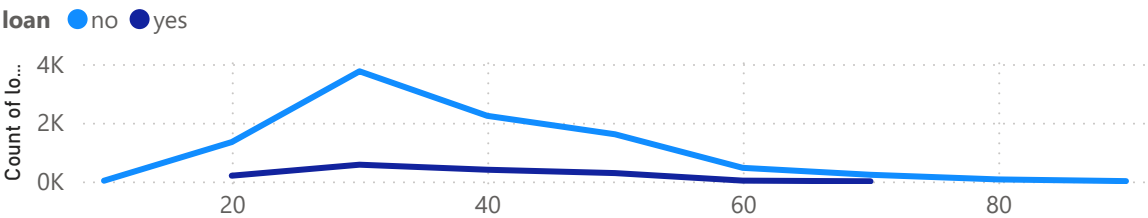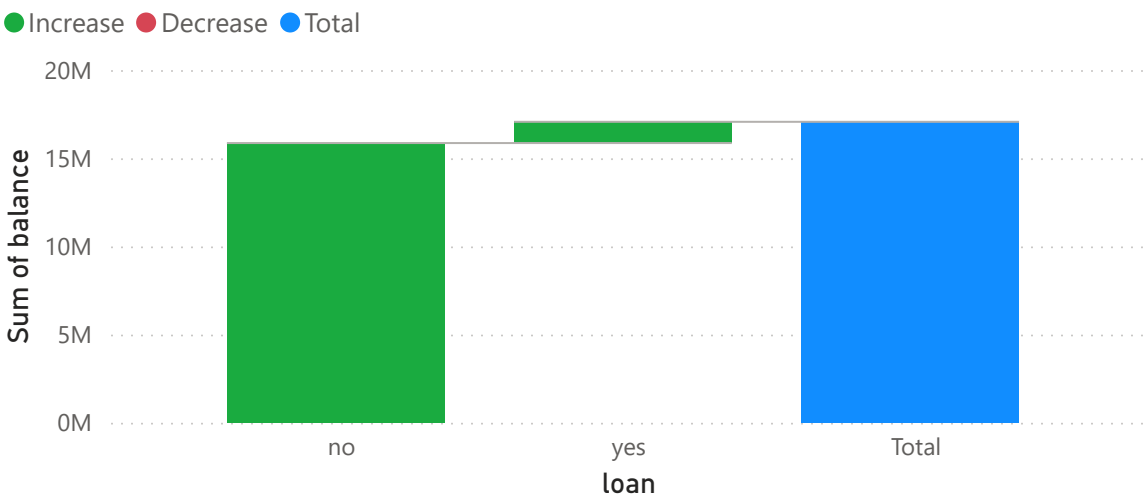
Count of housing by housing

5.28K (47.31%)

5.88K (52.69%)

housing
- no
- yes

Count of loan by loan

1.46K (13.08%)

9.7K (86.92%)
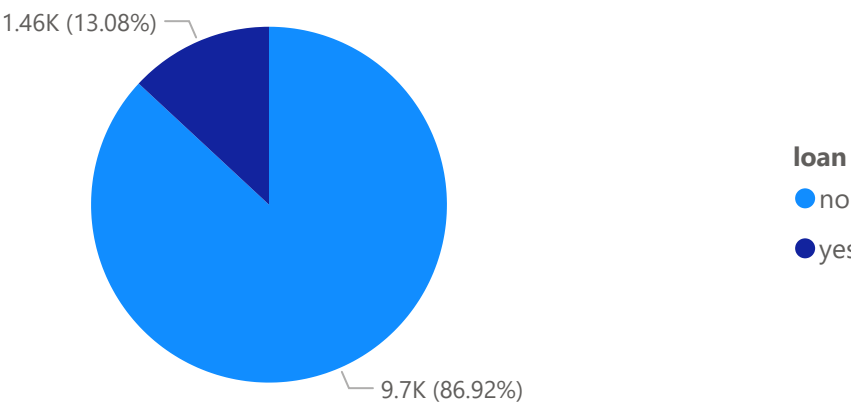
loan
- no
- yes

Count of loan by age (bins) and loan

loan ● no ● yes

Sum of balance by loan

● Increase ● Decrease ● Total

Count of loan by subscription_status and housing
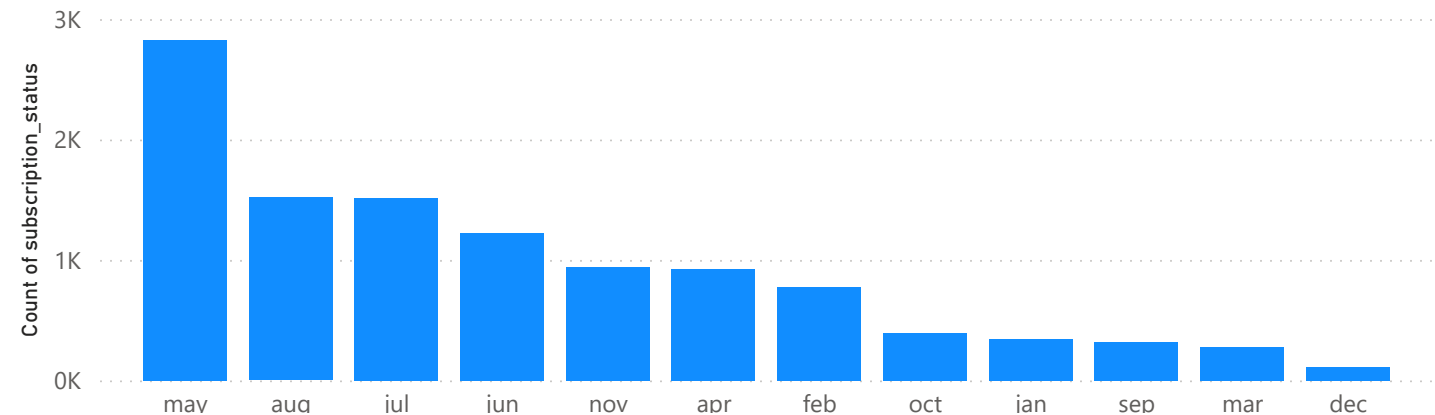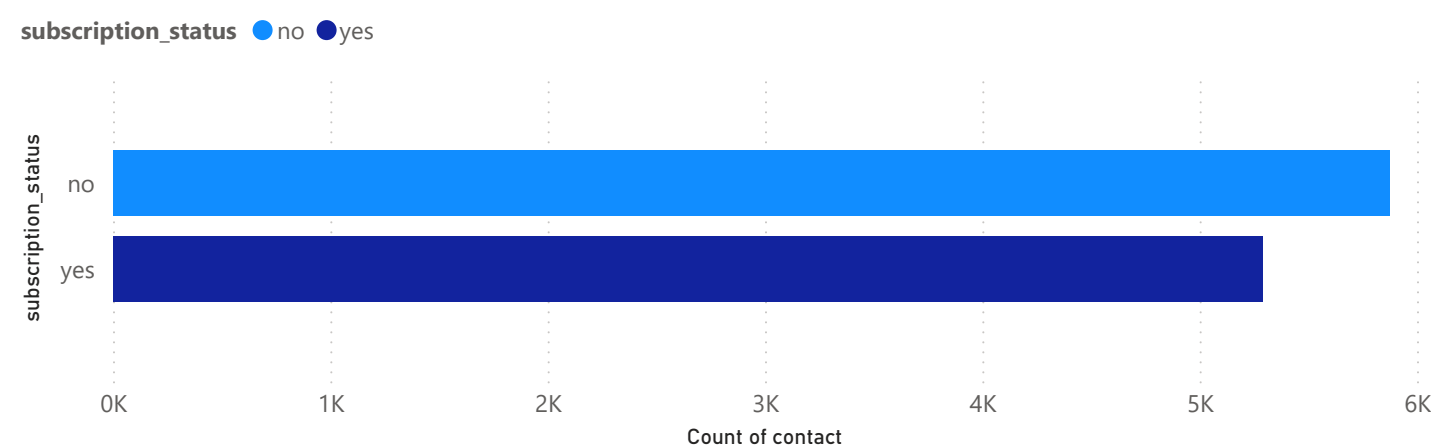
housing ● no ● yes
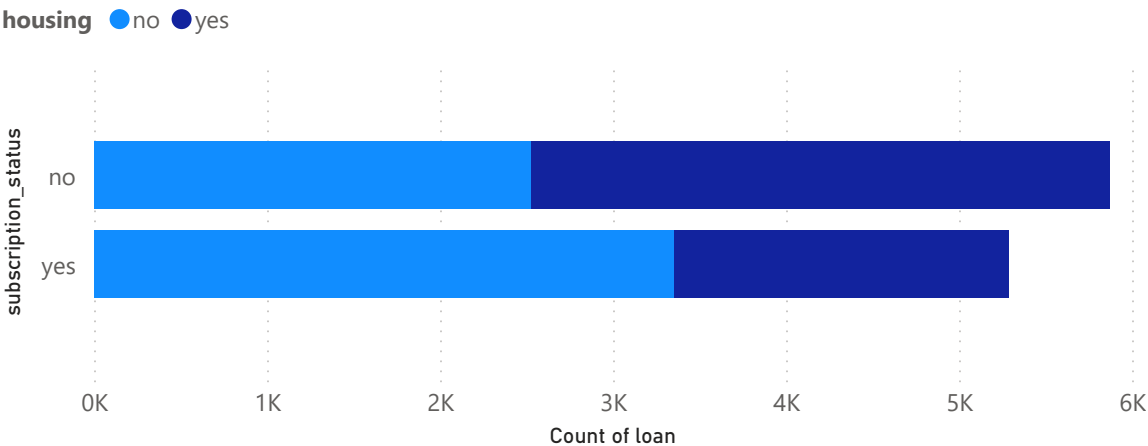
Campaign Performance Analysis

Count of subscription_status by subscription_status

5289

Count of subscription_status by month

Count of subscription_status by poutcome

unknown	8.33K
failure	1.23K
success	1.07K
other	0.54K

6.4%

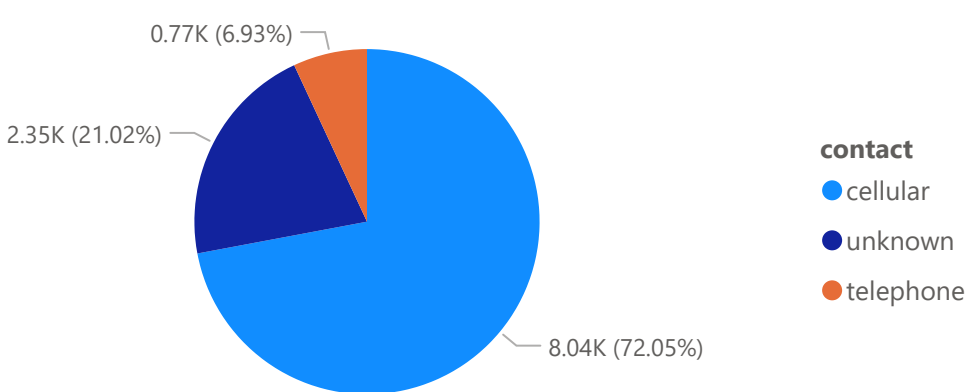## Count of contact by subscription_status and subscription_status

subscription_status ● no ● yes
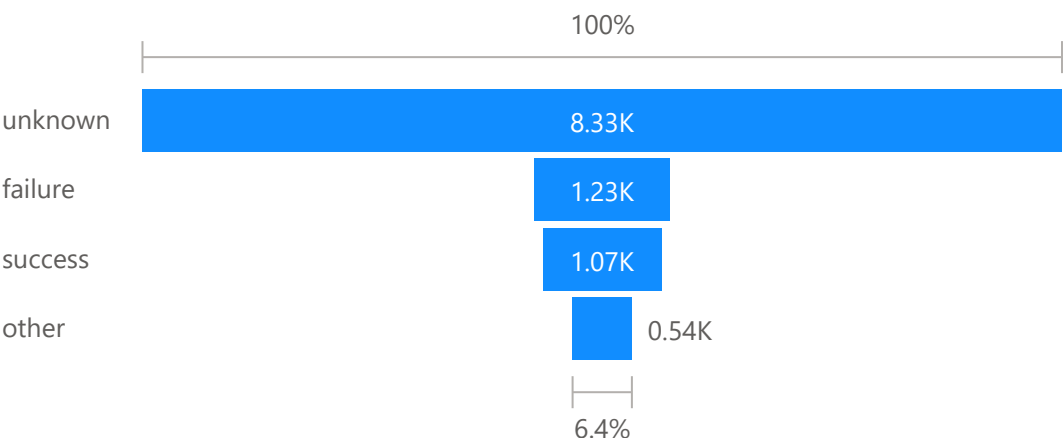
Count of subscription_status by contact

0.77K (6.93%)
2.35K (21.02%)
8.04K (72.05%)

contact
● cellular
● unknown
● telephone
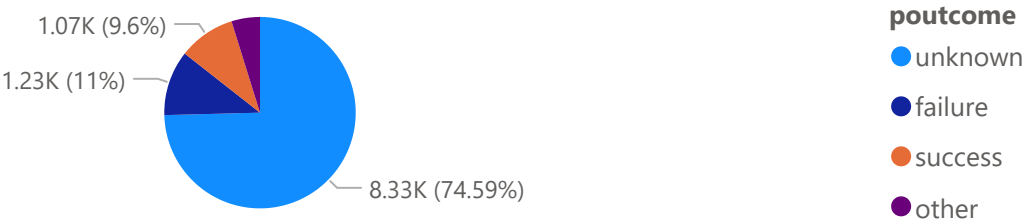
The highest number of subscriptions occurred in May, with more contacts made to non-subscribers, and the outcome revealed 8.33k "unknown," 1.23k "failure," and 1.07k "success," while 72% of subscriptions came from customers contacted via cellular.

Campaign Performance Analysis

Count of education by subscription_status and subscription_status

subscription_status ● no ● yes
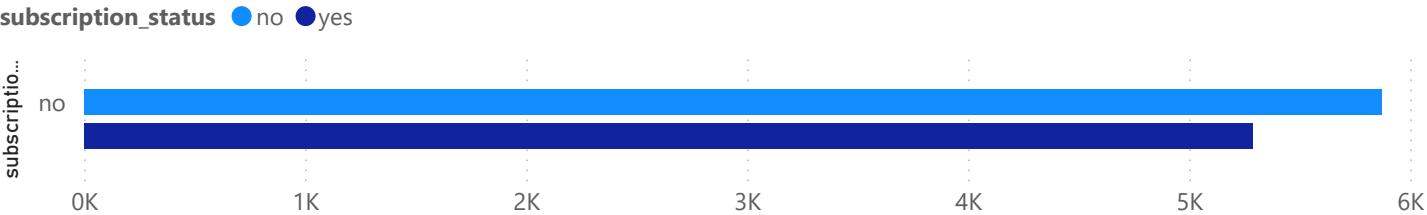
Count of poutcome by poutcome

poutcome
- ● unknown
- ● failure
- ● success
- ● other

1.07K (9.6%)
1.23K (11%)
8.33K (74.59%)

The campaign performance analysis shows that non-subscribers with secondary education account for around 6k, with the majority of outcomes being "unknown" (74%), followed by 11% "failure," 9.6% "success," and the remaining as "other."