

# Bank Telemarketing Campaign Case Study

## Salary of Customer

0

4000

8000

16000

20000

50000

55000

60000

70000

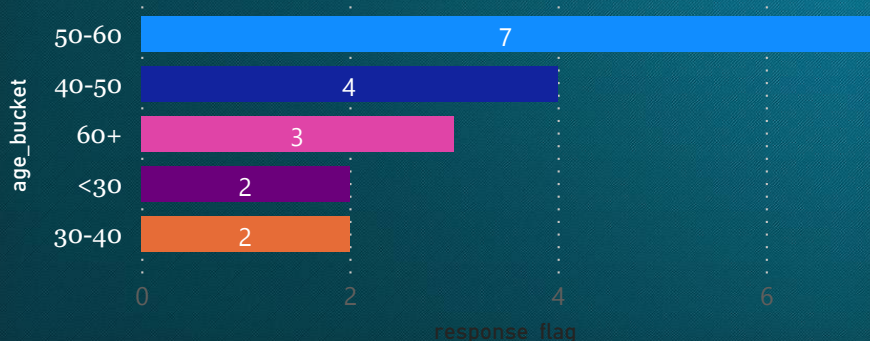
100000

120000

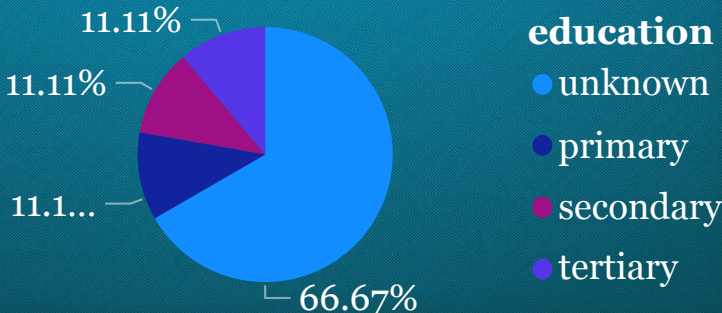
## Age of Customer

Age of Customer

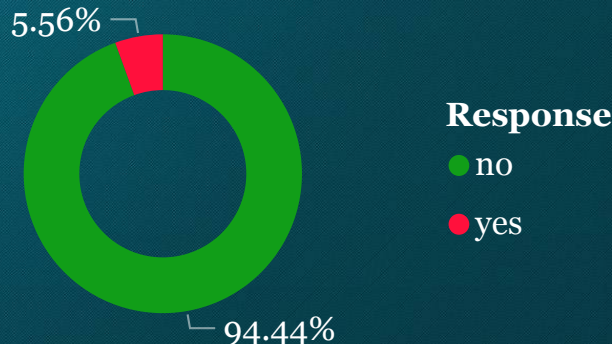
50-60 40-50 60+ <30 30-40



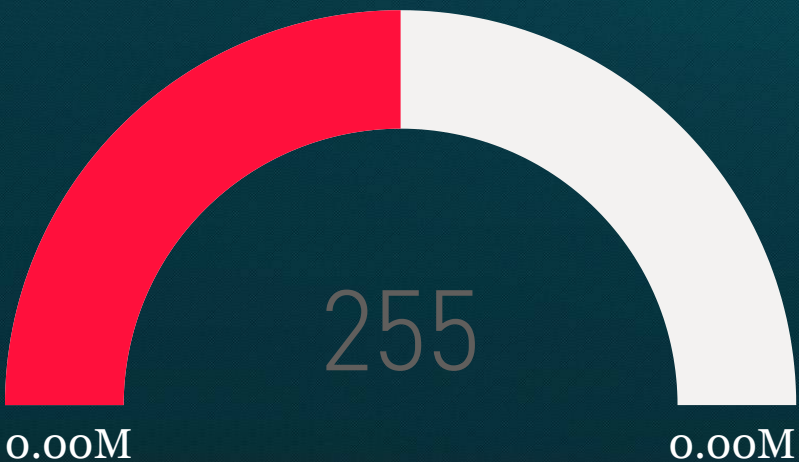
## Response Rate of Education



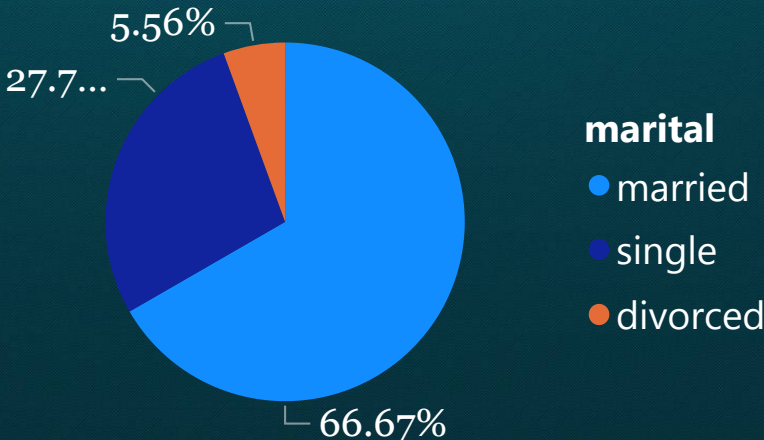
## Response Rate of Customer Who have a Loan



## Response Rate of Housing Customers



## Response Rate of Martial



## Campaign Outcome

Outcome

unknown success failure

