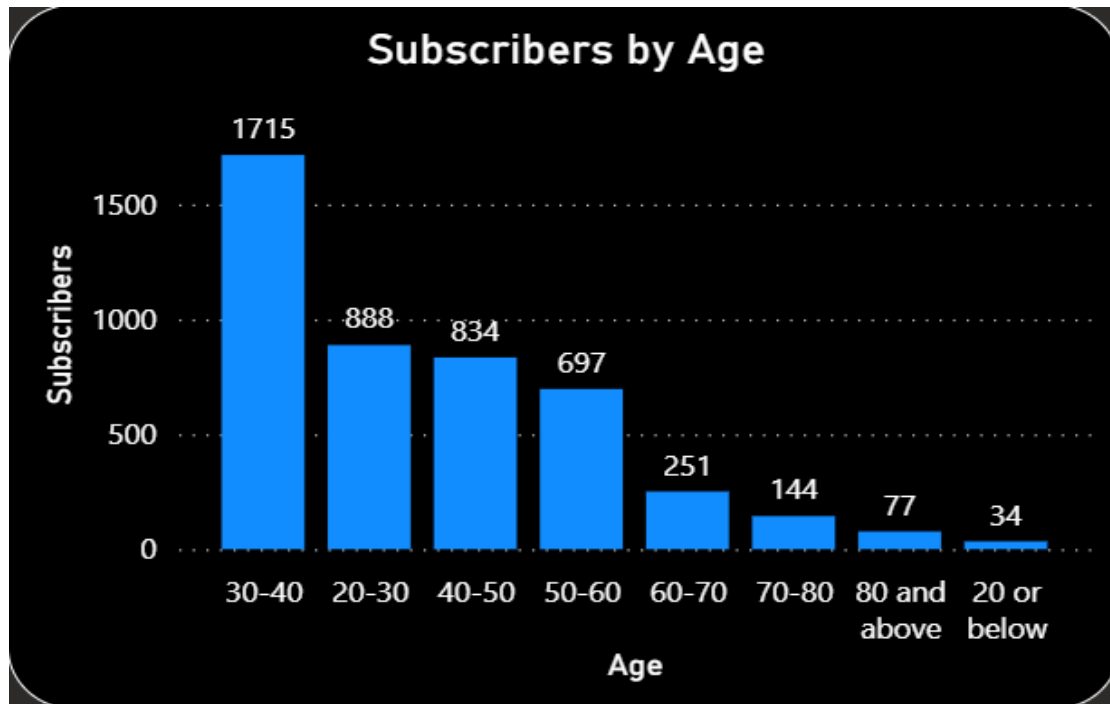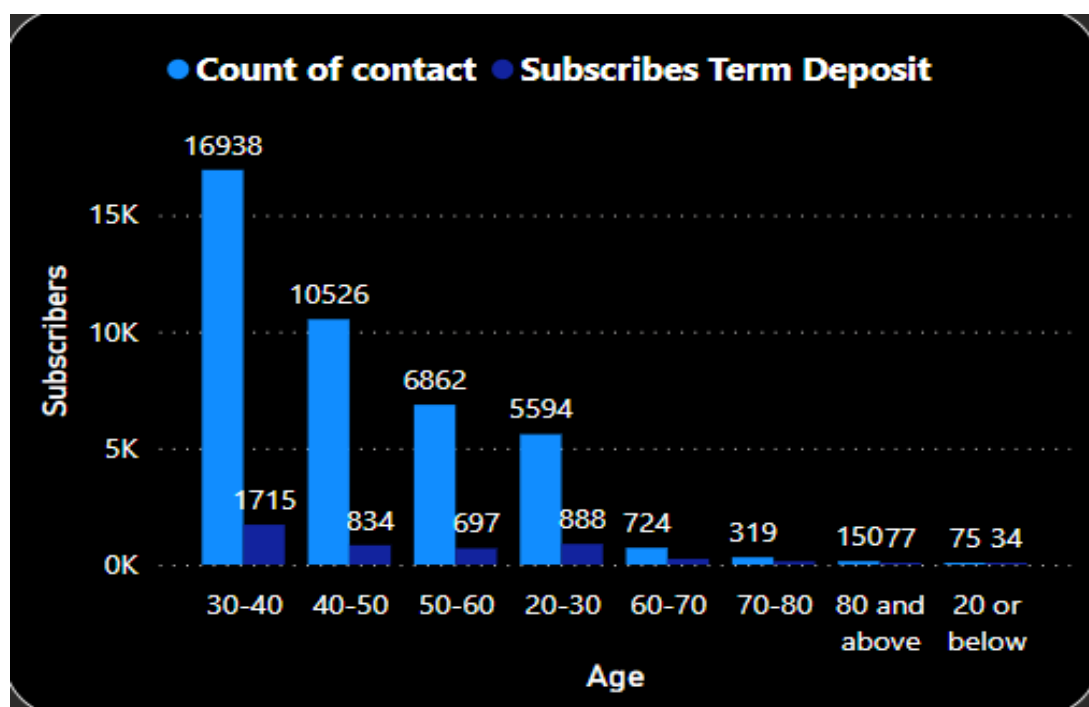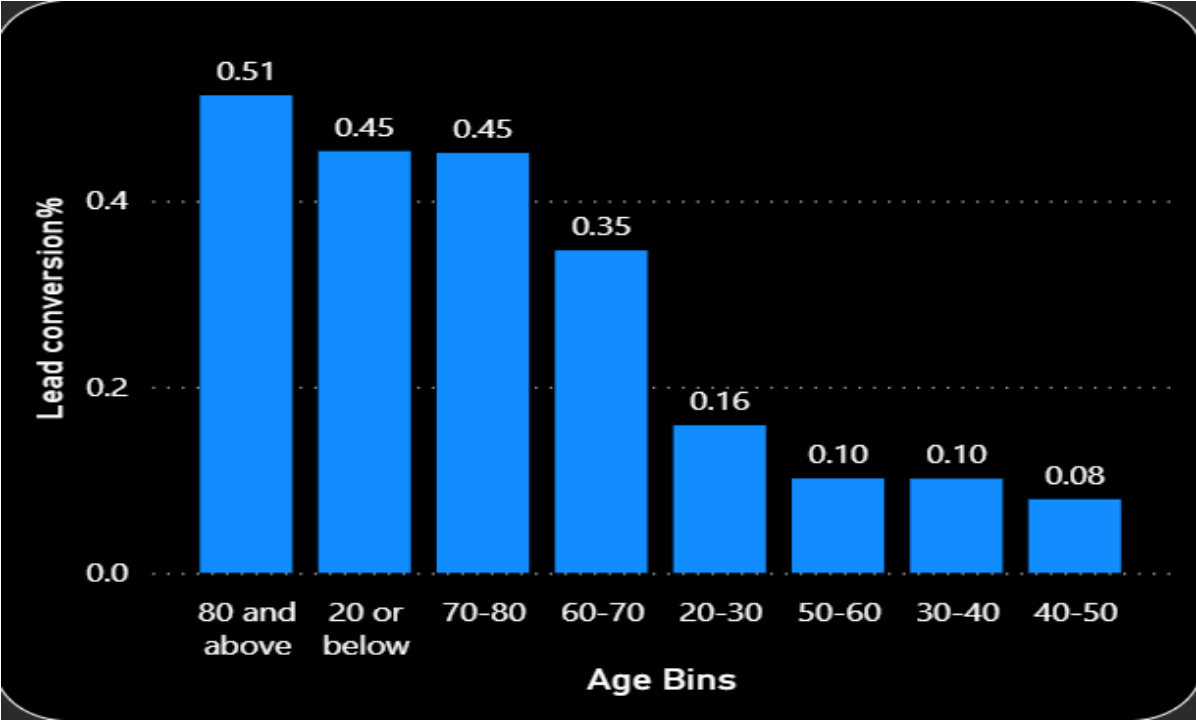# BANK MARKETING CAMPAIGN DATA ANALYSIS

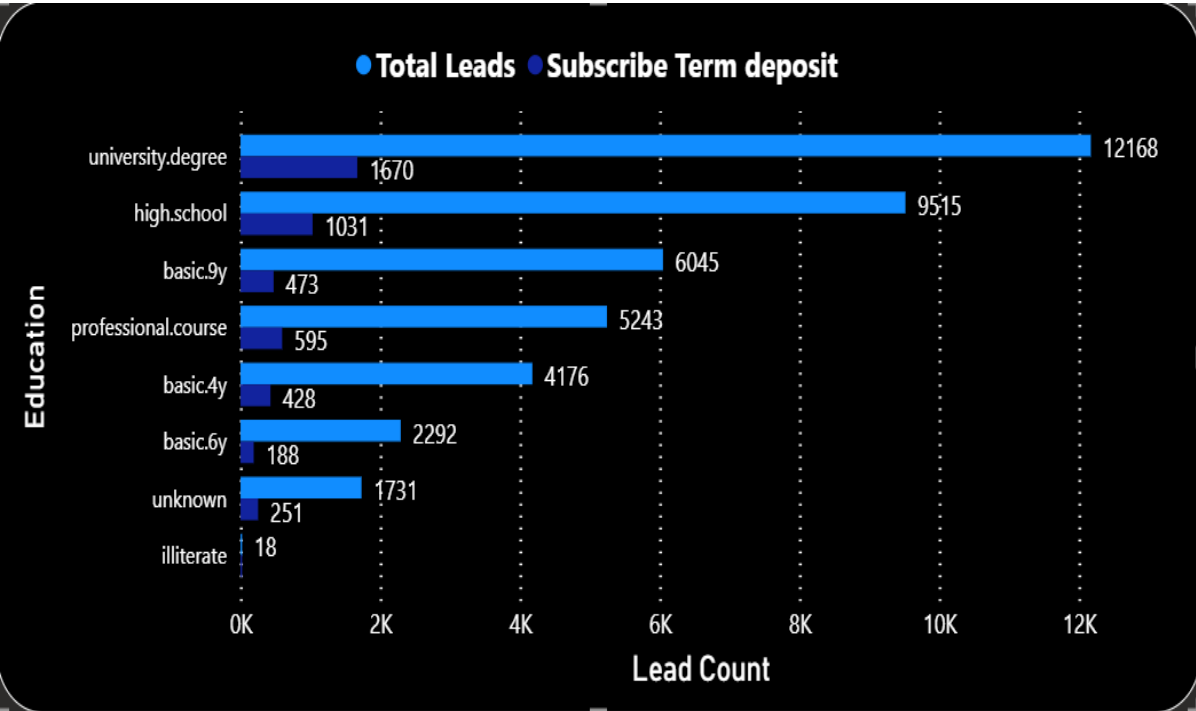1. Age range of the people who subscribed to term deposit

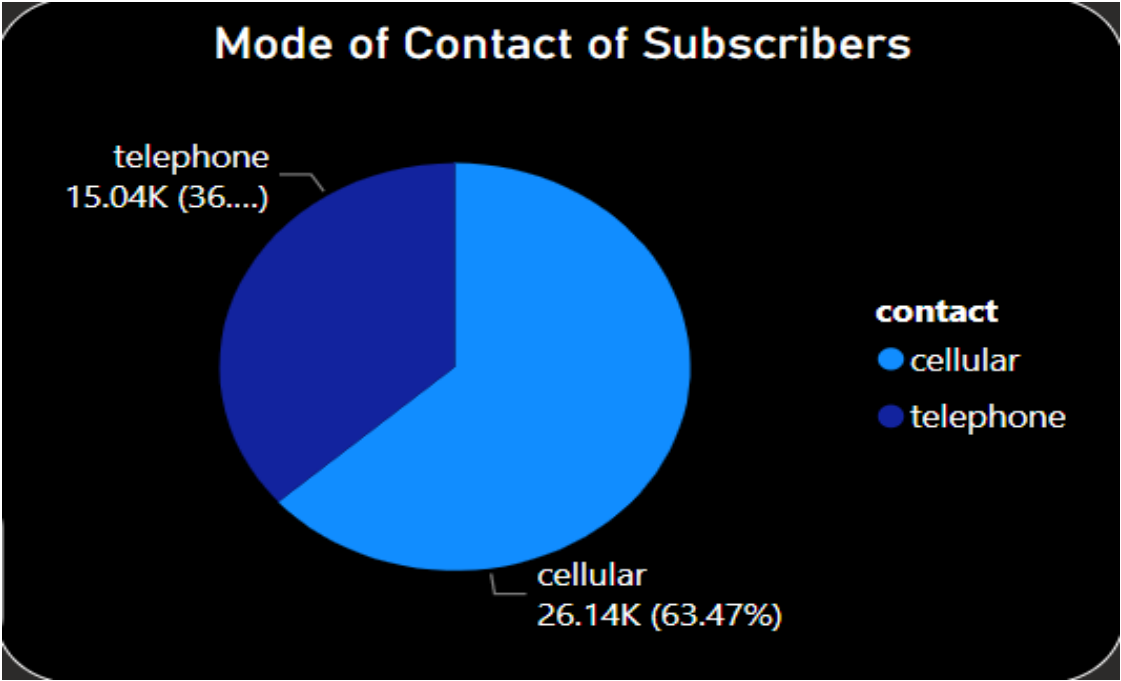2. Depicts total people contacted vs people who subscribed term deposit.

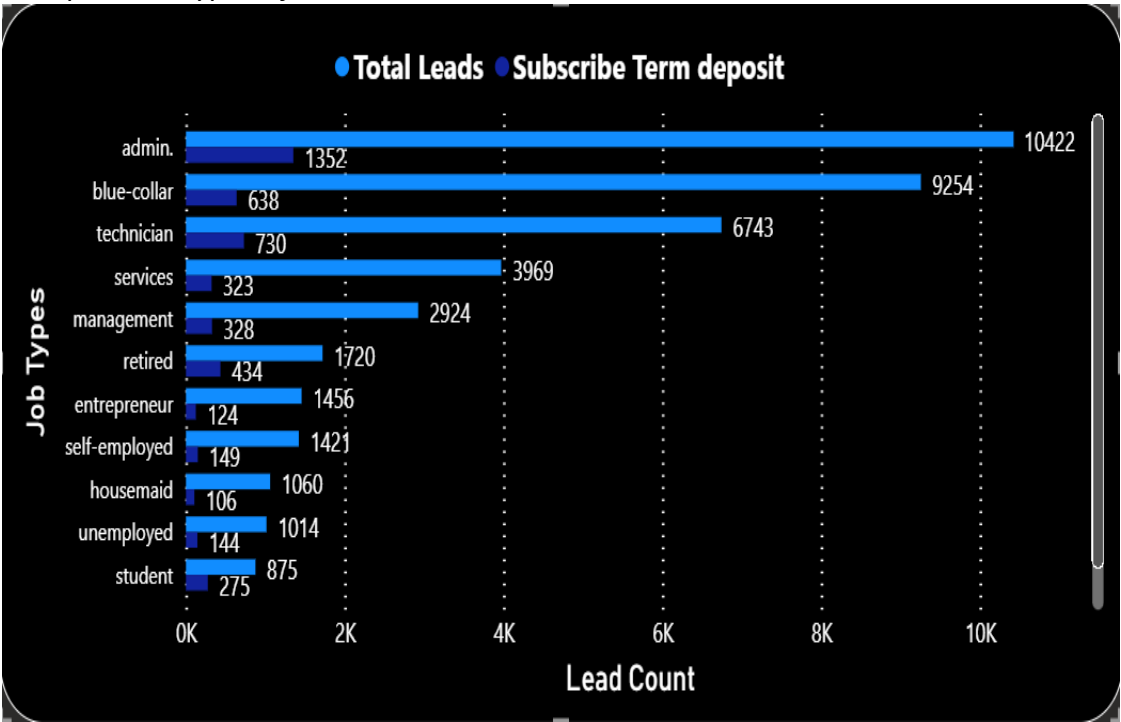3. Leads Conversion of Term Deposit market Campaign based on Customer's age.

4. Education status of Total Customers and Customers who subscribed to terms deposit.

5. Marital Status of Customers who subscribed to term deposits.

6. Depicts the type of jobs, Customers are into.

7. Euribor 3 months Index Description.

euribor3m	
Mean	3.621290813
Standard Error	0.008546254
Median	4.857
Mode	4.857
Standard Deviation	1.734447405
Sample Variance	3.0083078
Kurtosis	-1.406802622
Skewness	-0.709187956
Range	4.411
Minimum	0.634
Maximum	5.045
Sum	149153.726
Count	41188

8. Employee variability rate description.

emp.var.rate	
Mean	0.081885501
Standard Error	0.007740691
Median	1.1
Mode	1.4
Standard Deviation	1.570959741
Sample Variance	2.467914506
Kurtosis	-1.062631525
Skewness	-0.724095549
Range	4.8
Minimum	-3.4
Maximum	1.4
Sum	3372.7
Count	41188

9. Consumer Price Index description.

cons.price.idx	
Mean	93.57566437
Standard Error	0.002852156
Median	93.749
Mode	93.994
Standard Deviation	0.578840049
Sample Variance	0.335055802
Kurtosis	-0.829808577
Skewness	-0.230887652
Range	2.566
Minimum	92.201
Maximum	94.767
Sum	3854194.464
Count	41188

10. Consumer Confidence Index Description

cons.conf.idx	
Mean	-40.50260027
Standard Error	0.022804816
Median	-41.8
Mode	-36.4
Standard Deviation	4.628197856
Sample Variance	21.4202154
Kurtosis	-0.358558311
Skewness	0.303179859
Range	23.9
Minimum	-50.8
Maximum	-26.9
Sum	-1668221.1
Count	41188

11. Number of employees description.

nr.employed	
Mean	5167.01901
Standard Error	0.355647645
Median	5191
Mode	5228
Standard Deviation	72.178074
Sample Variance	5209.674366
Kurtosis	-0.015550986
Skewness	-1.041629312
Range	264
Minimum	4964
Maximum	5228
Sum	212819179
Count	41188

INSIGHTS

Insight 1: People who work in Administration, technician and Blue-collar jobs subscribe
           to term deposit the most.

Insight 2: People who are entrepreneur, unemployed or housemaid subscribe to term deposit the least.

Insight 3: Students, retired and unemployed are easiest to get whereas entrepreneur,
           blue-collar and service people are difficult to get subscribed.

Insight 4: Conversion rate of married people is higher than the single and divorced people.

Insight 5: Customers who have either University degree or went High school or have enrolled in
           professional course subscribed the term deposits most.

Insight 6: In the age between 60 to 80 and above the Leads conversion rate is maximum.

Insight 7: People in the age range of (30-40) are targeted maximum.

Insight 8: All of the Customers who have subscribed term deposit have not defaulted on credit.

Insight 9: Approximately half of the total leads have a home loan on them.

Insight 10: Approximately 50% of the customers subscribed within 1 contact.

Insight 11: There are two types of people that is; Cellular and Telephone Users and out of which
            there are 63.47% of the Subscribers are Cellular users.

Insight 12: Average duration per call for customers who subscribe to term deposit is 258.29 secs,
           maximum call duration is 4918 secs and minimum is 0 sec.