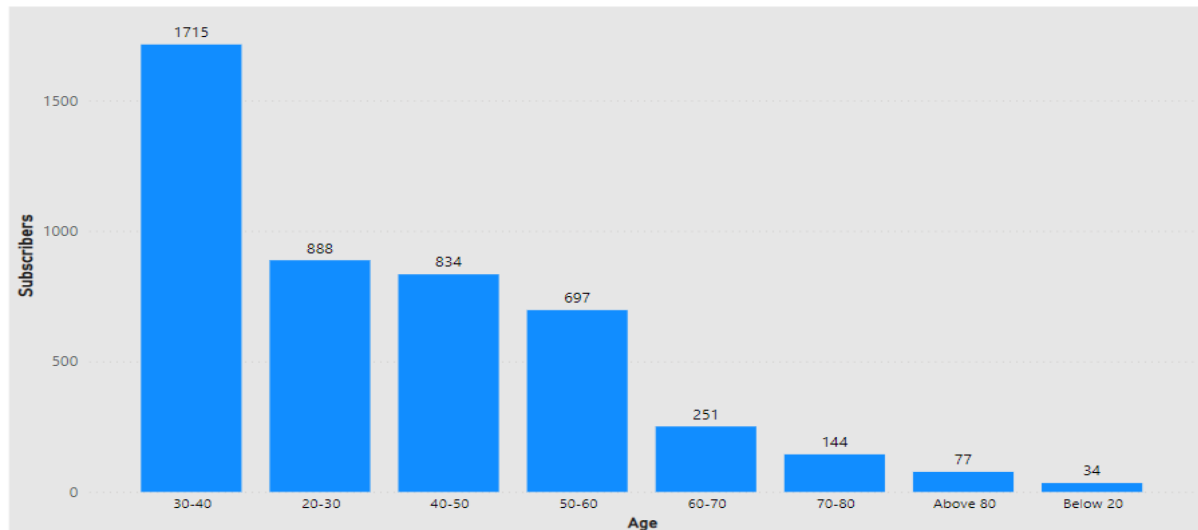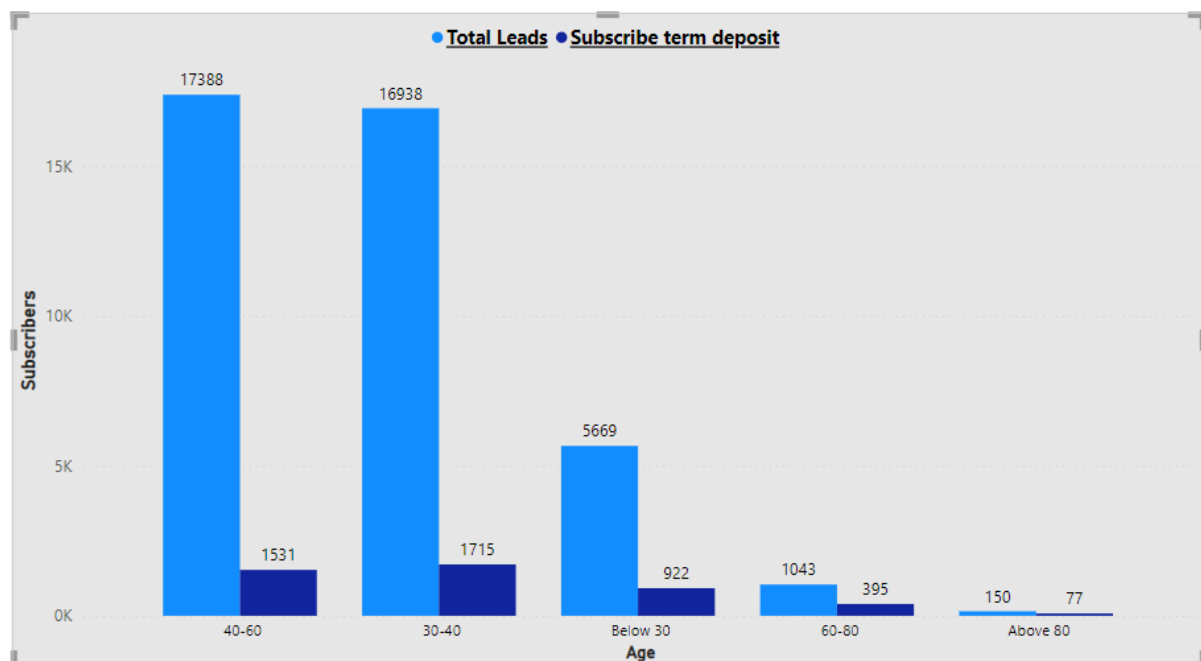# BANK MARKETING CAMPAIGN DATA ANALYSIS
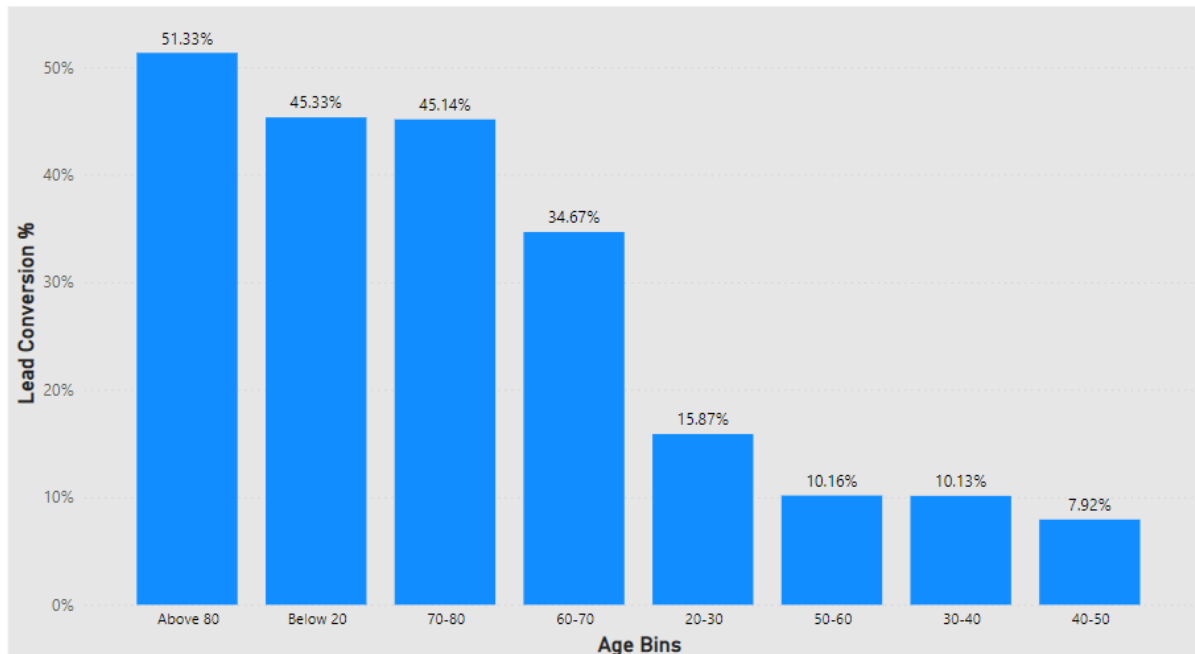
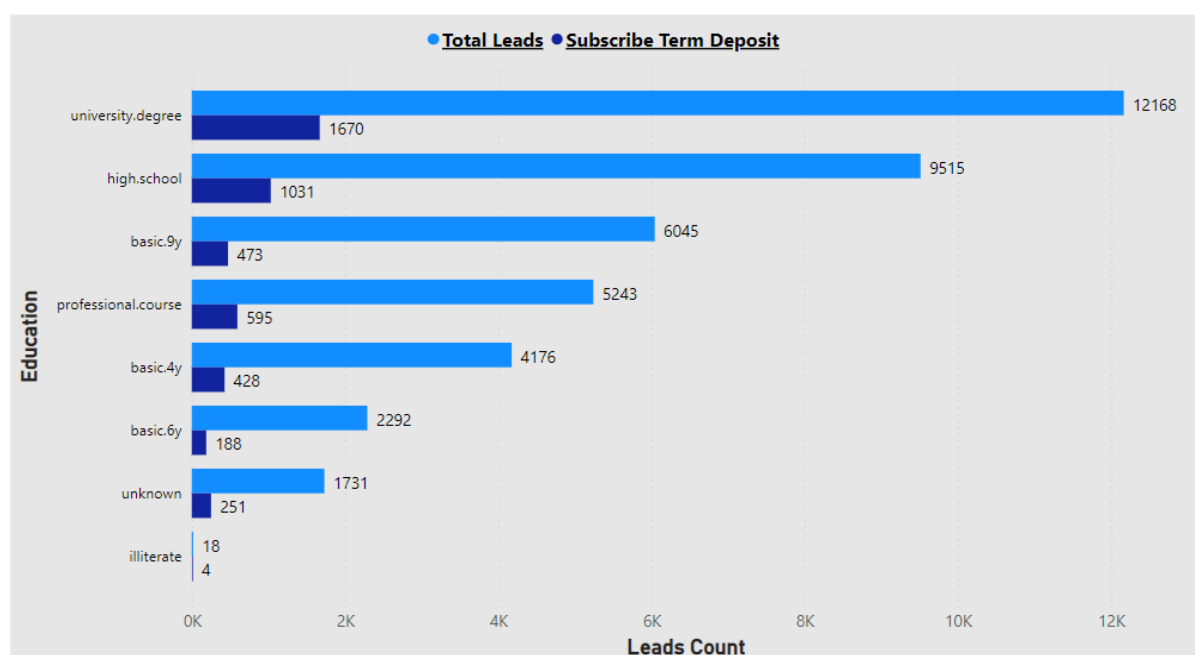1. Age range of the people who subscribed to term deposit

2. Depicts total people contacted vs people who subscribed term deposit.
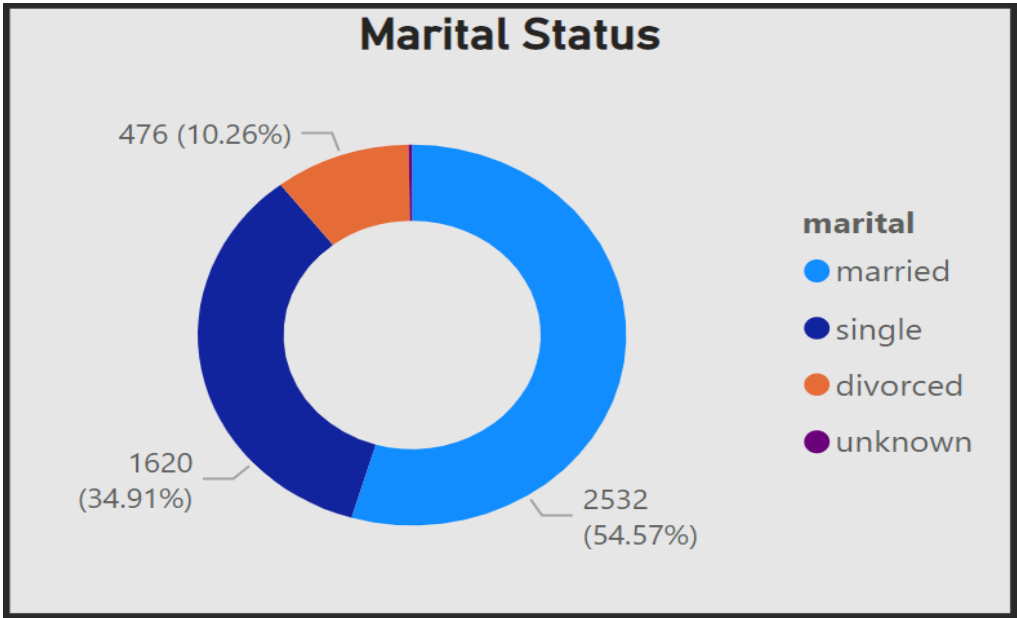
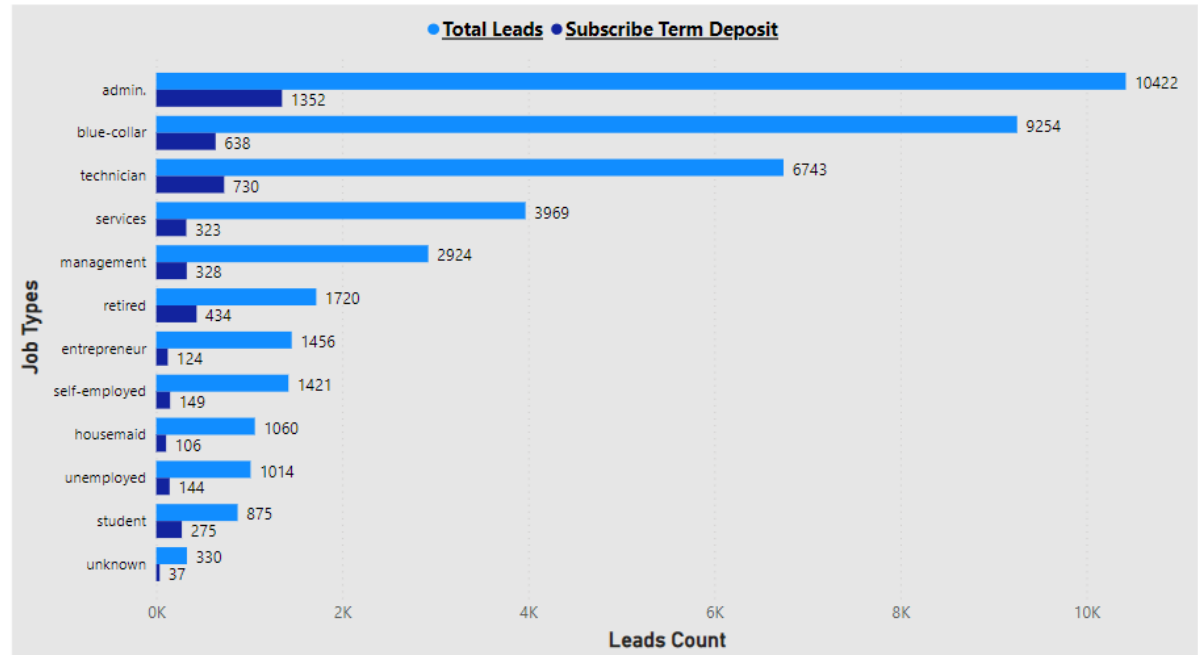3. Leads Conversion of Term Deposit market Campaign based on Customer's age.

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	3.6212908
Standard Error	0.0085463
Median	4.857
Mode	4.857
Standard Deviation	1.7344474
Sample Variance	3.0083078
Kurtosis	-1.4068026
Skewness	-0.709188
Range	4.411
Minimum	0.634
Maximum	5.045
Sum	149153.73
Count	41188

8. Employee variability rate description.

emp.var.rate	
Mean	0.0818855
Standard Error	0.0077407
Median	1.1
Mode	1.4
Standard Deviation	1.5709597
Sample Variance	2.4679145
Kurtosis	-1.0626315
Skewness	-0.7240955
Range	4.8
Minimum	-3.4
Maximum	1.4
Sum	3372.7
Count	41188

9. Consumer Price Index description.

cons.price.idx	
Mean	93.575664
Standard Error	0.0028522
Median	93.749
Mode	93.994
Standard Deviation	0.57884
Sample Variance	0.3350558
Kurtosis	-0.8298086
Skewness	-0.2308877
Range	2.566
Minimum	92.201
Maximum	94.767
Sum	3854194.5
Count	41188

10. Consumer Confidence Index Description

cons.conf.idx	
Mean	-40.5026
Standard Error	0.0228048
Median	-41.8
Mode	-36.4
Standard Deviation	4.6281979
Sample Variance	21.420215
Kurtosis	-0.3585583
Skewness	0.3031799
Range	23.9
Minimum	-50.8
Maximum	-26.9
Sum	-1668221.1
Count	41188

11. Number of employees description.

nr.employed	
Mean	5167.0359
Standard Error	0.3560096
Median	5191
Mode	5228.1
Standard Deviation	72.251528
Sample Variance	5220.2833
Kurtosis	-0.0037604
Skewness	-1.0442624
Range	264.5
Minimum	4963.6
Maximum	5228.1
Sum	212819875
Count	41188

INSIGHTS

Insight 1: 38.8% Subscribers are in the age group of (29 to 39).

Insight 2: In the age between 60 to 90 the Leads conversion rate is maximum.

Insight 3: People in the age range of (30-40) are targeted maximum.

Insight 5: People who work in Administration, technician and Blue-collar jobs subscribe to term deposit the most.

Insight 6: People who are entrepreneur, unemployed or housemaid subscribe to term deposit the least.

Insight 7: Students, retired and unemployed are easiest to get whereas entrepreneur, blue-collar and services people are difficult to get subscribed.

Insight 8: Conversion rate of single people is higher than the married and divorced people.

Insight 9:   Customers who have either University degree or went High school or have enrolled in professional course subscribed the term deposits most.

Insight 10: All of the Customers who have subscribed term deposit have not defaulted on credit.

Insight 11: Approximately half of the total leads have a home loan on them.

Insight 12: Approximately 50% of the customers subscribed within 1 contact.

Insight 13: There are two types of people that is; Cellular and Telephone Users and out of which there are 83% of the Subscribers are Cellular users.

Insight 14: Conversion rate in the march month is higher than the other given months.

Insight 15: Only 14.72% of customers have personal loan on them.

Insight 16: Insight 13: Average duration per call for customers who subscribe to term deposit is 9.2 minutes, maximum call duration is 69.983 minutes and minimum is 37 seconds.